

RSF Women's Fund Board Meeting

Notes from June 8, 2022

Link to recorded meeting:

https://us06web.zoom.us/rec/share/3rq7ijdvjlAzefaZVU53NGPn7pctmDSUkkPsJU6lbnE673T9uhH_gigVsMjNv-lc.WJVVoDx-wreMCI0T

Passcode: F&aQu4+8

In attendance: Sabrina Applegate, Marian Benassi, Mara Buchholz, Mary Consalvi, Ellie Cunningham, Susan Hoehn, Cynthia Hudson, Sue Major, Nikki Ream, Kathy Sage, Diane Solomon, Beth Terrana and Donna Vance

Upcoming Events-

- September 19, 2022 - Monday Grant work group Meeting – location TBA*
 - September 20, 2022 - Tuesday Grant work group Meeting – location TBA*
 - September 21, 2022 - Kick off Meeting - at the home of Sheryl Lester*
 - November 8, 2022 - General Meeting - location TBA*
 - January 26, 2023 - Bubbles and Blanca – **HOST needed!***
 - February 21, 2023 - General Meeting - Speaker and Site Visit signups – location TBA*
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Welcome – Board Chair, Susan Hoehn

- Susan began by welcoming everyone to the meeting. A few board members were frustrated that the Zoom link did not function or that they didn't receive a link at all. Susan said she would really like to understand what went wrong so that it does not happen again. Korri Ball, program admin, said that she believes the problem with some board members not receiving the link is that she sent the link in an invitation rather than a reminder, so those who had RSVP'd a month ago did not get the link and agenda. Susan said that this continues to be an issue and she would like the invitation (with Zoom link and agenda) sent out one week prior and then again, the day before the meeting. Korri said that wasn't possible for this meeting because she didn't receive the agenda from Susan until Tuesday evening.
- Susan then moved to the topic of Korri's time and priorities. She has many ongoing tasks that most of us are not aware of. Her first obligation is to be available to the chair to help her with her projects. She then has to be available to our first priority, as an organization, which is Grants. Korri's works for 6 hours on Monday and Wednesday from 10am -3pm, (Korri corrected her that it is actually 5 hours), her remaining hours vary based WF events and additional work and is not on a prescheduled day or time. That means if Korri gets an email on Wednesday at 4:30pm she may not respond until Monday. It is not that your email isn't a priority it is just that our organization has a limited budget for salary.

Many times Membership or other Chairs have questions or issues that only Korri can fulfill. She will get to you in the timeliest manner possible. Please understand that she be completing other obligations first. If you (board members) have additional tasks for Korri, please make

sure you clear them with me (Susan). We are guarding Korri's limited time to manage many tasks that are specifically assigned to the Program Administrator. Therefore her responsiveness may not seem timely to you, but she is managing many other requests. We are so sorry for the inconveniences this may cause you.

- Next, I would like to discuss adding new board position Communications Chair. This idea has come about because we have been investigating another organization, I am a member of, Wood River Women's Fund, they have volunteers that handle gathering information from outside sources and then they pass this information to the Administrator to add to the website. This new Board member would act as a sort of search engine, for information about our organization and organizations we fund.

Mara Buchholz suggested we ask Cheryl to focus on social media while we are in the process of remodeling the website. She also expressed that it is not clear how this new board position, her IT position and publicity work together and overlap.

Beth Terrana was a member of an organization in Boston that had a robust social media presence. They found that Instagram and LinkedIn are used more than anything and the member volunteers posted updated content 3-4 days per week.

Mary Consalvi said that the Wood River WF has a committee of 7-8 members that create and gather content that is added to the website.

Mara also expressed that by adding this position it makes her current board position, IT Chair, very temporary. Which she said is fine if that is what the board decides.

Susan disagreed and said she thinks we will have an ongoing need for someone to her with IT and solve further issues that will undoubtedly arise. We also really need to get new younger members in the leadership pipeline. Susan said this position would keep the flow of written information added to the website by the Program Administrator, including updates of members info; articles regarding RSF Women's Fund; news about organizations we have funded; relay pictures to be added to website; and manage the social media accounts. She would like the board to vote and then we will need to make a recommendation to the general membership in September and vote again to add the position at that time. Susan strongly recommended Cheryl Salmen the person to fill this position. She is very tech savvy and organized, she is also a young Mom and from a group we want to include.

Susan asked for a motion to approve adding this position:

Motion: Donna Vance 2nd: Sabrina Applegate None were opposed

She then asked for a motion to approve Sheryl Salman as the Communication

Motion: Nikki Ream 2nd: Sue Major None were opposed

- Following the vote, Susan moved to a Finance topic she would like to motion that the board approval maintaining our fund reserves, at one time the annual operating expenses. This would free up about \$25,000 to be used for other projects like updating the website.

Beth Terrana agrees with only having one times our budget, around \$40,000.

Motion: Susan Hoehn Second: Cynthia Hudson Any opposed: None

- Susan said her first suggestion is to create new trifold reserve funds. One would be the membership trifold, and another would focus on Above & Beyond campaign. The next suggestion is to put funds toward the website update. Since some of these ideas may occur prior to the September meeting, we may need to vote by digitally.
Beth asked for a little more discussion on the use of paper v. digital and what their purpose is. Susan prefers to place paper in hand, this will further the wonderful work that membership has been doing getting thirty-seven new members this year. It is not an elaborate piece, just a card stock piece that is similar to the one used in the past.
Nikki said she feels like extra funds should first be going to the website update. She would also like to see a digital formatted piece that could be mailed in conjunction with the letter that was written to go out to women after their first visit.
Susan thinks this would be a perfect junction for Mara to be in charge of creating the email contact that would go out to potential members.
- Susan has reworked the job descriptions following the transition meeting and those have been sent out. If you have any edits or comments, please let me know. You should keep this in your binder or files.
- That concludes Susan's topics for discussion, and she then moved to a report from Grants team.

Grant Chairs – Cathy Burch & Kathy Sage

- Susan commented that the grants team did an amazing job with the awards meeting and for their hard work the past few years.
- Kathy said due to the excellent transition of information from Mara and Nikki, we feel like we are off to a great start with the new processes that Mara has created with JotForm. This will save time for everyone involved. We are doing a training on June 28, 2022, to go over the processes of JotForm. The focus areas for next year are Womens Services/ Military Support, we are so excited to work with these organization.

Program Chairs – Marian Benassi & Sue Major

- We haven't scheduled anything yet for the upcoming year. Last fall we had Cybersecurity, does anyone have an idea of speakers that may be interesting and timely for our September meeting. Please share any interesting speakers or topics.
- Susan commented that last year's speakers and meeting were all wonderful.

Membership Chairs – Sara Bennett & Donna Vance

- Donna said that Sara was not able to attend, but Sara did a fantastic job recruiting and we have so many young members. We do not have a specific goal for new members next year, but we will get a number towards which we are working. Donna said she finds that Wild Apricot is very inaccurate and hard to find data on the website. Donna said that she feels like we may start out with five new members that attended the Mix and Mingle.

Nikki reported that her friend Robin Fanten and Debra Stumm will most likely join. Nikki emphasized how impressive it is that we have so many founding members. I want to plan an event for all of our founding member, to keep members active and feeling included.

Susan suggested that membership could set a goal of forty new members.

- Beth asked if Membership would be doing an event that educates women about that we do in the community. She is surprised that there are not many members from the Bridges. She said that she thinks the younger people are more data driven and really want to know what the organization does and how they make a difference.

Finance Chairs – Beth Terrana & Diane Solomon

- Beth and Diane did not have access to the agenda, so they were not prepared to speak about any topics. Beth said that based on the March operating budget she feels like everything is line.

Korri told them that the operating budget is sent out by Jeff in the Foundation office the first week of the month.

- Korri then read the WF Reimbursement Policy as a reminder:

Rancho Santa Fe Women's Fund

Reimbursement Policy

(11/1/2019)

Reasonable expenses in furtherance of the mission are reimbursable; however, individual WF members are prohibited from incurring expenses on behalf of the RSFWF without prior approval and in conformance with the following: All RSFWF expenses are to be charged on the RSFWF credit card by the WF Program Administrator or direct billed from the vendor. Members scheduling coordinating events, room rentals, etc. may plan with individual vendors and then request that the WF Program Administrator provide the vendor with the credit card information or have the vendor bill RSFF/RSFWF for direct payment. All approved expenses will be reconciled and paid for using funds in the WF Admin Fund by RSFF finance staff. In the rare instance where an individual member incurs an expense authorized by the finance and advisory chair and needs to be reimbursed, those reimbursements will be considered **taxable income**. The member will need to complete and submit a W-9 form along with an expense reimbursement form, all supporting receipts, along with an approval by the finance and advisory chair before payment will be issued. The RSFWF

program administrator can facilitate and track this process to make sure it is accounted for in the budget.

Volunteer Chair – Ellie Cunningham

- Susan proceeded to Ellie Cunningham for a report on the recent volunteer activities and any upcoming events.
- Ellie said that last night she and a group of nine member/volunteers went to Haven House and prepared and served dinner to the people who stay there. It was a fabulous event, and the recipients were so grateful. We have worked with Haven House in the past preparing sack lunches, due to Covid they don't do that anymore.
- One of the most popular events in recent history was the Easter Basket Luncheon, people loved doing and would like to do it again. I would like to work with Travis Manion Foundation and Women Warriors in the next grant year. The holidays are hard because members are so busy.

Susan requested that Ellie or someone else draft an article highlighting the dinner activity. Sabrina said she would write something for the RSF Review and Susan asked Ellie to send a photo and short article to be added to the newsletter.

Beth said that due to inflation and current issues we are seeing more food insecurity and we should focus our volunteer hours on something that helps with that. Ellie said she would look into the ASYMCA Easter Dinner activity.

Susan said it is ok to have an event that is just for fun, it helps with membership which in turn adds to the funds we give out each year.

Publicity – Sabrina

- Sabrina said she would like to start on the article about the dinner at the Haven House and then I will work on a short piece about the Mix & Mingle. We had a great turn out of potential members and current. We had around thirty women, but there were about ten no shows which we can take into consideration in the past. Sabrina agreed that having an event at the Bridges was a great idea. Beth suggested working with Delorean Jackson on hosting a Mix and Mingle at the Bridges, it would be an effective way to introduce people and to reengage a less active member.
- There was an article on May 26, 2022, about the Grant Awards luncheon

IT Chair – Mara Buchholz

- Mara as IT Chair has been working on two projects, one is automating the Grant process using JotForm. It will hopefully make grants work groups, Korri and even grant organizations jobs

easier. In regard to the website update we have met with a web designer, recommended by the Wood River Women's Foundation, she is preparing an estimate and we will hopefully have that by the end of the week.

- Susan asked for a description of what the potential changes are. Mara said we will be updating the forward-facing portion of the website and moving it off Wild Apricot. Korri will be working with the web designer and with Mary Anne Gillespie getting the specifics and a detailed plan of action. We may potentially move the administrative/membership aspect of the website to a different platform. Susan said she appreciates all the time and effort she puts into

Incoming Chair – Nikki Ream

- Nikki's main goal this year, other than learning what Susan does, is to shore up a history of the Women's Fund. I have found the 10 year - book and that is helpful, but we need to go forward and add the last 8 years. I also want to focus on keeping our Founders integrated and bring them back into full membership.

Concluding Comments – Advisory Chair-

- I would like Korri to add all of the dates I gave her, but they are not on this agenda. I would like the notes from this to be sent out immediately, so that the conversations are fresh in everyone's mind. The notes also remind us of projects we need to take care. The schedule may be different than it has been in the past, which is due to my travels abroad. I hope everyone has a wonderful summer.