

**Humanists MN**  
**Board of Directors Meeting**  
**April 14, 2021**

**Attendees:**

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

**Not Present:**

**Location:** Zoom online meeting

**Minutes**

The March minutes were approved without objection.

Marcy and Christine reported that the Secular Week of Action is scheduled for April 30 – May 9<sup>th</sup> and the Day of Reason is scheduled on May 6<sup>th</sup>. Our focus will be on food packing, the highway cleanup, and a donation drive for Bridge for Youth. Notably, Sarah Levin will be presenting on Secular Advocacy on May 8.

Christine talked about the action alerts the Social Action team is now sending to interested members.

Harlan announced that Suzanne and Ellie will be co-chairs of a Marketing team which will now be an ongoing committee.

Harlan presented a proposed marketing plan. There was extensive discussion of the proposal. The proposal itemized a “Lower – Higher Range” set of amounts for: prominent speakers, billboards, radio ads, the Day of Reason, Special Venues, a Membership Drive, and paid help. Discussion centered around the proposed high range of the total budget, whether a single advertising line item (encompassing billboards and radio ads) should be combined and spent at the discretion of the marketing committee. The final proposed marketing budget was as follows:

Prominent Speakers	3500
Advertising	4600*
Day of Reason	550
Special Venues	375
Membership	360
Paid Help	1865
<b>Total</b>	<b>\$11,250.00</b>

\* Up to \$2500 of the advertising budget is approved for Billboards, with the remainder of the \$4600 budgeted to go toward KFAI and other advertising.

The motion to approve the budget passed unanimously.

A motion to recommend to the membership adopting the revisions to the by-laws proposed by the by-laws committee passed unanimously with one abstention.

Suzanne reported for the nominations committee that it will propose the following slate of candidates:

President: Harlan Garbell

Vice President: Ellie Haylund

Secretary: Mitch Thompson

Treasurer: John Walker

At-large: Suzanne Perry, Jerry Smith, Nick Haylund,

David Guell will complete the remaining year of John Walker's term as an at-large member.

Adjourned at 9:02 pm.