

LGBT Club of SCW

February 2, 2021

Board Meeting

Board Members Present:

President: Suzanne Arnopolin
Vice-President: Patty Book
Secretary: Betsy George
Treasurer: Rob Upton
Membership Chair: Ann Teeters Johnson
Member at Large: Pat Nelson, Susan Krabbe
Safety Chair: Judith Frank
Absent: Cindy Hanson

Other Attendees: Tracy Anderson

The meeting took place via Zoom and started at 6 pm

Officers Reports:

President (Suzanne):

The Rec Center notified us that the club will be closed at least through the end of March.

Suzanne polled the board to verify that everyone was okay with approving meeting minutes via email. The board was in agreement that that process worked well.

There was discussion around the frequency of emails to members and the board agreed that there should normally be 3 per month: newsletter (updates for the month, meeting announcements), event reminders, board meeting reminders. The event and board meeting reminders will have links for the Zoom meetings.

Calls to members revealed that many people don't know how to use Zoom. **Patty Book has offered to call members and tutor them on how to connect to a Zoom meeting. Suzanne will add information on how to contact Patty to the next newsletter.**

There was a discussion about newsletter open rate which is currently about 50%. Members have reported that sometimes Constant Contact/Mailchimp emails go into their spam folders. It was also noted that in some cases where couples are both members, only one person opens the email. This was true of 2 board members. **Betsy will investigate whether there is anything we can do to prevent the newsletter going into spam, but there is not likely much we can do other than to encourage people to add us to their approved senders list.**

There was a discussion about what to do about the 50% of people who don't open the newsletter – proposed calling or sending “snail mail”. In the end, the board opted to focus on engaging the 50% of members who do open the newsletter and how to get them to attend events.

Calls to members – everyone reported talking to several members and most were very appreciative of the call. Many calls where the board member left a message were not returned. Ronnie Williams and Christie Brown helped the board make calls and the board is grateful for their help. **Judith will call the 2 new members to remind them about the 2-14 meeting and to let them know that Patty can help them with Zoom if needed.**

Some feedback from why people didn't attend the previous zoom event: didn't want to be up at 8:30, don't know how to use Zoom.

Someone noted that the membership form could not be filled out electronically and submitted via email. Some people don't have printers. **Betsy will work on making the form editable.**

Suzanne checked with the Rec Center and we do not have to have an official quarterly meeting with a quorum of the club until further notice.

VP (Patty Book):

Patty wants to facilitate meetups – in the previous event there was discussion about meeting up in golf carts, playing bridge, 4 wheelers. There was discussion about posting in the newsletter people who are interested in specific activities and how to contact them. The interested parties are responsible for organizing their own events.

There was discussion about a Facebook page – the page was started 2 years ago but never advertised to members. **Betsy offered to look into what it would take to administer the page. Patty Book suggested that we are very clear about the intent of the page and volunteered to help monitor and approve posts.**

Treasurer (Rob):

We have approximately \$3200 in the bank. Rob filed the club tax return and is working on the CR-7 form. The bank account and debit card have been switched to current board members.

Secretary/Web Master (Betsy):

January board meeting minutes were approved via email and posted on the website. Betsy looked into Mail Chimp as an alternative to Constant Contact. Free accounts can have up to 2000 email addresses on the mailing list. It looks like they have similar reporting on open rate but it is not clear on what limitations if any apply to free accounts. It is clear from seeing other newsletters that use MailChimp (including Sun City LGBT club) that the newsletters can include graphics and look professional. **Betsy will create a Mail Chimp account for the club and send credentials to Suzanne. Suzanne and Betsy will work on trying out Mail Chimp and we will make a decision about whether to switch in March.**

Membership (Ann):

There were 109 members in 2020. Ann believes there may be 94 now, but will verify with Suzanne. Ann has been cleaning up the membership list as a result of some of the phone calls.

Safety (Judith):

Judith will call 2 new members and welcome them to the club. Ann will send her the contact info. Judith will be working on room reservations for events next year.

Members At Large:

Susan: called several members and left messages for others.

Cindy: absent, but Tracy noted that the information sent to the Independent should be updated to reflect current club activities.

Pat Nelson: Share the Love event on Feb. 14th will be informal. People can share whatever they wish to, chat and get to know other members.

New Business:

March events:

Sunday, March 14th, 4 pm – happy hour. Green theme for St. Patrick's day

Friday, March 26th, noon – in person picnic in Suzanne's outdoor space. BYOB Will separate into groups of 10 as needed.

Betsy George

Secretary, LGBT Club of Sun City West