

**Humanists MN**  
**Board of Directors Meeting**  
**March 10, 2021**

**Attendees:**

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

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

**Location:** Zoom online meeting

**Minutes**

The February minutes were approved without objection.

Marcy reported the social action team's plan to use MailChimp to send the team's announcements and to track how many of the emails are opened by the recipient and whether anything in the email was clicked on.

Christine reported (from Nathan) that there were 9 new members who joined in the last month.

Harlan reported that a picnic site has been reserved for July 18 at Central Park in Roseville,

Suzanne, Audrey and Marcy were approved to constitute the nominations committee to identify a slate of Board candidates for the election in May.

Suzanne outlined a Marketing plan created by the Marketing committee. It proposes certain goals involving membership, fundraising, events, and advertising. Means for publicizing the organization are being considered included selling HMN-branded items such as t-shirts, mugs, or bumper stickers. Search Engine Optimization (SEO) was also mentioned as a potentially important addition to the website that would increase traffic to it. Jerry proposed adding an element to the plan that involves making the organization more appealing to potential donors, and the board was favorable towards the idea. A 35<sup>th</sup> Anniversary celebration was also proposed, one involving a panel discussion, happy hour and dinner for example. There was extensive discussion of these and other options.

Harlan proposed renewing our \$100 subscription to the Minnesota Council of Nonprofits; there was no objection.

Adjourned at 9:09 pm.