

**Humanists of Minnesota**  
**Board of Directors Meeting Minutes**  
**October 12, 2016**

**Attendees:**

Officers: Audrey Kingstrom (President), Harlan Garbell (Vice President), Brad Bolin (Treasurer), David Guell (Secretary)

At Large Directors: Christina Royal, Rohit Ravindran, Mark Coffee

Not Present: Dale Handeen, Mahad Muhammed

**Minutes:** A motion to approve the minutes was approved unanimously by voice vote.

**Susan Campion's Resignation:** Susan Campion's resignation from the Board was received by email on September 24, and was accepted.

**Treasurer's Report:** Brad reported that we are up \$633 for the year.

**Membership Team:** Harlan reported that the membership team discussed the team's Caring Connection Initiative. There are a few volunteers but the initiative needs a leader. He also discussed plans for "Just Member" events.

**Media/Tech Team:** Rohit reported that we were approved for 10 licenses for SalesForce. This will enable us to evaluate whether it integrates with the website, payment processing, and membership portal, newsletters, and membership directories. The Facebook ads are running with a maximum budget of \$50 for the Future of Humanism conference. So far the ad has been seen by 2785 people, with 25 people clicking through. This has spent \$28 of the budget.

**Cable TV Program:** Brad inquired whether anyone was interested in taking over direction of the TV Humanist TV program.

**Darwin Day:** The Board expressed unanimous support for continuing to devote the February chapter meeting to a topic related to Darwin Day.

**Twin Cities Rise:** Christina reported that she will schedule a meeting with a contact at Twin Cities Rise.

**Civil Discourse:** Christina recommended postponing until Spring and further action on civil discourse due to her travel schedule.

**Editorial Policy:** Harlan reported that the task force for the Editorial Policy will meet on Oct 18 will meet at Nathan's house. Mahad, Nathan Susan Perry and Harlan.

**Future of Humanism Conference:** Need for volunteers to perform various tasks was discussed.

**Food Group Drive:** The question of whether to send out an envelope for this drive is necessary. It was generally agreed that it is still worthwhile.

**Summer Picnic Scheduling:** We will send out a Survey Monkey poll to give members an opportunity to weigh in and choose a date and location.

**Priorities:** Christina presented thoughts on things the Board needs to do to enable it to focus on strategic issues and organizational governance. David suggested that growing the organization was a key strategic priority. Christina discussed how difficult it is for her to articulate the value proposition of membership -- answering the question "what is the value of being a member? If there isn't much value, why do you become a member? Much of the value is available without paying membership dues. Leadership development (with the goal of serving on the board), membership growth, member engagement with other members, and attracting younger members were all identified as possible strategic priorities. The objective is to settle on priorities in time for the start of the new year.

Adjourned at 9:09pm.