

**Special Board Meeting Minutes
GeekGirlCon - Strategic Planning
Progress Meeting**

Date: Sun. July 9, 2017

Time: 12:30 p.m. - 3:30 p.m.

Location: Environmental Works, 402 15th Ave E, Seattle, WA

In Attendance:

Name	Attend	Name	Attend
Denee (board)	X	Maddy (board)	x
Jen (board)	x	Jeanette H. (staff)	x
I-Wei (board)	X	Michele (staff)	x
Katrina (board)	X	Jenn (staff)	X
Terra (board)	X	Seven (staff)	x
Sharon (board)	x		
Ethan (board)	x		

Minutes:

- The meeting was called to order at 12:40pm.
- Katrina presented updates on board development/diverse representation. Kat reviewed the goals of board development and the committee has begun work on all the tactics. Barriers to the work include, “friends of friends” creates entrenchment, trouble cold calling and outreaching to new communities, and lack of needed skill sets (need people that get things done, beyond strategic thinking). The committee will review current demographics from con as a jumping off point for board recruitment. Highlighted action items: created a panel at the con about behind the scenes at GGC, updated recruitment letter/docs, and posted board recruitment information on various sites/organizations. Next steps include opening up board development committee to staff, providing governance training specifically for chairs/board leadership, and reviewing con demographic research.
- Michele provided a brief high-level overview of Strategic Plan implementation from staff. Highlights: 53 volunteer staff (almost all new hires), diversity increased by 40% (racial/ethnic), SP deliverables completed or in progress, and created new partnerships. Challenges include staff are feeling burnt out with added SP work, feeling like a PT-job, there is disagreement from staff about shared vision of what diversity/inclusion means-looking for board leadership to see what this looks like in practice, SP deliverables hard to meet, need to know

which tactics are priority over the next 6 months from board, and reduce non-priority SP tactics.

- Michele presented updates on marketing goals. The marketing plan has been completed along with other tactics. However, there have been major challenges with burnout and turnover. Currently, there is not a PR team, burnout of marketing director, ED managing marketing team, pushback about campaign brief from staff, and year-round programming marketing is too much. Michele reviewed recommendations and suggested that tactics be prioritized and some be removed from the 2017 plan. Michele also reviewed the 2017 con theme.
- Michele provided updates on staff descriptions/training goal. Most tactics have been completed except the CRM. Ethan (board member) agreed to lead the CRM project. ED needs support with hiring and HR, and turnover continues to be a challenge. ED suggested an outside consultant be hired to address diversity/inclusion at GGC.
- Overall, the board and staff in attendance agreed to prioritize and remove goal 1 tactics based on recommendations. It was also decided that the Executive Director will not only report on tactics work but also concerns/barriers regarding SP and work with the board/staff to make ongoing decisions on what to prioritize/remove. The board also agreed to periodically attend staff meetings to discuss strategic planning implementation and gather feedback. Also, it should be made clear to staff by the Executive Director/Board that SP tactics are flexible and should be prioritized/removed based on capacity. Additionally, staff need to communicate early and often to ED their concerns about SP tactics/burnout so it can be addressed immediately.
- Michele presented on fundraising goals by staff. Highlights: hired an Individual Sponsorship Manager, developed a staff fundraising plan, and completed sponsorship deck. Future fundraising activities include a mid-August fundraising campaign, post-con appeal, and follow-up with donors from 2016 that haven't given in 2017. Challenges to implementing tactics include lack of Development Director and Sponsorship Manager, lack of ED bandwidth, and GiveBig mis-communication. Michele recommended planning earlier for GiveBig, hiring a contract development professional, creating higher/smaller levels of corporate sponsorships, pre-scheduling fundraising committee meetings, and courting sponsorships before companies create their budgets. GGC is currently ahead of fundraising from 2016 and the average gift is growing. For major donors, board members can support by writing letters, reaching out and meeting with donors. There was also a suggestion to change the fiscal year. The board decided to research more information on the change and discuss at a later date. There were concerns that the staff and board aren't working collaboratively together on fundraising. There should not be a "staff" plan but just one GGC fundraising plan for the year. The board fundraising committee and fundraising staff need to collaborate moving forward.
- Maddy presented on board fundraising SP efforts. The committee is currently recruiting members and planning an August 6th fundraiser. Up next the committee is planning a con fundraising activity and researching/implementing a donor database. A major barrier is lack of communication and coordination with staff. Dip Jar was suggested as a way to collect donations at the con or through square readers. There is confusion about staff/board fundraising roles, a lack of institutional knowledge, high staff turnover, a confusing committee structure, and leadership transition. It was recommended that the development committee remain only board. However, many board members disagreed with this and thought it would only continue the lack of communication and collaboration. Also, the fundraising meeting should be regularly

scheduled and the committee chair should work with staff/board members to develop agenda. Next steps include improving the committee structure, con fundraising, prioritize grants/corporate sponsorships, and ongoing reporting of fundraising activities to staff.

- Michele reviewed staff responsibilities and tactics tactics. To date, the staff have established 2017 partners, developed mission aligned partners for institutional/marketing (one off events), increased diversity of staff, hired two women of color/one queer identified women in leadership positions, and determined working target. Also, the staff is working on how to get better demographic data. Challenges to completing tactics were burnout from additional work (most staff want to focus on just the con) and a lack of vision/definition of diversity/inclusion. Some GGC legacy partners feel GGC no longer appreciates them. The staff needs support from board with new partnership outreach/and to support staff with these changes. The new partnerships seem based on year-round programming and legacy partners tend to be bringing content. However, these don't have to be mutually exclusive. The board can help facilitate better communication with legacy partners. Challenges include not tracking other demographics, retention, and the HR position was just filled.
- Next steps:
 - Denee will complete recommended SP changes and considerations
 - Denee will compile minutes.
 - Michele will communicate results of the SP Progress meeting to staff
- The SP Progress meeting adjourned at 3:22pm

Executive Session:

- The board executive session began at 3:30pm.
- Bylaw review & updates.
- Schedule next board meeting.
- Establish board recruitment policy for former staff members.
- Strategic plan proposed changes.
- Clarification of staff responsibilities outside of convention planning.
- The executive session adjourned at 4:15pm

