



**Minutes of the California Online Branch
Board Conference Call Meeting
June 19, 2018**

Branch Established October 2, 2001

Attendance:

Sandy Hansen, President 2017-18
Sandy Kirkpatrick, Treasurer 2017-18, Program VP 2018-19
Valerie Dillon-Mattos, Program Co-VP 2017-18
Tracey Clark, AAUW Funds VP 2017-19
Kathy Andreini, Membership VP 2017-18
Harriet Tower, President 2018-19
Shelley Mitchell, Treasurer 2018-19
Jan Cook, Membership VP 2018-19
Shelly Johnson, Communications Chair 2018-19

Absent:

Alice Labay, Communications Chair 2017-18
Sallyann Berendsen, Program Co-VP 2017-18

Sandy Hansen called the meeting to order at 7:40 p.m.

Motion (Kirkpatrick): In accordance with branch Policy 4.1, the following incoming officers shall be added as signatories to the branch US Bank account:

Shelley Mitchell, Treasurer
Harriet Tower, President
Janice Cook, Membership VP

Outgoing officers Sandra Hansen and Kathleen Andreini shall be removed as signatories on the bank account, but Sandra Kirkpatrick will remain on the account during the transition; and the branch address for the bank account shall be changed to Shelley Mitchell's address, and a new debit card shall be issued to Shelley Mitchell.

ADOPTED

Approved a member survey, to be sent out to all current members on Survey Monkey.

Kathy Andreini and Valerie Dillon-Mattos left the meeting.

Reviewed financial transition for the end of the year. Harriet Tower will select a financial reviewer.

Established 2018-19 goals:

Goal #1: Actively advance the mission of AAUW

- Have at least one AAUW mission-based program per quarter.
- Fundraise for the [AAUW Fund](#), averaging at least \$35/member in overall donations.

Goal #2: Grow, engage and actively promote retention of online branch membership.

- 5% membership growth (from 67 to at least 70 members) and a retention rate of 90% of new members.

- Survey membership annually on program and project preferences.
- Have at least 50% of the members subscribe to at least one program.
- Provide monthly newsletter to keep members informed and engaged.

Approved adding Shelly Johnson as an administrator of the branch's Facebook group.

Discussed plans for programs for the year. Discussed marketing ideas.

Adjourned at 9:23 p.m.

Signed,

Sandy Kirkpatrick

I agree to the above provisions concerning the US Bank account (motion on page 1):

Shelley Mitchell

Harriet Tower

Janice Cook