

Fall State Executive Council Meeting Minutes

Arrowwood Resort, Brainerd, MN

Friday, September 20, 2019

President Cathy Shuman called the meeting to order at 1:33PM.

Living & Learning SPM, Sarah Sundine read an invocation. Programming VP Melissa Redzuan, led the Pledge of Allegiance, and District 8 Director, Cheryl Watson, led the United States Women of Today Creed.

President Cathy introduced the chairpersons of the convention.

Parliamentarian Wendy Lindberg read the Orders of the Day. A quorum has been established.

Amendments to the minutes of the May 17th, 2019 Annual Exec Council meeting were brought forward to correct spellings of names: Mary Hansen and Brenda Nommenson. Minutes were then approved as emailed on September 19, 2019 with the corrections noted.

Secretary – Christine Sibilleau (secretary@mnwt.org)

- If you've ever had any part of putting together an issue of the NEWSLET you know it can be a challenge to get articles - despite this being part of your duties for Staff and State Program Managers! So... I have a challenge to everyone on Executive Council, everyone in this room, to submit an article - and there's a chance to win a gift card for it - because I would love to get as many articles as possible for the post-convention issue of the NEWSLET! It can be as short or as long as you'd like, you'll get a bonus chance for the drawing if you also submit a picture or illustration related to your article to be printed!
- Personal forms are at everyone's spot, please get yours to me by Monday (including payment) for the post Fall State issue.
- The Chapter Mailing Highlight articles are due now for the October issue.
- Staff Reports for the Mid-Year Exec Council, will be due November 1st. An email with the link to your report will be shared a couple of weeks prior to the due date. Everyone has been really good about completing their reports (and their Chapter Mailing articles) this way - it was started a few years ago and it really is helpful to the Secretary - so thank you! Also thank you to those who are meeting the dates that reports/articles are due, it is very appreciated! A reminder to get to me the information needed to fill in the blanks on your staff report (for the minutes). If you did not complete your Staff Report, please be sure to give me a written report as soon as possible.

Administrative Vice President – Illeana Miller (avp@mnwt.org)

- Please welcome our fabulous District Directors to the front as they introduce themselves and provide 1 goal that they have for this 2nd trimester. [Each DD shared one goal they have for the 2nd trimester.]
- I will be working with the District Directors to be visiting their meetings or fun socials this trimester, so keep an eye out for emails if anyone else would like to attend.
- The District Directors have been hard at work for their district excitement, so keep an eye out as we all Flamingle for Fun.

Membership Vice President – Lisa Hahn (mvp@mnwt.org)

- 1st Trimester Numbers: We ended 1st Trimester with 77% retention and 53 New Members. That is amazing. We increased 3% over last year at this time and last year the increase was 1% so the trend has started. We are going in a positive direction. Let's keep the momentum going!
- Membership Awards: I am very excited to continue the way Anna introduced last year with having the DD's come up front on Saturday at the luncheon. They will stand in a line up front. The chapters will be coming up to receive the awards from our fabulous DD's. At this time I would like to announce the districts awards so

everyone hold tight to your chairs as I have some amazing numbers to announce. Five districts 1st trimester had growth. District 5 and 10 had growth + 2, District 2 and 3 with growth +3, District 7 knocked it out of the water with growth +7. So the district with the highest percentage of growth was district 7. Let's give DD 7, Jennifer a round of applause. The following districts had 75% retention or higher. District 10 had 80%, District 7 had 83%, District 4 had 85%, District 11 had 86%, District 2 had 90% and District 3 had 92% retention.

- Close Out: Staff will be meeting on Dec. 30th at 6pm for a fun time of food and phone calls. They will continue with the north and south close out locations. Everyone is welcome to join in the fun. 1st Trimester was a lot of fun. We called 100% of the chapters and received a lot of positive feedback.

Chapter Management Vice President – Barb Zeroth (cmvp@mnwt.org)

- I want to thank the DDs for a great trimester. I have placed a card at your spot listing the chapters in your district on my watch list. We will want to continue to connect with them throughout the trimester.
 - 25 on my watch list, meaning if they don't get any renewals they may be at or under 10 members

Extension Director – Jenise Teske (extensions@mnwt.org)

- Extensions in progress: St. Joseph, needs 3 members
- Target Communities
- Otsego/Rogers/Dayton--scheduling events through September
- Litchfield--first contact 8/23/19, no face-to-face meeting yet
- Roseville or eastern metro--OPEN
- Princeton--OPEN
- Two and Under chapters--no report
- Willmar
- East Central
- Project Fair
- With Membership Committee
- Incentive for persons giving me a contact name in above target communities

Programming Vice President – Melissa Redzuan (pvp@mnwt.org)

- Facebook Page have a new page MNWT Programming
- I will help with Community Connection until there is a bid. Will have a report at Business Meeting tomorrow.
- SPMs will give their report individually.

Living and Learning SPM—Sarah Sundine (ll@mnwt.org)

- Please consider doing the effective writing competition to set an example with your chapter members. The topic is: What if the only way to add to your life was to subtract from it? What would be the first 1–2 things that you would remove? What would be the impact by removing them? The essay needs to be 600-800 words with the guidelines found on the website.
- Have you read a good book lately that you think the members would grow from and enjoy. If so please pass it along as I am looking for a book for 3rd trimester.

Priority Area SPM / Wishes and More - Glorie Balfanz

(priority-area@mnwt.org)

- The Annual Wishes and More Winter Ball will be held February 1. The theme is The 20's Roar Again a Swanky Soiree.
- Wishes and More Priority Area. I am excited to say that we have met our goal for Wishes and More during the 1st Trimester. Results will be announced at the business meeting.
- I have a fun challenge for 2nd Trimester. Stay tuned, District Directors especially, I will announce tomorrow at the business meeting.

Women's Wellness SPM - Colleen Todd (ww@mnwt.org)

- Bike Helmet Collection
- Women who Impact Award

- The Unmask Project
- Fast State

M/S/P (WW/DD5) I move that we allow the Women's Wellness SPM, Colleen Todd, to collect change (and dollars) for MN Brain Injury Alliance at chapter, district, area and state visits and meetings.

Youth of Today SPM - Michelle Kocak Jones (yt@mnwt.org)

M/S/P (YT/PA) I move that we sell ceramic coasters made by students with disabilities for \$8/set of 4 with \$3 going to OYA Scholarship and \$5 back to students who make the coasters, during the 2019-20 fiscal year.

Financial Vice President - Amy Pumper (fvp@mnwt.org)

- Expense checks were handed out along with an updated budget - let me know if there are any questions. It seems there was some confusion on state meeting mileage. You can claim mileage after you attend the meeting (in other words after you have driven). The one exception is Annual convention mileage is claimed 3rd trimester, if you will be driving. 2nd trimester due dates: Jan 6th for SPMs and DDs to turn in expense vouchers to your supervisor and staff vouchers are due to President Cathy by Jan 12th. Any income vouchers and money need to be turned in to Katie.
- State Store featured new items: president Cathy's awesome mug, USB hubs, a new bag, hand fans as well as some toiletries and consumable items. Check the store out.
- 1st trimester fundraisers: Thanks to those that purchased Cards for a Cause this trimester - they will be available for pick up at the state store. There are 2 fundraisers this weekend: a Tupperware cash and carry sale and a Gift Card Lucky Buck Auction at the Saturday banquet, so bring your bucks to purchase chances to win. The value of the gift cards currently is being added up. If you would like to increase the total value, Jane Hanson is still accepting gift cards and cash donations.
- 2nd trimester fundraiser is the Raffle fundraiser. Raffle tickets are available this weekend and the prize drawings will take place at Winter State. Tickets are \$5 each. The prizes are stays at Arrowwood Brainerd Lakes, Arrowwood Alexandria, Doubletree and \$100 cash. It is our goal to sell all 500 tickets and need your help to do so.
- The next Finance Committee meeting at Lisa Hahn's: Jan 3 is the mid-year budget review and Jan 4 is the finance meeting.
- Finance Committee: If you are interested in becoming a Finance Committee member, let me know.

M/S/P (FVP/DD3) I move that we approve Jeny Ohr for the finance committee for two years.

The motion made by FVP Amy Pumper on 8/13/19 to approve Michelle Kocak-Jones as a 2-year representative on the Finance Committee was approved by email. There were 13 votes possible; 7 votes in favor of the motion were received by the deadline of 5 pm today (8/15/19). Votes not returned were considered abstentions, and the motion is therefore approved.

Parliamentarian - Wendy Lindberg (parli@mnwt.org)

- State By-Laws and Policies are October 18th. Please turn in your recommendations by the deadline.

Chairman of the Board - Brenda Sather (cob@mnwt.org)

M/S/P (COB/D10Rep) I move to approve Cindy Umland, Cindy Golbuff, Jeny Ohr and Amy Pumper to the ONTO committee.

M/S/P (COB/DD5) I move to approve the following area elections representatives: Area 1-Andrea Schue; Area 2-Shirley Visselman, Area 3-Anna Nichols; Area 4-Stephanie Putzier.

M/S/P (COB/PA) I move that we allow ONTO committee to sell "flowers" at Winter State. \$2 each or 6 for \$10.

- Cover new format of flowers. Will take messages now if you would like.

M/S/P (COB/DD6) I move that we allow U.S. Domestic Violence Awareness Program Manager to sell luminaries at Fall State.

- ONTO Shirts are here and will be distributed at ONTO table or come to 223.

- Announce office filing date for the President position. Here is information for you to consider. (Handout)
- Redistricting discussion concerning Districts 1 and 9. We will be making some immediate changes in District 9 and will be considering moving all of District 1 to District 2.
- We have an exciting opportunity to celebrate our 70th year of existence. The Past Presidents are considered the "official" committee for the celebration but I am always looking for people willing to help out. We are so excited to announce that we will be selling stemless wine glasses as a commemorative item. These will be \$5.50 each or 2 for \$10. There was a motion at the Financial Meeting to approve purchase and sale of these.

M/S/P (COB/D10Rep) I move that we allow the US Women of Today sell store items at Winter State..

Executive Director - Katie Castro (csc@mnwt.org)

- Looking for feedback about being an editor on Facebook vs. being an admin. Does being an editor allow you to do everything you need/want to do?
 - Please add "uswomenoftoday.org" to your whitelist in your official email. This should allow any official communication coming from USWT to be delivered to you.
 - We have updated a number of online forms to a new format called Email Me Forms. This allows the responses to be sent directly to the email of those who need to receive the report/nomination instead of going into one big response form that you have to access on Google. If you have any feedback or questions let me know.
 - With the new consolidated Facebook pages, you may need to add a salutation at the beginning of your posts to make sure it is clear which position is posting, i.e. "This is your State Secretary reminding you to donate to the State Plan of Action..." or "Secretary Christine is seeking donations to the State Plan of Action..." Kudos to those who are already doing this!
 - Reminder to clean up your official email box, being sure to delete large items like attachments that take up space. This includes your inbox, sent mail, and trash can.
 - Mid Year Exec will be November 9 at Arrowwood Lodge; you have a registration form and tentative schedule at your place today. I will send a Google form out for you to respond as well. An envelope is being passed around if you wish to register and pay here today.
 - The Web Team is always looking for feedback on the new MNWT website. Please email Katie at csc@mnwt.net with questions or other feedback.
 - I did not receive a priority bid for Fall State 2020, so the bid is now open to the entire state. Please contact me for more information. I am now seeking a priority bid to host Annual 2021 at Arrowwood Resort in Alexandria from Section 3 South (District 9, 10 & 11); bid is due to me January 10th, 2020 to be approved for presentation at Annual 2020.
 - Use your hashtags this weekend! #MNWTFS2019 #MNWT
 - Project Fair tables are labeled.
- Presidential Assistant - Barb Berndtson (pa@mnwt.org)**
- Order forms for additional 5x7 group pictures are in front of you. Please complete one and return to me this weekend, along with your payment. You will already be getting one with your group as a gift.
 - Have you been taking photos? You still have time! Each Staff member/ DD / SPM is asked to scrapbook a 12x12 page [front and back] with pictures of your wonderful year and to have your completed page to me by April 1st.
 - Start thinking about your ornament to exchange with President Cathy at Mid-Year Exec - you may want to incorporate your theme, or Cathy's theme. If you won't be able to attend Mid-Year Exec, please consider sending your ornament with someone.
 - All Exec Council must stay for Foundation to follow this meeting.

Foundation and Committee Reports

Foundation Chair - Nicky Anderson
(foundation@mnwt.org)

- No report

Future Directions Chair - Jen Kinzer (fdc@mnwt.org)

- The next FDC meeting will be held on Saturday, November 16 at 1:00. Keep posted for meeting location and other details.
- The October Webinar is set for October 23 beginning at 6:00. There will be four ½ topics and you will need to sign up to get the link for the meeting. The topics are: Navigating the new website, Awards and Nominations, MNWT Foundation and Programming for your chapter.
- Outstanding awards and strategic plan updates.

Membership Marketing Chair - Heidi Westerlund
(mmc@mnwt.org), given by Chairman of the Board,
Brenda Sather

- First Timer's Booklets. This is new for some of you, so let's go over a few things.
- Please join us at the Project Fair! The Committee Chairs thank you!
- Next Committee Meetings are on November 16th, at the Resurrection Church in Monticello. Meetings start at 9:30am. Lunch will be provided.

On 7/24/19, COB Brenda Sather made this motion: "I move that we appoint the following members to the Membership Management Committee: Area 1 Rep - Shanna Pratt; Area 2 Rep - Wendy Homyak; Area 3 Rep - Tevyan Sorensen; Area 4 Rep - Michelle McGowan; and Anna Nichols and Sharon Erickson as two of the four general members from any area."

This motion was emailed to MNWT Executive Council on 7/24/19, asking voting members to cast a vote by 3 pm on 7/26/19. There were 13 votes possible; 6 votes were received by the deadline all in favor of the motion. Votes not returned were considered abstentions, and the motion is therefore approved.

Marketing Committee Chair - Daina Mirsch-Wenner
(marketing@mnwt.org), given by Chairman of the Board,
Brenda Sather

- SPMs, are you ready for the Project Fair? Be sure to have an interactive element for people to become involved in your booth.
- Have you accepted the invitation to edit your team's Facebook Page? Be sure to make a post regularly to the new page so members can see what's happening in your area.
- MNWT Membership FB Page: CMVP, Extensions, MVP, Success
- MNWT Administration FB Page: Sec, Parli, Pres, PA, COB, Exec Dir, AVP, PR, NEWSLET
- MNWT Programming FB Page: PVP, all SPMs
- MNWT Committees FB Page: FDC, MMC, Mktg
- MNWT Finance FB Page: FVP, State Store, W&M, Finance Committee
- all other FB Pages remain the same.
- The Web Team has been working hard at updating our online forms with EmailMeForms, an app that allows email notifications to submitter and recipients. It's our goal to replace the Google Forms with EmailMeForms for most of our online forms.
- Website Traffic Report we started Google Analytics on December 12, 2013, and have been tracking users ever since. It has been a while since I reported on usage, but I will remember to give this information from now on. I recently looked at it to see if there was a change from usage of our old website to our new one this trimester. Here is what I found:
- last trimester we had 87% new users, whereas, this trimester we have 38%, but our audience has increased by 500 users;
- our social media referral has become more important than a referral from another organization;
- viewers are staying on a webpage longer;
- our pageviews have nearly doubled;

- the number of mobile users have greatly increased from last trimester;
- our bounce rate has decreased by about 10%; and
- the browsers have remained about the same, with an increase of Android Smartphones.

President of the MN Women of Today—Cathy Shuman

- Mid-Year Individual Evaluations – includes Staff, DDs, and SPMs. Newly revised forms will be available on website – make sure to use the version marked “approved by FDC 2019.” I encourage you to submit an evaluation – it's a good way to check progress on your goals and see how you are doing at this point. Deadline is Nov 9th (emailed).
- The Fall State Chapter Information Packets are stuffed and ready for DDs to deliver to their chapters. Once again, we have a “Making Connections Packet” for each chapter, with the theme “Show Your Sparkle – Be Unique” using snowflake templates. Please make every effort to hand out CIPs this weekend to chapters that are at convention. DDs are asked to distribute CIPs and Connection Packets as soon as possible for those chapters not present.
- We are starting to promote our 70th anniversary celebration at Winter State with a special 2nd trimester membership challenge titled “70 New Members for our 70th Anniversary.” Please help spread the word about this fun challenge with lots of changes to win prizes and increase our membership at the same time. (copy provided for each E.C. member)
- State Facebook pages – are you aware of the changes? Please check out the new pages and “like” them.
- Gave a short inspirational speech in closing.

Ongoing Business

M/S/P (FDC/MVP) I move that Shanna Pratt be approved as member at large to the Future Directions beginning in 2019-2020 for a 2-year term.

News Business

None

Announcements

Executive Council pictures will be taken in the Sands room.

Sarah Sundine, LL SPM, read the benediction. District 2 Director Barb Monsrud led the MN Women of Today Creed.

Meeting minutes submitted by Christine Sibilleau, 2019/20 State Secretary