

Humanists of Minnesota
Board of Directors Meeting
Sept 14, 2022 6:10pm

Attendees:

Ellie Haylund (President), Mitch Thompson (Vice President), John Walker (Treasurer), David Guell (Secretary), Nick Haylund, Seth Engman, Jerry Smith, Abigail Jackson, Stephanie Schwinn

Not Present:

Suzanne Perry

Location: Zoom online meeting

Minutes

A motion to approve the minutes was made by Mitch, seconded by Ellie and passed with 1 abstention.

John noted in his treasurer's report that there were no usual or sizable expenditures during the previous month. In addition, he reported (concerning his research into higher interest savings vehicles) that Huntington bank has new, higher interest, money market offerings but that they are limited to investments of \$10,000 *of new money*. His conclusion was that there appears to be no good opportunities for higher interest rate investments for the organization's savings. A motion to approve the treasurer's report was made by Mitch, seconded by Ellie, and approved unanimously.

Jerry reported concerning his work to develop an annual budget. He noted that last year's annual loss was about \$5400 which was somewhat less than expected. For the current year, he is basing annual revenue on the dues projection given by MembershipWorks. Jerry reported that we can reduce the honorarium budget by \$1000-2000 based on what the program committee is expecting. Jerry noted that the budget allocates \$1200 for clothing and "swag". He also reported that FUS indicated there would be no space rental if we needed a space for childcare. During the discussion, the marketing team reported that it is getting quotes for billboard advertising. They have found that rates in St. Paul are lower than in Minneapolis and are looking to increase the advertising budget from 4500 to 5000. Jerry will revise his drafted budget and circulate it in email, with the intention to vote to approve it by email.

Ellie discussed her intention to reinstate the membership committee. She noted that the line between it and the marketing committee will have to be redefined. One of the committee's first agenda items will be whether to have a new member ambassador, a person who reaches out to new members.

Mitch reported for Humanists In Action that VegFest is happening on Sunday (Sept 18). He reported that our involvement has been organized via email, that interest in the event has been good, and that we have enough volunteers for the event.

David reported that he had purchased a Stripe M2 credit card reader and that he and John had succeeded in using it to charge to a credit card. He reported that part of using the device is that it must be connected via Bluetooth to a mobile device with an internet connection (such as cell phone or iPad) by a user who has an account on an intermediary “point of sale” service, which charges a small fee per transaction. Therefore at this point, John is the only one able to take credit card payments.

David reported that he had begun “boosting” the Facebook event for the September 17 community gathering. He noted some preliminary findings: 1. five times as many users interacted with the boosted advertisement on mobile devices compared to desktop devices; 2. Twice as many women as men clicked the ad; 3. The cost per impression was approximately two cents, and the cost per interaction was around \$1.20. At the time, there were approximately 120 RSVPs for the event on Meetup.

Mitch offered to check with Nathan about whether he will still handle the cheese, crackers and vegetable tray for the community gathering. Otherwise Dave offered to handle what was left to do.

Suzanne summarized activities since the Day of Reason event at the Capitol in an email to board members. Legislators have created a Secular Government Caucus with a mission similar to that of the Congressional Freethought Caucus. The Marketing Team suggested we think about a specific piece of legislation we could ask them to support.

David moved that the Board approve using the purchased M2 credit card reader to take payments for a 60 day pilot period. Jerry seconded. The motion was approved unanimously.

Adjourned 7:51p

HUMANISTSMN 2022-23 PROPOSED BUDGET

<u>ACCOUNT</u>	<u>DESCRIPTION</u>	<u>2021-22 ACTUAL</u>	<u>PROPOSED BUDGET</u>
REVENUE			
4000	Contributed – Donations	5140	4000
4200	Earned – Dues	15825	14600
4500	Other – Interest	207	200
	TOTAL REVENUE	21172	18800
EXPENSES			
6000	Grants to Others	1130	3000
6111	Childcare	0	0
6165	Speaker Honorariums	4970	3000
6200	Admin Expenses	2267	2300
6400	Insurance	818	820
6505	Advertising	3260	5000
6510	Clothing & Swag	1666	1200
6515	Event Sponsorships	0	1000
6520	Promotional Materials	0	1000
6565	Printing & Copying	52	200
6570	Website	12	250
6610	Food & Beverage	1544	1600
6660	Room & Space Rental	4813	3325
6665	Other Business Expenses	984	1000
	TOTAL EXPENSES	21515	23695
	NET REVENUE	(343)	(4895)

EXPLANATION OF BUDGET ITEMS

4200: MembershipWorks projection of annual dues revenue: \$14,600

6000: Projected cost of scholarship and other "Good Works" initiatives: \$3000

6400: Directors and officers liability insurance; HMN general liability insurance

6520: Promotional Materials: New account for promotional videos

6660: Community Gathering, 8 @ \$275 = \$2200; Secular Saturday, 9 @ \$125 = \$1125