

GeekGirlCon Board Meeting
July 25th 2017 Meeting Minutes

GeekGirlCon Board Meeting - 2017/7/25- 6:30 pm - 10:00 pm

Location: Zoom.us Video Conference

Attendance:

Board Members present: Katrina Lehto, Terra Clarke Olsen (joined at 6:50pm),
I-Wei Feng, Maddy Vonhoff, Ethan Schoonover, Sharon Feliciano

Absent: Jennifer Stuller

Staff Member(s): Michele Carrico Domingo

Other(s):

Minutes prepared by: I-Wei Feng / Ethan Schoonover

Meeting convened to order: 6:35pm, moved by I-Wei and seconded by Kat.

- Approve May Minutes: Katrina moves to approve, Terra seconds the motion.
- Community Stories
 - I-Wei proposes that in future board members research issues related to board governance, social justice, non profit issues, etc. for presentation to board
 - Katrina: Amazing to see so many little girls in costumes (lots of WW) at SDCC
 - Maddy was on Jen's panel and when it was announced that Jen and Maddy were both on GGC board, everyone cheered, indicating good recognition of the con
 - Michele reports that she heard from staff that the panel Maddy and Jen were on was very well received
- ED Report (Michele)
 - Putting new staffing on hold, though urgent to put a campaign manager in place
 - ED reports that we will be asking volunteers for 2 year cycle commitment
 - Summer fundraiser coming up
 - CRM coordination with Ethan Schoonover
 - Have Financial Management report as of July 25 2017, P&L as of July 2017
 - Jeanette taking over corporate sponsorship
 - Signed sponsorships from Planned Parenthood, Gigamic, Living Computer Museum + Labs, WGU Washington, Ada's Tech. Books, Wizards of the Coast
 - Individual Sponsorships remain same as previously reported, no revision to totals
 - Had walk through today in convention center / OD meeting with vendors for build out. Exhibitor tabling invoices have gone out.
 - Currently 389 passes ahead of of last years sales. Looks like we are on track to possibly hit 13 or 14 thousand passes
 - Marketing: 11x17 flyers printed and being posted in cap hill / Merchandise online store is now live inc. t-shirts, mugs, totes. / Ads to be running as posted bills, The Strangers, Seattle Magazine, Seattle Met Magazine.
 - Lack of PR team discussed. Sharon and Terra to provide some PR email and contact information
 - Reviewed digital advertisement to be run in SLOG featuring Erica Lutrell
 - Reviewed featured contributors (Erica Lutrell, Lucie Pohl, Fryda Wolff, as well as a TBD contributor based on earmarked funding from private donor) / Looking for Leia doc filmmaker to be on panel

GeekGirlCon Board Meeting

July 25th 2017 Meeting Minutes

- Kick off party to be held Friday, Sept. 29th at Living Computer Museum + Labs, no alcohol will be served.
- Closing ceremony proposals: highlight how far GGC has come in 7 years, potential for tributes potential for small fundraising ask. Terra and Maddy to reach out to their video production contacts to see if they can find volunteers to contribute work on a full video for closing ceremony.
- I-Wei discussed video thanking Jen and highlighting her contributions to the con. Board discussed best channels to publish that.
- Outreach: ED has been asked to serve on one-year community advisory committee with other local & national experts at Wing Luke Museum for up-coming Asian Pacific Americans in Science-Fiction exhibit.
- GGC is now a Universal Fancon affiliate
- Reviewed staff meeting schedule; working on GGC staff picnic on Aug 10th, GGC staff appreciation kick-off party in Sept. at Ada's
- Financial reports (Terra & Michele)
 - P&L YTD comparison reviewed. Individual donations significantly lower than 2016. Relying on higher corporate donations in 2017 to make up deficiency. Discussed Jen's plan for fundraising and board participation.
- Board President Transition (I-Wei)
 - Confirmed I-Wei as new president for GeekGirlCon board
- Continuity for VP, Treasurer, & Secretary (Kat, Terra, I-Wei)
 - **Action:** Katrina to draft detailed role description for VP
 - Documentation for ED hiring, payroll
 - Names of consultants used & fields of expertise
 - Details of job not covered in bylaws - regular meetings with Director of Internal Ops, budgeting cycle
 - Committee chair work
 - Secretary job description
 - I-Wei discussed role responsibilities including post minutes / annual report / scheduled items / etc.
- Board Development Committee reports (Kat)
 - Staff-to-board pipeline
 - Confirm 6 months gap between active staff role and board membership; will encourage staff to consider board membership as a valid path forward for participation when they are feeling that they have exhausted their participation as staff. They could also join a committee prior to being considered for the board which would give them a good opportunity to feel out what being on the board might entail.
 - Have sent out a lot of emails and forms for board recruitment but have had no form submissions. Discussed reasons.
 - Identified needs: grant writing experience, strategic planning, etc.
 - Some feedback from single candidate included fact that the form gave her a better sense of time commitment expected and that she knew that she wouldn't be able to do this in 2017, but would like to consider future participation
 - Discussed potentially wooing prospective board members during con itself; Maddy compiling list of candidate donors, board members, etc. for touring and meet/greet during con.
 - Social media template posts will be sent out by Katrina for use by board members to post for recruitment purposes.
 - Marketing campaign and results
- Bylaws review & amend (I-Wei)
 - Proposed bylaws changes reviewed; changes to be reviewed prior to next board meeting and final discussion and approval is scheduled for that meeting.

GeekGirlCon Board Meeting
July 25th 2017 Meeting Minutes

- Staff poll & suggestion box (I-Wei & Sharon)
 - Discussed staff frustration with being heard and use of anonymous online form as feedback channel. Board in favor of implementing said form, with the provision that we actively encourage constructive feedback.
- **Thank you Jen!**
- Executive Session
 - HR matters.
 - Address staff grievances

**Katrina moved to close meeting at 10:00 PM. I-Wei seconded.
Meeting adjourned.**

