



MINNESOTA WOMEN OF TODAY

Future Directions Committee



2nd Trimester 2020-2021 Meeting Minutes November 21, 2020 ~ 12 pm ~ Online

Call to Order: 12:45pm by Jen Kinzer, Acting Chair

Voting Members: President Illeana Miller; COB Cathy Shuman; Exec Dir Katie Castro; AVP Michelle Kocak Jones; FVP Mary Hansen; PVP Anna Nichols; Parli Melissa Redzuan;; Mktg Chair Christine Sibilleau; MMC Chair Michelle Cloutier; Past FD Chair Jen Kinzer; Foundation Chair Nicky Anderson; Area 1 Carolyn Fortier; Area 2 Barb Zeroth; Area 3 Shellie Matthes; Area 4 Jane Hanson; General Member Jeny Ohr; General Member Joanne Larson; General Member Melanie Chenoweth;

Non-Voting Members: Rita Johnson, JoAnn Miller, Amy Pumper, Michelle McGowen, Jessica Schultz, Daina Mirsch-Wenner, Sally Koltes, Shirley Viesselman, Wendy Homyak, Sharon Erickson, Ann Marie Sathoff, Colleen Todd, Jenise Teske

WELCOME

- Reminder to put name and chapter in the chat box

APPROVAL OF MINUTES: July, 25, 2020 Approved with the correction of spelling Mary Hansen's name.

Add to minutes: A motion was made by Jeny Ohr and seconded by Cat Shuman to approve the March Planning Recommendation Form. The motion passes with 13 yes votes and 0 no votes, 4 abstentions. There were 4 who did not cast a vote.

REPORTS:

Executive Director: Katie Castro

- Watch the [MNWT Homepage](#) for most updated information for members.
- Winter State Convention will be virtual.

MNWT Foundation: Nicky Anderson

- Chapter Grants are due December 1st. One application has been received so far.
- Use Amazon Smile during your holiday shopping to help raise funds for the MNWT Foundation
- Sustaining Memberships are a minimum of \$25. Send a check. Use Venmo or Square for payment.
- Approved funds for the MNWT to purchase equipment to help with online/virtual conventions.

Finance Committee: Mary Hansen

- Next finance meeting – January 9th via zoom. Mid-year budget review meeting will be held prior to that date but no specific date set yet

- There is a task force set up to get the on-line store up and running again but we are still waiting for results on this. I have been trying to do more Facebook posts to promote some of the state store items.
- MNWT clothing is available direct from Warroad Threads. They have set up a specific page on their web site for our branded clothing. They handle all the orders and shipping with a commission paid out to MNWT.
- Finance committee still hopes to do a fund raiser with Sheets Galore for Winter State – using their on-line presence.

Marketing Committee: Christine Sibilleau

- chapters are now all up to date on Great Nonprofits, information will be shared at Winter State how chapters can setup their page and how it can be used
- ideas being developed on podcasts
- promotional videos (similar to those being shared for Foundation) created and being created for use as commercials during Winter State convention being held virtually
- discussed items of 2020 Strategic Plan:
- reviewed marketing promotional draft that was updated from previous approved version
- updating the proposed timeline to something more realistic
- additions to what can have a standardized template
- shared logo concepts and got feedback on what the new logo should include
- creating MNWT app and what content members would like
- very interested in at least one other team member, with marketing background
- final draft ready for eblast manual, will move to email motion/discussion due to meeting time restraints
- shared sample virtual backgrounds, will develop further for committee approval by email

Membership Management Committee: Cat Shuman gave the report for Michelle Cloutier

- Membership Stats: Base-846 ; NMA's-25; Renewals- 131 of 280
- MNWT Foundation has given funds for gift certificates to the state store for membership incentives.
- St Joseph & Rogers-Otsego-Dayton are doing well.

SUBCOMMITTEE REPORTS:

1. Manual Review: Jane Hanson, Chair

- Extension manual – a task force is working on the Manual.
- Membership Manual-being reviewed and will be updated.
- Central location for all operational manuals - COB Cat-process has been completed.

2. Awards: Tevyan, Anna, Jen

- Awards Committee Chair has been updated
- 3 Awards have been received in each one of the three awards.

3. [Go Green](#): Christine Sibilleau, Chair

- Social Meeting campaign to promote Go-Green ideas.
- Jessica is looking into a fundraiser or contest with environmental photos.

4. Strategic Plan: Jen Kinzer, Chair

- Plan is complete and we are working to add effective due dates to the plan. MMC and Marketing have updated the dates for start and end. Goal is to have approved by March Meeting.

5. Online Training: Jen Kinzer, Chair

- Next Webinar: February 24 from 6-8
 - Potential Topics: Success, Priority Programming Area, District/Area meeting suggested changes. Jen will finalize with Illeana.
- Membership Orientation Training Video/Power Point project update:
 - Membership Orientation outline and power point being worked on by Joanne Larson is close to being done.
- Webinar Presenter Checklist - Approval in the spring

TASK FORCE REPORTS:

1. Restructure: Nicky Anderson, Chair

- Marketing VP is waiting membership approval at Winter State. After approval has been given, then the Task Force will work on the Manual.
- An update was given to the committee about recommended changes to LOTS, District Meetings, Area Meetings (now to be called Regional Meetings),
 - LOTS will include training for LPMS and no district orientation will be held for that purpose. All board and LPM training will be done at LOTS free of charge. Position training for local officer positions will be held online or in person for cost.
 - District Meeting will be hold following conventions, 3 meetings to be held each year. A sample agenda was presented with the focus on Social/Fun/Training time and less emphasis on business and awards.
 - Regional Meetings (formally Area Meetings) will be held in two different locations, north and south on Saturday (no Friday nights) beginning at around 10:00 am to allow for travel. The meetings will be planned by the DDs in a central location chosen by the COB, but each meeting is open to any member. A meal should be served and a non-interactive zoom attendance should be organized. Staff reports will not be read and district reports given. Candidates should attend and present. All current Exec Council should attend in suits. A sample agenda was presented.
 - All proposals were accepted with suggestions. The Task Force will present any finalized information for approval at the Spring FDC meeting.

2. Programming Task Force: Cat Shuman, Chair

- Nothing new at this time.

3. Forms Review: Cat Shuman, Chair

- Forms Review Task Force: Process for forms has been established word/pdf/email me form.
- The Program Manager Trimester Report update needed, revisit in the spring.
- Online certification booklet that is currently online has broken links and needs to be updated. Katie will look into getting it updated.

ON-GOING BUSINESS: None at this time

NEW BUSINESS:

Success Form: Updates of the Success System Guidelines and Success Form presented by Rita Johnson, Success System Coordinator. Updates were mostly clarifications to the minutes. There were some changes including a removal of the Sales Tax Form requirement under the Bonus Bonanza Points and the removal of two USWT certification forms into one as is current practice.

M/S/P Rita/Cat I move to accept the changes to the Success System Guidelines and Success Form as presented.

Next Meeting: March 20, 2020; Location: TBA

ADJOURN: 2:40 pm.