

Board of Directors (BOD) Meeting Minutes

Ellen's Café, 712 W Main Street, Leesburg, FL
November 4, 2024 @ 10:30 a.m.

President: Rose Martens welcomed all and called the meeting to order @10:35 AM

- Arlene Golden, Civic Engagement and Outreach, was the only Chairperson present.
 - It was discussed, again, that we have poor attendance by Chairpersons at the BOD meetings. Perri Cook and Arlene Golden are the only chairpersons who consistently attend.
 - It was identified that Lorna Fogg has quit as Chairperson of Health and Wellness.
 - Need to identify why Wendy Churchville, Environment Chairperson, and Dee Ream, Education and Libraries Chairperson, are not attending the meetings.
- Jean Rudderow stated for the record that we have a quorum present.
- No flag present for pledge.
- Linda Way led the devotion.

1st Vice President: Barbara Howell (Not present)

- Ways and means – Lucille DiSanto stated that she was looking into having our next quarter auction at Arlington Ridge as we outgrew Legacy.
 - Cost for the room would be \$0 as Wendy Churchville lives in Arlington Ridge.
 - We would need to provide a \$1,000 security deposit which we would get back after the event.
 - Lucille is working on getting a price quote for a cold plate cater.
- Membership – Perri Cook not present - Jane Ward put forward three membership applicants for Board of Directors approval:
 - Mary Jane Leon – Jane Ward motioned to accept Mary Jane as a member; Linda Way seconded; Motion passed unanimously
 - Christey Oberbeck – Jane Ward motioned to accept Christey as a member; Linda Way seconded; Motion passed unanimously
 - Jannice (JP) Pantoja – Jane Ward motioned to accept JP as a member; Linda Way seconded; Motion passed unanimously

2nd Vice President: Linda Way

- All guest speakers have been booked for the year. If members wish to have the floor to speak on a particular topic, there is a 10-minute window at the end of the general membership meeting which may be available.

- Linda Way requested that at least two officers attend community service activities to show support. A discussion ensued and it was agreed that at least one officer and the committee chair should attend.
- Linda Way will reach out to Karyn Lambert to ask if we can move the BOD meeting back to her shop, The Colored Easel Creative Studios at 400 W Magnolia St, Leesburg, FL

Secretary: Laura Hannam

- Minutes from October BOD – Jean Rudderow expressed concern with missing details – minutes will be updated and represented at next Board of Directors meeting.
- New letterhead – presented by Laura Hannam; reviewed and OK'd by BOD
- Return address labels – templated presented by Laura Hannam; reviewed and style approved by BOD. Laura Hannam to send label template to Arlene Golden who will print them out.
- Redesign of WCL website – moving club information on-line. Linda Way motioned that non-financial/investment information could be moved on-line. Arlene Golden seconded; Motion passed unanimously.

Treasurer: Jane Ward

- Jane Ward motioned that we take \$200 from the Quarter Auction proceeds and give it to the Honor Flight for Veterans to ensure we raise at least \$500 which will be matched by an anonymous donor. Laura Hannam seconded; Motion passed unanimously.
- Financial Report – Filed for audit

[REDACTED]

Investment Treasurer: Jean Rudderow

- Investment Report – Filed for Audit

[REDACTED]

Report of Community Service Programs

Civic Engagement and Outreach: Arlene Golden, Chair

- Veteran's Day Parade – Arlene Golden informed the BOD that two of our veterans did not want to be in the parade. A third did not want to be in the car by herself. Linda Way motioned to cancel our participation in the parade. Arlene Golden seconded; Motion passed unanimously.
- Arlene Golden motioned to cancel the Belk's sale participation due to lack of people signing up. Jane seconded; Motion passed unanimously.

Old Business

- Reminder that 11/14 is the Day in the Park event
- Lake Mary March funky fashion show – Rose Martens tabled until December BOD.
- Christmas party – additional information needed. To be discussed by Board members after meeting.
- Updated job descriptions – Ran out time at meeting. Laura Hannam will bring back up at December BOD.
- Apology letter to Mary Jo Allison for poor display of quilt at the Quarter Auction – signed by President Rose Martens at the meeting. The letter along with a \$25 gift card to Hobby Lobby will be mailed by Laura Hannam, Secretary.

New Business

- 12/14 is Bell Ringing for Salvation Army at Publix on the corner of HWY 27 and 48. Signup sheet for Bell Ringing will be available at the general membership meeting on 11/11/24.
- **New member initiative:** if you bring a friend to two meetings and they join then you get half of your membership fee paid for the year 24-25.
 - The new member initiative for free membership that was presented to the board on November 4th has been denied by the board of directors. This decision was influenced by several key factors that were extensively discussed during the meeting.
 - Motion for denial was made by Linda Way, seconded by Arlene Golden, and Motion denied unanimously.
 - Reasons for Denial:
 - **Opposition to Free Membership**

One of the primary reasons for the denial of the new member initiative is the board's opposition to the concept of free membership. The directors expressed concerns that offering free memberships could undermine the value and exclusivity of the club. There was a sentiment that free membership might attract individuals who do not have a genuine interest in being part of the club's community, leading to a decline in the overall quality of membership.
 - **Perception as a Social Club**

The board also raised concerns that offering free memberships could cause the club to be perceived more as a social club rather than an esteemed organization. This perception could diminish the club's reputation and standing in the community. The directors emphasized the importance of maintaining the club's image as a prestigious institution that offers value to its members through exclusive services and opportunities.

- **Impact on State Reports**
Another significant factor considered by the board was the potential impact on state reports. Offering free memberships could lead to a higher turnover rate, with members joining and leaving the club quickly. This poor retention rate would reflect negatively on reports to the state, indicating instability and lack of commitment among members. The board is keen on presenting a stable and committed membership base in official reports to maintain credibility and trust.
- **Desire for Committed Members**
The board expressed a strong desire to attract and retain members who are genuinely interested in being part of the club. By requiring a membership fee, the board believes that members will be more invested in the club's activities and contribute positively to the community. The directors are committed to fostering a loyal and engaged membership base that aligns with the club's values and goals.
- **Tracking of member activity:** Every four months, the GFWC Woman's Club of Leesburg President is required to file a report on which members are doing what.
 - President Rose Martens has requested the creation of a comprehensive list detailing which members are interested in each community service program. It is mandatory for all non-officer members to be involved in a program. Members will have the opportunity to volunteer for a program of their choosing; however, those who do not volunteer will be assigned to a program based on their stated preferences.
 - To ensure proper tracking and organization, a detailed tracking sheet must be prepared. This sheet should document which members volunteered for specific fundraising and community service activities. It must also indicate their level of participation, including the number of hours contributed.
 - This data is crucial for the state reports and will also assist in the selection of the Volunteer of the Year.
 - Laura Hannam will work with Perri Cook (Membership Chair) and Linda Way (2nd Vice President over community service programs) to create the trackers for submission at the next Board meeting.
- Club Calendar: Miriam Craig showed a sample calendar that was created for another Woman's Club. Discussion ensued about the potential for creating one for our club. Estimated cost: \$4 + artwork; Price for Sale: \$10. Topic tabled until after the new year.

Collect was said by all.
Meeting adjourned at 1:00 p.m.

Next Board of Director's meeting: Monday, December 2, 2025.

Laura Hannam, Secretary