

CATALINA ISLAND WOMEN'S FORUM
BOARD MEETING MINUTES – 6/27/2017 City Hall

Call To Order: 5:35 PM

Members Present: Janeece Lowder, Janet DeMyer, Linda Salo, Carole Cotter, Mesa Bradley, Morgan Fleming, Bertha Frantz,

Also Present: Past-President Jessica Herzog and Cinde Cassidy (in part)

Absent: Gail Hodge, Arlene Blake and Lorren Dawes

Wine Festival:

Cinde reported that due to an unforeseen conflict, she will not be in attendance at the festival this year. She stated that her stepson, Paul Daniel, who has assisted in the past, will take over coordination of set-up and take down. Still to be worked out is the issue of ice. It will take about six trash barrels full. There was a discussion on walk-ins in town that we might be able to use.

Further, Cinde will complete the master volunteer list in advance and Janeece will assist in making sure these people are there to do their task. The main functions of the festival already have leads that know what needs to be done in their specific area.

Jessica reported that we have had over 10,000 views of our internet ad, with 360 clicks for further information. She said that the Chamber of Commerce will include our coupon ad (large) on their e-mail blast to everyone who has expressed interest in coming to Catalina. We are already automatically listed in the "events" section and have a square ad that will pop-up when someone clicks on Chamber site. The cost for that item alone is \$250.00. The total cost for all of the ads is \$750.00 and it was moved by Janet and seconded by Bertha that we proceed.

Further, it was agreed that we should print up \$100 worth of posters to go in establishment windows.

Jessica reminded everyone to start focusing on sponsorships for our large banner.

Mentoring and Scholarships:

Bertha reported that letters went out to all of the scholarship recipients with their school packets. Included in the packet is the contract, including compliance policies, amount of dispersion and timing. Contracts are to be returned to committee by June 30.

Bertha and Jenna are already working on next year's agenda. They are proposing that there be 2 off-island events (museum trips). Linda suggested that perhaps the Rivkin (Catalina Island Foundation) fund could assist in helping with some of the costs. Bertha to contact CIF.

Raffle Tickets:

Tickets were being sold right up to beginning of the meeting. In all, we sold 206 tickets and with the lower amount of first prize, we netted a higher amount than last year. A local worker, Juan Martin, was asked to pull tickets with the following results:

Third Prize (2-nights Aurora Hotel)	Yoli Montano
Second Prize (4 hour Jeep Tour)	Eric Cederwall
Grand Prize (\$3,000.00 Trip Voucher)	Laura Vandezande

Jessica videoed the event live for posting on CIWF web site. She will also send news story to papers thanking everyone for purchasing a ticket. Bertha will send her pictures of mentored girls to include.

Financial Report:

Mesa distributed the financial reports. Questions arose about the amounts awarded in “Scholarship” category. Bertha said that there was an error, that some of the scholarships were entered twice. Janeece will inform Arlene to make adjustment.

At the end of the meeting, Linda asked about our overall marketing budget and how much we have used with new advertising plan and the known expenses for new items this year. Although the budget is not reflected on the P & L’s, Jessica pulled up the budget for the year and pointed out that by combining “marketing” and “sales” figures, we have \$3,000.00 available. We have incurred \$1,750.00, thus far.

Minutes:

Minutes from the May board meeting were approved by a motion from Mesa and a second from Janeece.

Next Meeting:

The next general meeting will be held on July 10, at the Bird Park picnic grounds. Family members are encouraged to attend. CIWF will buy meat and all other food will be potluck.

The meeting was adjourned at 6:15pm

Respectfully submitted,

Carole Cotter, Correspondence Secretary