

Humanists of Minnesota
Board of Directors Meeting
December 9, 2020

Attendees:

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

Not Present: Mitch Thompson

Location: Zoom online meeting

Minutes

The November minutes were approved 10-0.

Harlan moved that a quarterly financial report be prepared and presented to the membership in the newsletter. The motion was seconded by Nick. The motion passed 10-0.

Nick reported that the organization raised \$25,685 for Second Harvest Food Shelf.

Harlan asked members of the finance committee to reconsider the question of how donations should be accounted for in the organization's financial accounting.

Christine reported on Vote Forward efforts to mail letters to Georgia voters to encourage voting in the primary. She also reported that our dues are due for Minnesota Second Chance Coalition. A motion to renew membership pass 10-0.

David reported that the Media/Tech team met to discuss and decide on refinements to the website.

Suzanne reported for the Communications team that she volunteered to take advantage of additional information available about which MeetUp members have gone through MeetUp to view Humanist events. Suzanne reported sending information about a company that will make tee-shirts and coffee cups, etc. Suzanne also suggested initiating a membership promotion involving reducing membership dues.

Suzanne reported for the Marketing team that she volunteered to take advantage of additional information about the activity of MeetUp members that is available through our upgraded subscription. She proposed deleting members who have not been active in more than three years. Suzanne reported sending information about EvolveFish, a company that will make HMN-branded tee-shirts and coffee cups, etc. Suzanne also suggested initiating a membership promotion involving reducing-dues and free HMN promotional items.

Ellie noted that the Membership team's next meeting would be Monday. She also reported beginning to post to Instagram for the organization.

Advertising options with KFIA and NPR were discussed. The broader issue of whether and how best to advertise was debated extensively. Harlan directed the marketing team to recommend an advertising campaign that could be executed in the \$3,000-\$5,000 range.

Harlan reported that the by-laws committee met and identified suggested changes to the by-laws. Jerry noted his suggestions including adding a Statement of Mission, changing to the Secretary's responsibilities, requiring new treasurers to perform a financial audit on taking the position, and that during the last term of a President's service the Vice President be someone who is able and willing to take the position at the next election. Harlan noted his suggestion that the Vice President have duties defined in the by-laws to include the duties currently held by the Secretary, among other duties. The by-laws committee will meet again to specify proposed changes to the by-laws.

Adjourned at 9:09pm.