

Humanists MN

# Board of Directors Meeting

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**Wednesday, July 14 @ 7 pm (via zoom)**

## ATTENDEES

**Jerry Smith, Mitch Thompson (Secretary), Harlan Garball (President), David Guell, John Walker (Treasurer), Suzanne Perry, Christine R, David Guell, Marcy Woodruff, Ellie Haylund (Vice-President)**

### Guest

**Audrey Kingstrom**

### Routine Business

7:00--7:10 Welcome

7:10--7:20 Housekeeping

### Approval of Agenda/additions

- Suzanne proposed that in the future, Communications topics be covered in Marketing Team reports rather than listed as a separate agenda item.
- Proposed bylaw changes will not be discussed following their rejection at the annual meeting. We will instead reintroduce them at a future special meeting, minus the proposed language to change the Vice President's role.

**Motion:** Minutes approved unanimously with changes suggested by Harlan.

### Old Business

7:20-7:45

### Reports from Committees/Team

#### \* Financial Report (John/Nick)

- The new Financial year started in June. John is working with Nick to make the transition to the treasurer.

**Action:** John needs a login for Stripe.

- Membership dues might be getting logged in correctly in QuickBooks. The overall money number is correct but not sorted out yet. There is a plan in place to sort it out.
  - John noted that the info to separate dues from donations DOES exist in MembershipWorks; it's just not communicated automatically to QBO as it should be. The issue may be resolvable, but he is not sure how long it would take to troubleshoot. It can manually fix the reporting in the meantime.

**Action:** Make sure dues are being logged correctly in Quickbooks.

#### \* **Marketing Team (Ellie/Suzanne)**

- Ellie has created a timeline for the membership drive.

**Action:** Inventory items that can be given away.

- Ellie advocates a tagline theme for the membership drive and has created several graphics options using the **theme "Join for goodness' sake"** as a slogan.

**Action:** Ellie will send out a basic outline of the membership drive plan after the marketing meeting coming up later in July.

- Suzanne has been working on the hiring process for marketing help and reviewed several candidates. One issue is that the position **may be too broad in scope to fit one person**, at least based on the candidates that have come forward so far. There was a dialogue about maybe pursuing a "stipend" approach for payment versus hourly. Ellie pointed out that it is more a question of "is the approach more holistic in scope or by event," noting that the stipend approach is more event-based.
- KFAI(Nora) has created three different spots for the membership drive. The spots run 45 times for \$900. Each spot runs for 20 seconds. Board response to ad content was positive.

**Action: Determine online versus broadcast use of funds.**

#### \* **Social Action (Christine/Marcy)**

- Most activity centered around social action alerts. The last alert included a survey. Program is a lot of work, but people appreciated it.

**Action:** Determine if action alerts will continue in the future.

#### \* **Media/Tech (Dave)**

No report

\* **Communications (Suzanne)**

No report

\* **Membership (Harlan)**

No report

**New Business**

7:45-8:50

**Transitioning to In-Person Events (Harlan)**

- Jerry is doing D-Cubed and D-Squared live and online.
- He is also doing Happy Hours live and online.
- Audrey feels a broader audience to reach online but feels it **will be a case-by-case analysis** of how programs are presented.
- Community Gathering in September will be themed more like a party and less speaker-based. The likely spot is La Dona.

**Motion:** To pursue an event that does not happen at FUS but still has private space dedicated to our event. - Motion approved unanimously.

**Action:** Solidify plans for the September community gathering. Including firming up location options.

**Marketing Plan (Suzanne and Ellie)**

See marketing report

**Advertising on KFAI (Harlan/Christine)**

See marketing report

**Picnic (Harlan)**

The event happens Sunday, July 18, 12-4

**Retreat (Harlan)**

- The event is on August 22
- The event is scheduled to be held at Cinequipt at 2601 49th Ave North, Minneapolis, 55405

**Action:** Harlan will organize and facilitate an agenda for the board retreat.

### **Discussion of Organizational Venues for 2021-22 (Harlan)**

- Board discussed a broad range of ideas and philosophical approaches to venues for the upcoming year but remained likely to focus on its' rental relationship with FUS for most meetings and the potential to partner with them for some events in 20-21.

### **HMN Community Service Opportunities (Christine)**

**8:50—8:59 Additional business**

**Adjournment motioned for and approved at 9:10 pm**

**Next Meeting: Sunday, 8/22, 12-3 pm (Retreat)**