



Officers Board Meeting
November 15, 2023
9:30 a.m.
TLC Clubhouse
Lakewood Ranch, FL 34202

Minutes

1. The meeting was called to order at 9:38 a.m. Motion was made by Julie, seconded by Barbara.
2. In attendance were Barbara Najmy, Jennifer Alokeh, Lauren Hirsch, Nancy Lepain, Sheila Lau, Julie Swan, and Kathy Hall. Absent were Lisa Levesque and Josephine Coco.
3. Reports:

- a. Chairperson's Report – Barbara Najmy

Barbara reviewed our accomplishments for 2023 which included finalization of by-laws, agreement on a yearly minimum, and a successful Happy Hour new member event which netted 4 new members. Barbara and Kathy will follow up on two additional prospects. We filled the secretary position and simplified the board platform resulting in a more seamless manner for decision-making and focus on mission, values and goals. Barbara felt we have set the stage for the future and expressed her gratitude.

For 2024, Barbara hopes to grow membership to 150. This can be accomplished by educating members and prospects on what we do, keeping people engaged and touching the hearts of existing members. We will be able to invite potential members to outreach events. There was discussion about smaller giving circles requiring a \$1000 annual pledge, which Lauren felt could be a potential model for us.

There was discussion about possible loss of members with the required \$200 minimum among other reasons. Julie will send an e-mail about the next outreach event to inactive members.

We would like to plan an event for February 29 as a followup to Galentine's Day. Barbara will seek confirmation with Clive Daniels and Northern Trust, as food underwriter.



Going forward, a planning window of 3 – 6 months is ideal. A signature fundraiser including spouses will be planned if we can find a volunteer coordinator.

We will have a holiday Board luncheon on December 13th at Sophies in Saks at UTC.

b. Vice-chairperson's report – Jennifer Alokeh

Jennifer is using Constant Contact to create and streamline all communications. Modification of the welcome and exit letters are complete. She now is working on a letter for prospective members. We need a sign-up list at every event to use as a prospective member follow-up. Information on Grants and the Boys and Girls Club mentoring project was sent to new members.

The Lake Club has notified Jennifer that the deadline for content submission is Monday of each week. Kathy will send pictures of the Happy Hour recruitment to Jennifer for publication.

Terri Greenbaum has requested the Circle become involved in a Mote Aquarium event on February 8. The project must be tied to programs for poverty-level children and families to fit Circle objectives. Barbara and Jennifer will meet with Terri to clarify expectations of both parties.

Gari Palmer expressed to Jennifer her passion for recruiting new members. Gari is on the Membership Committee. Sheila will contact Gari for followup.

c. Finance – Lauren Hirsch

Fund 2 is estimated to have \$27,000 - \$27,500 by year end, which will be available for granting. The checking account currently has \$520. A portion of these funds will be retained for operating expenses and carried over to next year to cover early January operating expenses.

Lunch will be sent to Najmy Thompson in appreciation for the legal support which has been provided pro bono. Jennifer will take the lead on that. Likewise an appreciation gift will be sent to Karen Sergison for her web design services. Lauren will take the lead on that. Karen will be invited to our Board holiday lunch.

Annual billing of the \$200 membership plus \$25 administration fee will begin on December 8. Members will have the option of paying by check or credit card, the latter including a convenience fee. The \$200 may be payable to WGC or MCF.

d. Committee Reports:



- i. Outreach – Nancy Lepain. The outreach planning for 2023 is complete. The January – March 2024 calendar is complete. In May the artists guild will paint for Hope Family Services. We will bring in refreshments for this event. Julie will coordinate a baby shower for a Meals on Wheels event. Nancy discussed a Halloween party at Easter Seals for October. We will continue to support Twig and the School Attendance Support program. Julie will draft a 2024 Outreach plan including information on drives for all members.
 - ii. Grants – Nancy and Julie reported that 36 members have voted, which is the most ever.
 - iii. Membership - Jennifer suggested turning the Clive Daniels gala into a new member drive and recognition event. Barbara, Kathy and Julie will determine how to identify and contact new residents utilizing public data bases from Manatee County and The Lake Club directory.
4. Old Business – no additional discussion
5. New Business – no additional discussion
6. 2024 Tentative Meeting Dates:

Quarterly Board Meetings:
January 10
April 10
July 10
October 2

Fall Membership Meeting:
October 16

Prospective Member Social
February 29 Clive Daniels
7. Adjournment: Lauren made a motion for adjournment, seconded by Nancy.