



Ventura County Professional Women's Network

Post Office Box 6329 • Oxnard, California 93031 Phone / Fax (866) 275-4134

Meeting Minutes for May 28, 2009

VCPWN RETREAT

Call to Order: 9:00 a.m. President, Sheila Lowe

Place: 170 Dahlia Way, Ventura, CA – Clubhouse

Presiding: President, Sheila Lowe

Present: Sheila Lowe, Rita Frayer, Lynn Ryder, Jim Nicoll, Laureen Lazzaro, Phyllis Brown, Mary Gabriels, Jeanne Haines, Tony Mitchell

By-Laws Discussion: Revisions (from prior meeting)

Article II, Section 4: VCPWN may team with philanthropic organization to adopt and promote a particular cause.

Article VI: “BOD” and/or “Management Team” changed to “Leadership Team” [LT] as governing body.

Standing Rules Discussion:

Standing Rules to be included in Membership Package and will be read to general membership at June meeting.

1. **Networking Tables:** Tony suggested moving the Networking Table from the back of the room to a more visible location. Decision made to move Networking Table to location currently occupied by Membership Table by the pillar in the center of the room. Membership Table to move adjacent to Networking Table in space currently occupied by Hospitality Table. Hospitality Table to be moved near the Check-in Table.

Tony also suggested that along with “who does business with whom”, members be given more opportunities for “blowing one’s horn” i.e. special announcements, commercials, special

offers, etc. Decision made to allow attendees (members and non-members) to “buy” a 30-second commercial for \$5. Money to go to General Fund. Tony will announce at every meeting.

2. **Dinner Tables:** Hospitality (Linda McCarthy) will be sure that all visitors and new members know that promotional materials may NOT be placed on the dinner tables. Laureen will have a stack of Standing Rules available to everyone as they register at the Check-In Table. She will keep a distribution check-list of name and date.

3. **Sales:** No comments/changes

4. **Flyers:** Remove “Focal Points” as a flyer venue.

5. **Suggestion Box:** Laureen will take charge of the suggestion box. Box to be moved to Membership Table rather than Check-In Table to provide easier access. Tony to use suggestion box for networking survey.

6. **Cost:** The cost of the meeting/dinner will be:

In Advance:

Member \$28

Non-Member \$32

At the Door:

Member \$32

Non-Member \$35

Leadership team/Navigator: \$22

All advance registration must be prepaid in order to receive the advance rate.

7. **7. Networking:** (all LT members to read on own)
8. **8. Guests:** No change
9. **9. Sponsoring:** Change “one general meeting per year” to “one general meeting per *fiscal* year.” [June-May]. Add “May co-sponsor with permission of the LT). Remove “Focal Points”.
10. **10. Table Hosts:** No change
11. **11. Guest Speakers:** Discussion regarding speaker gift. In the past, speakers received a VCPWN candy dish, but the inventory is low. Mary suggested a “goody bag” filled with member-donated goods and services. Also suggested was a \$25 gift card to a vendor with multiple locations in consideration of out-of-town guest speakers. Guest speakers are not to send a substitute if they cannot attend. The LT will find a replacement speaker.

“BOARD OF DIRECTORS” changed to “LEADERSHIP TEAM”

12. **12. Correspondence:** Letterhead, stationary, etc. will be distributed to each LT member. Also all documents will be available on-line in Word. *
13. **13. Attendance:** No comments/change
14. **14. Absences:** No comments/change
15. **15. Recording Secretary:** Will e-mail minutes to all LT members within a week of the meeting.
16. **16. Bids:** No change
17. **17. Reimbursement Form:** If form not used, give receipt to Rita for reimbursement.
18. **18. Dinner Tables:** No change
19. **19. Membership Table:** All LT members should arrive no later than 5:30 p.m.
20. **20. Agenda:** The President will introduce each speaker. Speaker must email ahead to President if wants to be on agenda.
21. **21. Liaisons:** To be discussed at a later time
22. **22. Fundraising Activities:** Announcements for Silent Auction donations will be made at each meeting starting in July.
23. **23. Protocol:** No parliamentary
24. **24. Conduct:** No change

Other Items:

- Carol to make copy of mail key and give to Tony this week.
- Silent Auction:

- Contribution form for tax deductions available to the donators at the auction

*Phyllis recommended that there be a Leadership Team Library on-line to include: Contribution Form, Sponsorship Agreement, Letterhead, Membership Brochure, and Presentation Proposal.

- Sheila thanked everyone present for being on the Leadership Team
- LT meetings are on the 3rd Thursday of every month at 170 Dahlia Way (Sheila’s home).
- June meeting will be on the 25th instead of the 18th
- LT members will bring snacks to the meetings.

Focus of VCPWN discussion: Sheila received a letter from Tessa Weeks claiming that the “old” reason for VCPWN no longer existed since when VCPWN was formed, there were no other places available to business women for networking. VCPWN was “it”. Now there are numerous venues available, therefore VCPWN may not be as relevant as it was in the past.

Discussion: Ways to re-define VCPWN

Tony stated that VCPWN is the only West County networking organization for women. (NAWBO has mostly East County members).

Phyllis would like to see the organization be more community oriented since we’ve changed the bylaws to allow such participation.

Rita wanted to be sure that we support our members first when we are seeking gifts, vendors, services, etc.

Jim reminded the LT that VCPWN combines a networking (or “leads”) group with an evening meeting. Most other networking groups meet in the morning or at lunch. VCPWN provides an after-work venue for professional women to network.

Tony suggested that VCPWN consider goals of NAWBO:

- Peer support
- Education
- Business development
- Advocacy for women business owners and professionals.

Jeanne suggested that the membership list on the website would be more useful if it contained more information about each member and his/her business.

Other suggestions:

- A membership book
- Give business card holder to each member – Laureen to ask Sue Gary for quotes on a 50-card holder
- Hold a networking event twice a year
- When a member does business with another member, the business cards are put in a basket and there is a drawing for a prize (each meeting)
- Twice a year do a “commercial” night (one as a “tabletop”)
- All prepaid registrants will be listed on a “hot sheet” to be distributed to all meeting attendees.
- Each new member is assigned a “buddy” for 3 months to take for coffee, lunch, etc. and otherwise welcome to VCPWN. Jim will make the connections and announce when he introduces new member.
- Jim and Tony to meet to discuss the “Buddy Program” and bring proposal to June LT meeting.
- Creative strategic partnership with WEV. Perhaps offer a discount for new members from WEV (or waive \$35 set-up fee). VCPWN should provide a supportive structure to new entrepreneurs. Phyllis will call WEV office to discuss a liaison between the two organizations.
- VCPWN members to volunteer to give short presentations at high schools about their business.
- VCPWN to sponsor a Business Fair – Charge members \$50 for a table – Non-members would pay \$100 for a table. General public would be invited.

September meeting suggested for Business Fair. Serve hors d’oeuvres instead of dinner. Planning Committee: Jeanne, Tony, Laureen, Mary and Jim.

- Sponsorship Special: 1 person - \$75 for 5 min. Two persons - \$100 to split 5 min.

Job Descriptions:

Director of Finance: Discussion to offer LT members free membership dues since they have absorbed all of the Executive Secretary duties.

Motion: Rita moved to waive the \$130 membership fees for LT members for the 2009/2010 fiscal year. Motion passed.

Motion: Jim moved that LT provide a \$200 Amazon.com gift card to Rick Taylor as a thank you for his work on the VCPWN website. Motion passed.

Additions/changes to job description:

June– “Annual financial report (overview) to general membership.”

June/January/April –“Attend Executive Budget Committee meeting *“as needed.”* [There is currently no executive budget committee.]

June - Substitute *“accounting professional”* for “non-member CPA”.

July – add *“if applicable”*

All LT members are to look at budget proposal and report back to Rita with suggested changes with regard to their area.

Jim suggested raising the price for member labels, and to allow members to put discount coupons in the membership packets.

Secretary:

May – delete “order Board Member ribbons and name badges...” Jim will order all badges and ribbons

Add: *“Make bank deposits after each general meeting”*

Jim listed contents of membership packet: thank you letter, certificate, badge, brochure, VCPWN history, Standing Rules, Do’s and

Don'ts of Networking; [in future: business card holders and discount coupons].

Tony will print out the "Business Opportunity" form and place stack on "Check-In" Table.

Sheila will update the Brochure.

Director of Membership:

Need to find out 5-, 10-, and 15- year members in order to issue badges.

Sheila to form President's Council made up of past presidents.

Discussion of increasing storage space.

Motion: Rita moved to close out the account with Power Self Storage and move to Coast Storage renting a 5' x 10' unit at an additional cost of \$14/month. Motion passed. Lauren to confer with Carol to facilitate move.

Member at Large:

Will take responsibility for Suggestion Box.

Will oversee storage unit rental.

Delete "make bank deposits..." since the Secretary will now be making the deposits after each general meeting.

Public Relations and Marketing:

Phyllis will update Tom regarding today's retreat. Phyllis will ask Tea for a list of publicity sources. Need to announce "Spirit of Networking" award. Phyllis to get all pertinent information from Alison. Phyllis to contact Breena Maggio regarding fees to finish scrapbook. Suggestion to put publicity form in new membership packet. - New member to fill out and submit to Phyllis for publication in local media. Phyllis to take pictures of LT members at next LT meeting.

Special Events:

Mary to meet with Laura Parsons to facilitate change-over.

Rita to find out if VCPWN is being represented in the Ventura County Community Foundation since VCPWN is a founding member of the Women's Legacy Fund.

Website Manager:

For now, Sheila will be Linked-In and Facebook account manager. Phyllis will be her back-up.

We still need to fill the President-Elect position.

Meeting adjourned at 1:20 p.m.

Next Leadership Team Meeting;
Thursday, June 25, 2009 at 6:00 p.m.
170 Dahlia Way, Ventura CA

Minutes submitted by Lynn Ryder.