



***TLC WGC Chairs/Co-Chairs Meeting  
October 12, 2022  
16215 Clearlake Avenue 10:00-12:00 noon***

Meeting called to order by Chair Barbara Najmy at 10:15, having determined a quorum was present.

WELCOME AND OPENING COMMENTS - Barbara thanked Jennifer Alokeh for providing the French pastries from C'est La Vie for the meeting. Barbara thanked the leadership team for their dedication, work, patience and time to facilitate the development of the Circle. She complimented the Circle on the collaborative efforts for the successful event at Sofia's. She remarked that the consistent tone in communication while working to the highest standards possible is what is and will continue to differentiate the Circle and grow the impact of the Circle in the community. As an example, the Circle received the first \$5,000 gift from Gil and Diane Green, long-time residents of TLC who appreciate the hard work that we are all doing in the community.

CHAIRS AND CO-CHAIRS ROLL CALL - Present: Barbara Najmy, Jennifer Alokeh, Fran Berg, Deborah Callahan, Ruth Harshman, Lauren Hirsch, Sheila Lau, Julie Swan.

Lauren moved and Fran seconded the approval of previous meeting board meeting minutes 9/14/22. Vote unanimous.

CHAIR'S REPORT - Barbara, Jennifer

The Annual Fall meeting agenda was distributed. The membership committee will provide check-in, name tags and pick up the food which Jennifer has ordered. The agenda will be emailed to attendees registered. There was discussion regarding integration of business meetings and social events. We hope to strike a balance of creating professional meetings with a light social interaction, distinctly different from fund-raisers with a very social aspect. Julie moved and Fran seconded to accept chair's report. Vote unanimous.

FINANCIAL REPORT - Lauren Hirsch

Complete report attached. Lauren stressed that Fund Two must have a zero balance at year end. She asked members to please submit requests for reimbursements. Each event will have its own P&L including in-kind gifts to create a historic perspective for future events. Lauren has resolved the issue with PayPal and is getting two new

readers. The Circle needs finance software such as Quickbooks or Quicken. Two board members offered to underwrite the purchase. **Julie moved and Lauren seconded the purchase of Quicken. Vote unanimous.** Lauren stated that an annual administrative fee is needed to pay for ongoing expenses such as P.O. Box, postage, etc, which would be placed in Fund Two. **Lauren move and Julie seconded that an annual administrative fee of \$25.00 be assessed. Vote passed, 6-0 with two abstentions.** Lauren stated that a late fee may be necessary as one member has not responded to all outreach to her. Lauren will send her a certified letter which will inform her that her membership is suspended until she becomes current. Lauren stated that an annual appeal be sent. **Fran moved and Lauren seconded that an annual appeal at year end be sent in December with the check going to Manatee Community Foundation, memo line The Lake Club Women's Giving Circle Fund Two. Vote unanimous.** Fran move and Deborah seconded to accept the Treasurer's report. Vote unanimous.

GOVERNANCE - Ruth, Barbara  
No report.

#### COMMITTEE REPORTS

##### FUNDRAISING/SOCIAL - Julie Swan

Complete report attached. Discussion regarding 'ownership' of events where the Circle is involved. Different from other models for fundraising, the Turkey Trot has the Circle providing support for another group, as is done under Outreach Committee. In the Turkey Trot, which is an existing event, the Circle supports others event by securing volunteers and raising funds to pay for expenses incurred and for philanthropic causes. Board needs to consider these conflicting models and clarify in the by-laws, as we move into next year's planning. Movie Theater (Terri Prettyman and Sharyn Nassau), Progressive Dinner (Karen Olson and Ruth Harshman) and Celebrity Bartender plans moving forward. Please volunteer with those team leaders. Discussed combining Wine, Women and Jewels (signature event) with Cigar and Bourbon. Lauren moved and Sheila seconded to accept committee report. Vote unanimous.

##### GRANTS - Barbara

Complete report attached. Fran moved and Julie seconded to accept the Grants Committee report.

##### MEMBERSHIP - Sheila Lau

Complete report attached. Membership roster can not be distributed outside of membership. Committee chair information can be distributed. Fran moved and Deborah seconded to accept committee report. Vote unanimous.

##### OUTREACH - Deborah Callahan Stratton

Complete report attached. Fran moved and Julie seconded to accept the report. Vote unanimous.

#### SOCIAL MEDIA/COMMUNICATION - Fran Berg

Complete report attached. Fran reviewed the new communications policy whereby the communication chair receives all material to be distributed (cc to Jennifer and Barbara) and the communication chair reviews with the originator of the material. This is to achieve a continuity of messaging for all Circle communications. Newsletter is being done by Barbara in the first week of each month. Chairs should provide information to Barbara by first of month. Calendar of events will be in Newsletter. Barbara moved and Lauren seconded to accept the committee report. Vote unanimous.

OLD BUSINESS - none

#### NEW BUSINESS

Jennifer presented the concept of a Partner Relations Committee which would provide appreciation of ongoing sponsor and donor partners, as compared to one and done gifts. Also Jennifer presented the January retreat for strategic planning with leadership team.

GOOD OF THE ORDER - Barbara, Jennifer

Deborah moved and Fran seconded to adjourn. Vote unanimous. 12:30 p.m.

NEXT MEETING (All meetings at 10:00 at Najmy home unless otherwise noted) October 15, 2022, Fall meeting and brunch 10:30-1:30 at Clubhouse; November 16, 2022; December 14, 2022; March 25, 2022 Annual Meeting at Clubhouse.

Respectfully submitted,

Ruth Harshman, Acting Secretary

## Finance Committee Report - Lauren Hirsch

October 12, 2022

### Membership Information for FY 22-23 Fund 1 and 2

Currently 122 Active members, 83 are fully paid. All but 1 of our members is current. Ginny Maloney, will be temporarily removed from all lists until she is paid. We are awaiting the Q3 statements from MCF for both Funds 1 & 2 in order to reconcile our numbers. The endowment fund is subject to fluctuations in market conditions and as we know it has been a rough year. I anticipate that our balance will be well below \$100K.

Fund 2 has a balance of \$13,034.03. This includes all Q2 and Q3 donations made by members into Fund 2 (\$8200). In addition, a check was sent to MCF for \$3500 which was the net proceeds from the Sofia's event. (P & L on file with Jennifer). This money will be immediately granted to the MCF Hurricane Relief Fund.

We are awaiting a \$5,000 gift from Diane & Gil Green to Fund 2. That will bring our balance to over \$18,000

Action required: Grant up to \$17,500 from Fund 2 by year end.

### Payment Options and Banking Tools

The use of PayPal and Zettle (card reader) for both Sofia's and Turkey Trot has been very easy. The card reader was a blessing at the event and I would like to purchase 1-2 more (\$29 + \$79). The invoicing option is valuable when sending to potential sponsors.

We continue to struggle with our "classification" within PayPal. Since we are not a 501 C3, they are concerned of the legitimacy of the organization and how funds are used. Despite several conversations with MCF, they are unwilling to write a letter that basically classifies us as a subordinate organization under them. Therefore, PayPal continually puts limitations on the account (which means at times our income is held before I can transfer to our checking account). I have been working around the clock with a representative to reconcile this issue.

Next Steps: Continue to try and reconcile with PayPal. In the event that becomes impossible, work with Joe Najmy to create a new business charter, acquire a new EIN and new bank account and get reclassified with PayPal as just a "business account."

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### Turkey Trot Update

We have already invoiced and received over \$8,000 in sponsorships. To date a total of \$12,250 have been committed. Registration is slow and so are the donations. We have received \$195 in donations and sold 4 t shirts. A separate P & L has been created to ensure that we remain budget neutral at the end of the event. Lots of money will be passing through our account.

## 2022 P & L

For the first time we have had to create an organizational P & L since money is coming in and out of our checking account. Over \$7,000 of income was realized at Sofia's, with \$3500 going to MCF and \$1500 kept back for operating expenses. That said we have begun the process of reimbursing members for their out of pocket expenses. Currently have roughly \$900 left to work with

Next Steps: We need members who have receipts for reimbursement to submit to Lauren. It is important in order to build a 2023 budget to have a historical perspective on expenses.

Discussion: Implement annual assessment fee or annual admin fee, late fee

## **Fundraising Committee Report - Julie Swan**

**October 12, 2022**

### Sofia's Recap

Nearly 100 attended, great venue/food/service, very positive vibe. Loved having guys there. Beautiful baskets. New people. Gross over 7K, net approx 5K

### Turkey Trot

Sponsors - \$13,250 to date. Registration open. Budget updated. Flyer ready to hand out. Publicity - TLC, FB, Nextdoor, Julie/Barbara/Jennifer/Fran - East County Observer, Invite MCF, Bradenton Herald (Vin Mannix)

### Spring Fundraiser

Movie theater - Terry and Sharyn Nassau

Met with theater. Most \$ comes from Sponsors - can do on screen ads. Tickets \$12.50 from theater - popcorn, movie and drink (Stock charged \$100). Rental of theater - \$900-1496? Cash bar/food trays. Hard to plan movies far in advance. Recommend Wednesday - Thursday.

Progressive dinner - Ruth and Karen

### Celebrity Bartender

Need venue - house, linear park/tent, tennis center.

## Grants Committee Report - Nancy Lepain

October 12, 2022

Draft letter to Membership:

Hello Ladies of the Giving Circle,

It's time to start thinking about our upcoming gifting process. This year we have \$12,000 in Fund 2 available for gifting to our community. Last year's grants went to Take Stock in Children, Stillpoint Mission, The Twig, Feeding Empty Little Tummys, SPARC and We Care Manatee. This year we have to decide whether we want to gift one or two charities a significant amount of money, or several charities lesser amounts. What we do is entirely up to you.

Several members of our Giving Circle have done community outreach with two specific organizations, Manatee Elementary Partnership School which provides an on-site health center in a Title 1 School. The other is School Attendance Support, Inc. This organization provides attendance support to low-income students in many forms, including, feminine hygiene products, dental care products, deodorant etc. These are just two of many organizations that need our help.

Be aware that The Flanzer Trust will match our donations up to \$500 as long as we meet the year-end deadline.

We are asking for your help in two ways. First, please let us know your suggestions for grants by Sunday, October 23rd. We realize that we all have a passion for philanthropy and each of us probably has a favorite charity. Our goal is to end up with a comprehensive list of organizations that we will all have a chance to vote on. The second thing that we need from you is a timely vote via email once the list is finalized.

When submitting an organization, please make certain that it meets the following criteria:

- It must serve the residents of Manatee and Sarasota Counties;
- The organization must be a 501c3.
- We look for organizations that work in underserved areas;
- Organizations on the Flanzer Trust matching program will be given preference. The list can be viewed at [Flanzertrust.org](http://Flanzertrust.org)
- The money cannot be used for capital improvements nor for salaries.
- Cannot promote a particular religious ideology;
- No dinner galas, advertising and other special fundraising events;

As always, thank you for your support. We look forward to hearing from you before October 30th.

## **Membership Committee Report - Shelia Lau**

**October 12, 2022**

We now have 8 membership committee members, not including Barbara and Jennifer.

Josephine Coco, Kathy Hall, Jody Hoffstein, Cindy Lee, Lisa Levesque  
Karen Olson, Gari Palmer, Sheila Lau

A meeting was held on October 5 at which members showed a lot of positive energy and enthusiasm for growing The Circle. Many ideas were shared, at Barbara's urging, for approaching a new or prospective member. Face-to-face communication and hard copy information were critical.

A lengthy discussion followed about the new member package. We agreed on a purple folder containing the Chair's Welcome Letter, copy of the most current Newsletter, current roster and current committee list.

Permanent name tags for members are on order. The plan is to have them ready for those who sign up for the upcoming general membership meeting.

New and prospective members will be invited to the coffee klatch on November 18. Hearing Barbara's inspiration and enthusiasm for the circle will be extremely valuable. On November 1st a personal e-mail will be sent to new and prospective members requesting RSVPs.

Prospective member fact and registration sheets are now available in the front lobby of the clubhouse.



## **Outreach Committee Report - Liz Calasans and Deborah Callahan Stratton October 12, 2022**

Members: Deborah Callahan Stratton, Liz Calasans, Diane Cohan, Julie Swan, Susan Morris, Joy Stone

Update list of potential and supported organizations from last meeting:

- The Twig- Julie to advise of future outreach opportunities
- The boys and girls club- Santas sleigh- Sue, Pam and Tracy
- Still Point Mission- Grants advised
- We Care Manatee- Grant advised Golf club sponsorship only
- SPRACC- Determined they have enough support at this time, but will keep on list
- Safe Children Coalition- Julie to update
- Seleh Freedom- potential speaker for future WGC Meeting
- Hope Family Services- Joy and Susan to update
- Embracing our differences- Diane to update if needed
- Manatee County Food Bank- Potential spring drive
- All Faiths Food Bank- Determined we can not support due to religious affiliation
- School Attendance Support (SAS) submitted grant request. To evaluate outreach opportunities

New Outreach Opportunities:

- Children's Home Society of Florida- at present, stocking food bank. Further opportunities to be evaluated
- Mothers Helping Mothers- Lead needed to coordinate with organization. They are in need of Volunteers any weekday morning from 9-12 except for Thursdays
- Lakewood Ranch Library- research future opportunities. Still under construction.

Outreach Letter asking for Outreach opportunities from membership was published in TGC Newsletter. One response to date, Habitat for Humanity

Collect any volunteer hours

Updates

Next Steps- Business Model. Select Outreach Programs. Designate Chair for each program(one who is personally committed to its mission).

Next TGC Outreach Committee Meeting Scheduled for 11/8 @ 9:30am

**Social Media/Communication Committee Report- Fran Berg**  
**October 12, 2022**

We are still in serious need of members for the committee. Communications encompasses a broad amount of skills, and it is important that we have roles filled by members with experience in the areas they are volunteering for.

Permanent Chair  
Photographers  
Newsletter Lead  
Social Media  
Graphics  
Press  
Writers

We have instituted a new communications policy. All public and membership communication will need to be emailed to The Communications Chair and copied to Jennifer and Barbara. The Communications Chair will have the discretion to review and modify appropriately all communication prior to releasing to the public & membership. Communications Chair will review modified communication with originator. We do this in an effort to present a unified and consistent message.

All Committee Chairs with events/information that needs to be announced on social media should send the following information to the Communications Chair:

- Event Details
- A description of what they would like to communicate. This will be edited per the new guidelines
- A date or dates of when you would like this to appear. Please know that we try to balance our social media, so dates might have to be changed slightly.
- Currently we are posting to The Circle FB, TLC FB and Nextdoor. We will soon add Instagram. If you do not wish your post to appear on any of those, please also include that information.

Our current social media campaign is focused on our Fall Membership Meeting and the Turkey Trot. We'd like to encourage all members to like and share posts, and encourage others to attend.