

GeekGirlCon Board Meeting  
April 20th 2017 Video Conference Meeting

**GeekGirlCon Board Meeting - 2017/4/20- 6:37 pm - 9:11 pm**

**Location:** Zoom.us Video Conference

**Attendance:**

Board Members present: Jennifer Stuller, Katrina Lehto, Terra Clarke Olsen, I-Wei Feng, Maddy Vonhoff, Sharon Feliciano, Denee McCloud, Ethan Schoonover

Absent:

Staff Member(s): Michele Carrico Domingo

Other(s): Erin Murphy (consultant)

**Minutes prepared by:** I-Wei Feng

**Meeting convened to order:** 6:37pm, moved by Kat and seconded by Jen.

**Open Issues:**

- Approve March Minutes: Katrina moves to approve, Sharon seconds the motion.
- Community Stories
  - Jen shares that when she brings up our convention and Harry Potter fandom to her peers, so many people are part of the fandom but only know of GeekGirlCon peripherally. We have a large target audience for outreach.
  - Sharon spoke with folks who had either gone to GGC, heard of it or is the audience who'd enjoy GGC at her place of employment.
  - Ethan was at Norwescon, and thinks that GGC compared very favorably to Norwescon. Kat adds that there was a whole mermaid track in their programming, which is evidence of programming evolution of Norwescon. The impression was that the gender diversity on the panels was better than the representation of attendees, POC representation was not great, and the registration was not very smooth.
- Strategic Goal Updates
  - SP Doc:  
<https://docs.google.com/a/geekgirlcon.com/presentation/d/1soQEdrfm257djAORHfvQQyagsOkQKejzxoBw92HLegE/edit?usp=sharing>

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- This is a living Doc. Denee and Michele have been updating it.
- SP meeting will most likely be in June, there's an agenda being drafted and discussion of meeting format.
- Financial reports (Terra & Michele) - Reviewed Profit & Loss, Balance Sheet, discussed exploring more fundraising of restricted funds and endowments.
- Board Training (Erin Murphy) 7:00pm-8:07pm
  - 1) Emphasize the governance role of a board and fiscal responsibility;
  - 2) provide some examples of potential board structures (roles, committees, etc.); and
  - 3) have a discussion of what makes the most sense for GeekGirlCon.
- Board Officer Transition & Continuity (Jen) - October is when board terms end for many board members, including the current President and VP. How do we ensure that the responsibilities and vision are transferred to new executive committee members and other board roles? Both President and VP would like to have a continuity plan and transfer of responsibilities by end of Q2. The discussion leads to an agreement of board members present that we can have an election for officers, followed by a transition period before the title and responsibilities are officially transferred to the elected officers.
  - Jen moves to amend the bylaws to allow for a president elect following a board election, Denee seconds.
  - Jen nominates I-Wei to be the president-elect of GeekGirlCon, I-Wei accepts the nomination. Vote for I-Wei as president is unanimous yea from all board members.
  - We're accepting nominations for VP and Treasurer as well.
- SP committee
  - Co-Chair for SP committee - 6 month SP Progress meeting
    - Who Should attend?
    - Do we need a facilitator?
    - Schedule date for July SP progress meeting
      - Board Owners (Fundraising, Board Development) of a Strategic Planning Tasks should give check ins.
  - Michele's update:
    - New hires & outstanding staff positions
    - Corporate sponsorship deck is complete - now being polished but is available for immediate use

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- New department proposed - structure, responsibilities, and goals are being formalized.
  - Activities for Con promotion, Con operations, and GiveBig.
  - Need new meeting space for regularly occurring staff meetings.
- Fundraising committee -
    - GiveBig (Maddy) - team is meeting in May along with Jen & Ethan. Deliverables are messaging & marketing. Jen will be presenting the plan at staff meeting. Board will work with Social Media on a schedule of activities ahead of GiveBig, setting milestones and securing matching donors, procuring swag for donations when milestones are reached. Graphics & resources (FB banner, virtual events, online recognition for reaching milestones) will be finalized soon. GiveBig is on May 10th, 2017, but donations are accepted starting April 27th through May 10th. It will be fun to have a push on May 4th (Star Wars holiday).
    - Structure for fundraising & events - engaging new members from board & community to energize with ideas and action.
    - CRM progress
  - Sharon exits meeting at 8:58 pm
  - Board Development committee - Kat will email updates to the board.
    - The Board Development Committee is responsible for exploring and determining the feasibility of new venues and angles of recruitment. They will get the word out and invite people to apply to the board, esp. with regard to increasing diversity on our board. The Board Members who are a part of the committee will review applications but may also reach out to the rest of the board for additional assistance in reviewing applications if needed. The Board will also review any training requirements of the board and make decisions and help facilitate the delivery of said training.
- Board Development (Maddy)
    - StrengthsFinder - tabled until next board meeting and we will put this at the beginning of our agenda.
  - Executive Session 9:07 pm - 9:10 pm.

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**Katrina moved to close meeting at 9:11 PM . Terra seconded.  
Meeting adjourned.**



