

**CATALINA ISLAND WOMEN'S FORUM**  
**BOARD MEETING MINUTES – 5/23/2017 City Hall**

Call To Order: 5:30 PM

Members Present: Janeece Lowder, Arlene Blake, Carole Cotter, Mesa Bradley, Morgan Fleming, Bertha Frantz, Lorren Dawes

Also Present: Past-President Jessica Herzog

Absent: Linda Salo, Janet DeMyer, Gail Hodge (Alene Mack has resigned from board)

**Minutes:**

Minutes from March board meeting were approved with modifications by motion from Bertha and second from Morgan. The April board meeting minutes were approved as written with motion from Morgan and second by Lorren.

**Financial Report:** Arlene reported that our taxes were completed by Christy Lins and were filed on time (5/15), however post office neglected to affix postage and they were returned and resent the following day. On the issue of the amount of money that can be retained by non-profits Christy explained to members at last general meeting that we are in good standing, without changes needed. Further, inquiry was made into the \$8,510 remaining in the Rivkin Fund, unused for several years. Christy aware and will discuss with Linda Rivkin. Hopefully, she will donate to CIWF as dollars were given prior to formation of Santa Catalina Island Fund (SCIF). Arlene stated that we have \$36,000 in unrestricted funds. The financial report was approved with motion made by Bertha and seconded by Mesa.

**Mentoring and Scholarships:** Scholarship interviews were held on May 17. The committee was very pleased with response from the girls and 12 of 17 were awarded scholarships amounting to \$16,000. The STEM monies were divided equally (\$2,500 each) to two qualified candidates. Information on STEM winners to be sent to Jessica so that she may begin process of application to SCE for next year. Bertha furnished a list of all recipients to Arlene and will provide her with schedule of payments. Announcement of winners (but not amount) will be made at beach party event to be held on June 4.

**Raffle Tickets:**

Jessica noted that we can sell tickets using a credit card through our agreement with Heartland. Just call main CIWF phone number and she will take information. Arlene will be notified by e-mail of any credit card sales for either Raffle or Wine Festival so that dollars are properly categorized. We will decide at general meeting whether we should continue post office arcade sales through June. Raffle drawing will be held on June 27, our next board meeting.

**Wine Festival:**

Jessica reported that out of all the post cards we mailed last year, we only got 11 responses, which is not a good responses for effort and expense. She has researched and presented an internet sales campaign through the company, "Needls". They optimize facebook contacts by robo online targeting to find and identify customers. She has developed three ad styles that will be tried. The cost is \$75/month, plus \$50/week to facebook as budget ceiling for "click" fee. The program can be modified as we go along to see what's working. We can be on facebook for up to 17 weeks beginning in June. Janece made a motion to approve and Bertha seconded the motion.

Jessica reported that we have already sold 6 tickets for the festival. These are handled through credit card processing company, Vantiv. She will provide details to Arlene.

Cinde to attend next general meeting to discuss wine festival logistics. Lorren passed out Silent Auction Donation Forms, which will be made available to all members.

**Other Business:**

Lorren wanted to make everyone aware of new "Artisan Market" being coordinated by the city recreation department. The next market will be held on June 20, from 3:00 to 7:00 PM, which will have revolving artists, craftsmen and food vendors. She will be representing her coffee company with a booth roasting beans and having samples. She wanted to be able to advertise that \$1/bag would be donated to CIWF. All agreed we would accept such donation. Jessica will furnish Lorren with wine festival flyers to have available at her booth.

**Next Meeting:**

The next meeting will be held on June 5, at Singing Waters Church (big room). This will be a potluck with Zella and Rosie heading up project.

The meeting was adjourned at 6:45pm

Respectfully submitted,

Carole Cotter, Correspondence Secretary