

GeekGirlCon Board Meeting
March 23rd 2017 In-Person Meeting

GeekGirlCon Board Meeting - 2017/3/23- 6:44 pm - 8:59 pm

Location: TisBest Office

Attendance:

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

Absent: I-Wei Feng

Staff Member(s): Michele Carrico Domingo

Other(s): none

Minutes prepared by: Sharon Feliciano

Meeting convened to order: 6:44pm, moved by Jen and seconded by Katrina.

Open Issues:

- Approve February Minutes: Katrina moves to approve, Denee seconds the motion.
- Intros; Welcome Ethan
 - Ethan would like to meet with each Board Member individually
- Community Stories
 - ECCC - Kat - Tribute wall to Carrie Fisher. Every day the wall was full of not just signatures, but stories. So many women standing in front of that wall. Kat made sure to check to on the people who seemed emotionally overcome.
 - NW PoC Geeks -Denee - NW PoC Geeks went to see Get Out. It's already legendary in the PoC community.
 - Library, SIFF, & HBO to do a program on Henrietta Lacks -Denee
 - Granger Leadership Academy - Jen's 2nd Year - Put on by Harry Potter Alliance. Unapologetic Enthusiasm and Fandom for Social Justice Campaigns (libraries, anti-harassment,) In St. Louis. Concert was first night, not a great idea. BrainScoop, Emily Graslie, was the Keynote. She was an artist and switched to zoology, and did a web series, became Chief Field Curiosity Office, Dylan from Welcome to Nightvale. 2 minute supercut of every word said by a PoC in Harry Potter. Talking with Transgender People in Bathrooms. 3rd Keynote Adrienne Keene - Native American Appropriation. Ages 10-68, lots of 40 year olds. Less joyful than last year, the newness of last year wore off?

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Founder Jenae asked all alumni to send her a photo and added them to the wall of inspiring women.

- Strategic Goal Updates
 - SP Doc:
<https://docs.google.com/a/geekgirlcon.com/presentation/d/1soQEdrfm257djAORHfvQQyagsOkQKejzxoBw92HLegE/edit?usp=sharing>
 - This is a living Doc. Denee and Michele have been updating it.
 - SP committee
 - Co-Chair for SP committee - Needs someone to train, Denee is leaving in August and will probably vacate her position in July.
 - 6 month SP Progress meeting
 - Goal: To discuss current progress of 2017 SP and determine any revisions.
 - Who Should attend?
 - Do we need a facilitator?
 - Schedule date for July SP progress meeting
 - 2.5 hours to catch up on goals with stakeholders.
 - Not an extensive meeting, more of a check-in.
 - Board Owners (Fundraising, Board Development) of a Strategic Planning Tasks should give check ins.
 - Michele's update:
 - Added dates to the plan
 - New Marketing Director - leading a 4 hour meeting this Sunday (26th)
 - Has given Michele a list of her dates for Marketing Deliverables.
 - She'll also be doing Media Relations stuff, will reach out later.
 - Diverse Communities - good conversation around diversity on the panels.
 - CRM - We evaluated Blackbaud eTapestry - wasn't a good fit for us, very fundraising focused but not broad enough for our other

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- needs. Jenn Cooley is looking into other options. Would like one before May 1
- Operations guide
 - Directors should have an Assistant Director and help come up with an Operations Guide for the positions
 - Jen wants to ensure that we have a clear job description for Asst. Directors so that they don't get stuck only doing the stuff the Director doesn't want to do (to prevent burnout) and ensuring a real transfer of knowledge.
 - Job Descriptions and Structure is being constantly evaluated, especially with Michele's "new eyes".
 - Employee handbook is done. Worked with 501 Commons. In Executive Director's report. Will be reviewed yearly.
 - Letter of Understanding - was a little held up by 501 Commons.
 - Grants - Art & Culture Office request, will get a list out in May.
 - Corporate Sponsorship Deck is ready.
 - Need help from the Board to do this, Courtney (Development and Corp Sponsorship) is leaving in April
 - We may have to be flexible on deliverable dates, Michele will keep us updated.
 - We have 3 hours of Erin's time. Denee recommends giving the time to Michele. Michele recommends that we use that time for Board Development training.
 - She can talk to the Board about responsibilities and structures, have a discussion about what structure makes sense, job description examples for board and committee members.
 - This would be most valuable if we trained a Board Development

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person to help lead this type of training internally in the future. The Board Development Committee will choose a representative to be trained to lead this training in the future.

- Fundraising committee
 - Met with Jenn Schooley.
 - Sharon will come up with calendar for fundraising and update SP.
 - Jenn and Maddy will co-coordinate GiveBig. We are registered. Would like to see a better push to market. Planning incentives throughout the whole month, with payoff on the day off. Last year was fine, but now that we know how it went last year, we can strategize better this year. We can pursue partnerships that we didn't have the resources to work on last year. Staff is newly committed to this year because it was so successful this year. We should get matching commitments before hand to announce before and the day of. Editorial Calendar to track each hour (what are we tweeting, live-streaming, where will be, parties).
 - Schedule a meeting for GiveBig logistics.
- Board Development committee
 - Meeting for the first time on April 4th.
 - Will work on updating SP items.
- By-Laws Revision Board Lead
- ED Recruitment Committee (Terra) - Executive Director onboarding overview.
 - The Letter of Understanding was signed by Jen and Michele. A copy was printed for GGC files.
- Financial reports (Terra) - accounts overview
- Board Development (Maddy)
 - StrengthsFinder - tabling until we have a full roster on our board. Maddy will start putting together a chart of board strengths.
 - Do we want to wait until we have more new Board Members or just do it now? Decided that we do it soon,

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since Board Members will be coming in slowly & one at a time.

New business:

- Executive Director Report (Michele) - 10-15 minutes
 - New Staff introductions - Huge number of new hires - 36% of new hires are people of color.
 - Still have 11 open positions.
 - Bookkeeper is an important one to fill. We can use 501 Commons but will have to pay, but it may be worth it for consistency (as opposed to a volunteer).
 - Financial/Operations
 - IRS response was resent on March 13th.
 - A stay on on the collection notice
 - Request to forgive penalties for not filing in 2014
 - 501 Commons is working on 990, due May 15
 - Planning to transition banking to BECU in April due to issues with Chase.
 - Review of Initial Marketing Plan
 - Review of Departmental Priorities
 - Ops: 1st payment to WA State Convention Center/\$10 Application Fee for vendors - all submission forms are open.
 - Needs from the board:
 - Space, firming up fundraising strategy (not just individual, include corporate sponsorship) recruitment on open positions.
- Budget Proposals (Michele)
 - Michele will plan on operating on the more austere version unless we see big corporate sponsorship
 - Denee - we need to plan for a reserve/emergency fund.
- Executive Session

Katrina moved to close meeting at 8:59 PM . Jen seconded. Meeting adjourned.

