

Humanists of Minnesota
Board of Directors Meeting
September 9, 2020

Attendees:

Harlan Garbell (President), Suzanne Perry (Vice President), Dave Guell (Secretary), Jerry Smith, Christine Retkwa, Marcy Woodruff, John Walker, Nick Haylund (Treasurer), Ellie Haylund, Seth Engman, Mitch Thompson

Not Present:

Location: Zoom online meeting

Minutes

The June minutes as revised, and the minutes of the August retreat, were approved without objection.

Nick reported that there were no recent major expenses.

Marcy reported for the social action committee that a Secular Saturday event on anti-racism would be held via Zoom on September 12th.

Jerry reported on results of his outreach efforts to nonsecular and free-thinking groups in other parts of Minnesota. He reported that he had contacted organizers of groups in Duluth, Rochester and Mankato through email addresses associated with their newsletters and their Meetup groups but has not heard back from any of them.

Marcy reported that a racist post to the organization's Facebook group was removed. She also noted that the incident highlights the need for an explicit policy governing what kinds of posts are allowed to the Facebook group.

Christine reported on the costs of advertising options available through CitiPages and the number of impressions likely. Nick reported on the costs of billboards owned by Clear Channel Media.

Suzanne said she would pull together a team to consider a marketing strategy that would bolster any paid advertising that we do. The team would consider things like finalizing a new mission statement to include "widespread human flourishing," enhancing our website and creating a conversation forum there, making the newsletter more widely available, streamlining newsletter production, and doing more to promote HMN in our Meetup activities. The board agreed to use "widespread human flourishing" in our marketing messages even though this language has not yet been incorporated into our bylaws.

Adjourned at 9:08p