



July 25, 2022 - Board meeting notes

Attendees: Mary Consalvi, Diane Solomon, Mary Buchholz, Cathy Burch, Sara Bennett, Susan Hoehn, Candise Holmlund, Nikki Ream, Cynthia Holmlund, Muffy Walker, Sandra Coufal

Susan welcomed the group to this meeting to discuss this project that has been in progress for months. Korri is not with us today, but she is recording the meeting so that she can take accurate notes later. Hopefully, you have had the chance to look at the notes from the June meeting. If you have not done so, please start to do this so we can have accurate notes. I read and noted that Mara's new job was being called an IT Chair and it should be Technology Chair, which was changed in the minutes you received. We are still working to remove the name Advisory Board from all documents, and we will now just be called the Board. Did anyone else notice anything that needs to be corrected in the notes? If not, we will move forward to the main focus of this meeting. As you know, Mara and her committee have been looking into possibilities for updating our website. Susan then passed the meeting over to Mara.

Mara began by saying, we (myself, Mary Consalvi, Mary Ann Gillespie, and Korri, as well as input from Susan Hoehn and Nikki Ream) have been working all summer on this project. Through this research I have learned so much about the website building process and our current website. Currently our website uses *Wild Apricot* for both the platform, and it also provides our back-office functionality. Over the years we have found that the platform side of Wild Apricot is a bit rigid and clunky. It is not very user friendly or dynamic. We began looking for better options that were still affordable. Fortunately, Susan is a member of another women's organization in Sun Valley, ID, called the Wood River Foundation. We reached out to their Administrator, and she introduced us to their website designer, Sara Shephard from Studio360 Design. The Wood River Foundation had recently remodeled their website. We spoke with Korri's counterpart, Kristina, and discovered that they do many of the same things we do with the website. After multiple discussions with Sara, she began researching other more user-friendly software for our administrative needs, like membership, grants, and events. We tried to find software that could encompass all of these needs. We discovered Neon One, which is based in the non-profit world. We met with Neon One sales a couple of times and they presented their platform to us. We also contacted the RSF Foundation because they recently switched their financial software, to Foundant. At the end of the day after both of these presentations we found that neither Neon One nor Foundant are capable of coordinating with our current grant process. We would still have to use JotForm for our grant purposes. We have determined that Wild Apricot is the best option for our back-office functionality and switch our website platform to WordPress. WordPress is very user friendly and makes it easier to keep the website updated and relevant. We think this will help make the membership retention and recruitment easier. Assuming we hire Sara Shepard from Studio 360 Design:

SUMMARY OF COSTS

Initial Set-up Costs *Studio360 Design (Sarah's company)* -- \$7,000*. This cost is only an estimate, so if the scope of the project changes, this could increase or decrease.

- **Wild Apricot** -- \$750 (Fee paid to *Studio360 Design* to integrate *Wild Apricot* with the *WordPress* portion of the website)

TOTAL = \$7,750 (*If we opt not to create a Board Portal, this total cost would be \$6,750)

Annual Costs

- **Studio360 Design (Sarah)/WordPress**-- \$30/month = \$360/year. She would be acting as our website "Host" on *WordPress*. This fee includes daily back-ups, malware, and hacker detection. Any significant troubleshooting assistance would be charged at an hourly rate.
- **Wild Apricot** -- \$54/month = \$648/year (with the 10% pre-pay discount). This is for 250 "contacts". To go up to the next tier of 500 "contacts", that would be \$99/month = \$1,188. Currently, we have 177 contacts on *Wild Apricot*.
- **JotForm (for grants)** -- \$12/month = \$144/year

TOTAL = \$1,152/year

At this point in time, this is not far more than what we currently have budgeted for our yearly website expenses. At this point I will open this up for discussion:

Cathy Burch: Does WordPress do the backside of the website.

Mara: No, it does not.

Susan said that Mara has explained everything in great detail to me, and she has done extensive research and will say that this is "the best" we can find at this time. Based on that, I would like to make the following Motion to approve this proposal so that we can get started as soon as possible.

Mary Consalvi: I am happy to make that motion and she also backed up what Susan said about the research and care that Mara has taken to find the best option for our website, which is conservative in price and still gets us a great deal more functionality. I move that we accept this proposal to improve our website:

MOTION: Mary Consalvi SECOND: Nikki Ream

MOTION: *I make a motion that we hire Sarah Shepherd from **Studio360 Design** as our web designer to update our current website. As part of this update, Sarah will create a new website, using the **WordPress** platform and will integrate this new platform with our current **Wild Apricot** software. In addition, we will continue to use the **JotForm** software for our grant process.*

Candise Holmlund asked, “How is this being paid for?” Obviously Finance committee is new and so I am asking this question for them. But for a matter of record, I think it should be noted that how this is being paid for. The yearly expenses are similar, but the upfront costs. Susan addressed where the funds to cover upfront costs will be coming from. She reminded the group that at the last meeting, the Board voted to change our reserve budget from 1.5 times annual to one time that annual budget. This will free up about \$25,000 that can be used to fund this special project. Candise said based on her numbers, which are not the most recent, the old budget was about \$40,000 per year and we met that including extra donation. The reserve is \$56,000, based on my numbers which leaves about \$16,000. Regardless, if the remainder is \$16,000 or \$25,000, we can cover the \$7700 for the project.

Susan thanked Candise for clarifying this for the group. She then asked that we move to approve the motion from Mary Consalvi to approve the proposal. Nikki Ream seconded the motion and then asked for an **addendum to the motion**: Should we find that we need to increase our JotForm Subscription, that the board approve this increase now.

In addition to her work on the website, she has streamlined and automated much of the grant process. The dollar amount to increase the subscription to JotForm to more contacts will go from \$140 per year to \$180 per year.

Susan would like to clarify the motion made above that the funds to cover the upfront cost of the Website Project, will come from the reserve fund. Susan asked if Mary Consalvi and Nikki Ream, motion and second, still agree with the proposal. Both stated that they did. Susan went on to ask that the quorum, 12 Board members, all verbally or visually give their approval. All those in attendance gave an affirmative vote.

I would like to go over a few more items. We are currently working on a newsletter that will be going out soon. If you have anything that you would like to add, please let me know. We will let membership know about the Website Proposal that was approved today and offer them links to see the details. We will notify them about the Above & Beyond Campaign for this year. I would also like to propose that we approve a new deadline for membership. In the past we have been lax in allowing donations to come in well into the new year. This has made it difficult for grants committee to plan and know how much they have to spend. We would like to make it a more determined effort to set a deadline of September 15. Leading up to that date an invoice would be sent out the end of August requesting payment, this would give you about three weeks to get your DAF transfer or checks sent in. We would like to make a true shift in the minds of our

members to make their contribution earlier. So what would happen if one of our favorite members or potential members doesn't by 9/15? They would be welcome to attend the September 21 Kick-off, but by November they would need to have made their contribution. Mary Consalvi wanted to clarify that this is not just for new members it is for renewing members also. Susan confirmed that everyone joining, or renewing will have the same deadline. But you will be able to invite new members at anytime and they will still be able to attend two meetings before they join. Sara Bennett wanted to ask that the motion is focused more on renewing members, since potential members can join anytime up to April 1. Mara went over the emails that can go out from the system to remind members to contribute. Susan encouraged the group to vote to approve this shift, it benefits the process and there is no downside for our organization and for the RSF Foundation. Susan asked for a **motion to approve moving the renewal deadline to September 15.**

Motion: Sara Bennett

Second: Cathy Burch

All in attendance: Aye

Another change that we would like to discuss is the Mentor program for the new members. Sara Bennett announced that we have had many new members in the past year and with that it has been suggested many times that we set up a mentor system. The mentor can encourage the new person to attend an event and offer to carpool. If we don't help these new members to connect in the first couple of years, the chances are we will lose them as members. We don't have a precise plan, but we are going to focus on those that have been members for over 2 years. Cynthia agrees that this an excellent idea and it should be formalized.

Susan said, members are going to be receiving several emails coming up.

- We are going to notify members that members go into the website and update their profiles themselves. This is a simple and painless process.
- There will be the mentor email going out to recruit members who are willing to reach out to new members.
- Letter notifying members that membership contributions are due on September 15 now.
- Newsletter
- Event announcement for the Kick-off meeting.

Susan then turned the time to Cathy Burch for an update on grants. Cathy said she had not received verification from Korri that the letter went out to the Grant database announcing the opening of the LOI process. I have heard from a grant writer that they received the letter. Our two areas of interest this year Women's Services and Military services.

Nikki asked if they were requesting that the Foundation send out the letter to their database.

Mary Consalvi said that she believes that all of the military organizations that responded with interest a couple of years ago were added to our database. So they should have received the letter if Korri sent it out.

Mara said she doesn't think all of them were added only those that applied. We currently have only thirty-one military specific organizations.

Susan asked if they had finalized where the grant work group meetings were going to be held?

Cathy Burch said,

Monday meetings will be at Joann Marks home 12:30-2pm

Tuesday meetings will be at Cathy Burch's home 12:30-2pm.

There are currently eight women who will be attending on Tuesday, and we will see if there are any more. I believe there are eleven women.

Susan reiterated that:

- Monday, September 19 and Tuesday, September 20 a. first work group meeting
- Wednesday, September 21 is the Kick-off meeting

We are hoping that the information in the newsletter will allow members who want to attend a work group to contact the leaders.

It has just come to my attention that Sheryl Lester will not be able to have the Kick-Off meeting at her home. I would appreciate suggestions from anyone. We will be expecting 40-50 people. Cynthia suggested that Jennifer Miller would be a great person.

Sue Major was then introduced to cover information about programs and speakers. We have arranged for Dr. Erica Oleman Sapphire, CEO of the La Jolla Institute. We have asked her to speak on women's issues and research. We will be having another hands-on event in November; Marian is coming up with some ideas for that. February we will have another brief speaker, last year we had Kristjin Nielsen. We were thinking that the February speaker could be someone from the tech world, specifically from Qualcomm. Susan said she would love to learn more about the La Jolla Institute. Mara said she doesn't want to have someone in February that we would cut short due to the time limitations.

Nikki reported on the May volunteer project, where they served dinner to residents at a homeless shelter. There was enough left that they made box lunches and handed those out. Everyone had a fun time and we felt so good about the work they did.

Susan asked Beth and Diane if they had any comments, Diane Solomon said they would reach out to Jeff and confirm what the amount in the reserves. Susan reminded everyone about Korri's limited hours on Monday and Wednesday. We are excited to get the marketing "tri-fold" created and now that we have approved the website changes that will get going in the Fall.

Sabrina has been doing an excellent job getting us in the news.

Over the next 6 weeks we are going to be working on a new membership designation that will take the place of the hummingbird pins. We are planning to have jewels on the nametags that note years of membership. For example, new members will have green, 5-year, 10 year and founding member will all have assorted colors. Please let me know if you have any ideas for a host for the September meeting.

Sara Bennett asked if anyone would be willing or knows someone who would be willing to host a Meet & mingle in October. Susan suggested that Sara reach out to Adrienne, her daughter. Cynthia Hudson, said that Maritia Walper has a lovely home and is open to hosting, in the near future (next year).

Susan concluded the meeting wishing everyone a lovely summer.

