

Humanists of Minnesota
Board of Directors Meeting
October 14, 2020

Attendees:

Harlan Garbell (President), Suzanne Perry (Vice President), Dave Guell (Secretary), Jerry Smith, Christine Retkwa, Marcy Woodruff, John Walker, Seth Engman,

Not Present: Ellie Haylund, Mitch Thompson, Nick Haylund (Treasurer).

Location: Zoom online meeting

Minutes

The minutes were approved without objection.

A financial report for the month was not submitted.

Jerry discussed the need for, and difficulties of, implementing a more formal annual budgeting process as well as the need for monthly and quarterly financial reports. The finance team will be contacted for how to handle regularly generating these reports.

Marcy reported for the Social Action team concerning the Get Out The Vote Meetup that was organized. Christine reported that the Social Action team has written a draft they would like the Board to consider as a statement by HumanistsMN on Systemic Racism.

Jerry reported that he heard back from the Rochester freethinkers group and was invited to their Board meeting to discuss opportunities for collaboration, as well as opportunities for members from their group to attend our programming. He also reported on contacts with groups from Duluth, St. Cloud, and southern Minnesota.

Suzanne reported a group of interested members met to discuss ideas for marketing the organization. She also reported that Ellie has created an Instagram account for the organization. She also reported that Andre was able to re-activate our old YouTube account. There was also a discussion of offering the newsletter for free to anyone who signed up to receive it. The less than 10% conversion rate of trial members to full membership was discussed, in addition to ways to re-imagine trial membership. The new Forums feature on the website was also discussed.

Harlan raised the need to form a committee to review the by-laws and recommend changes. The opportunity to reflect the organization's values in the by-laws through a mission statement was noted. Harlan asked all Board members to review the by-laws and offer any suggested changes.

Harlan noted that the next meeting of the marketing and membership teams will be a joint meeting.

Christine reported specific cost options for digital banner, hover and billboard impressions through CityPages.

Harlan moved that Justice Bovee be given a \$100 honorarium in recognition of her work producing videos of organization events. It passed unanimously.

Harlan moved that the organization organize and promote a fund raiser for local food banks, to be matched by an anonymous donor. It passed unanimously.

Adjourned at 9:00pm.