

Humanists of Minnesota
Board of Directors Meeting
November 11, 2020

Attendees:

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

Not Present: Mitch Thompson,

Location: Zoom online meeting

Minutes

The October minutes were approved without objection.

Marcy reported for the Social Action team that they will be meeting soon to discuss options going into the new year. Christine reported on the drafting of the statement on systemic racism.

Jerry reported that Rochester Area Freethinkers has agreed to allow us to post community gathering and D-squared on their Meetup site. He also reported that the Central Area Freethinkers (in St.Cloud) will hold a board meeting to discuss the same and that they are receptive. Jerry will be approaching the Duluth group soon also.

David reported (for Media Tech) Rebecca's update concerning her work to test and get input concerning some tweaks to the website:

- Opinions were split between a lighter yellow navigation bar and the darker yellow recommended by Imagehaus.
- Over 60% of respondents liked the blue color of the chicklets, and about 80% are satisfied with them. However, some made the point that since they duplicate menu items, they unnecessarily use up space on the homepage.
- A slim majority dislike the proposed color of the Join and Donate buttons.
- The usability of the site, including logging in/out, was satisfactory to 90% of respondents.
- The forums were viewed favorably.
- We should work to improve organic search ranking (SEO).

Suzanne reported for the marketing committee that we have videos posted on the YouTube channel. They have also been working on branding the Meetup site. She also noted recommended language to post in all Meetup announcements and Zoom meetings that encourages participants to join the organization. She also noted that advertising media (billboards, e.g.) was discussed. The Meetup Pro account was also discussed.

Nick reported that the October financial report is not finalized yet, but the final reconciliation will happen this weekend. He also noted that the Second Harvest Food Shelf fundraiser has already raised \$1000. The topic of monthly financial reports was discussed extensively, especially whether they can be completed in time for the next month's board meeting. The topic of how to account for pass-through donations to other organizations in the financial reports was also discussed. The topic of a quarterly financial report was discussed.

Proposed drafts for an organization mission statement were also discussed.

The topic of trial membership was discussed. The option of allowing people who aren't members to subscribe to the newsletter indefinitely was discussed. The following was approved unanimously: HumanistsMN is a secular community that promotes ethical living, widespread human flourishing, and a healthy planet through its commitment to science, reason, compassion, and creativity.

Suzanne reported that "Give to the Max" day is coming up and that she will get us included in it.

Adjourned at 9:09pm.