**AAUW Torrance Branch Board Meeting**

**December 2, 2014**

**Attending:** Athena C, Elaine B., Pat A., Gloria L., Pat C. Gloria L., Jamie W., and Nancy K.

**Called to Order**: 7:40 pm

**Minutes**: October Board Meeting Minutes approved. No minutes were taken during the November Board Meeting.

**Treasurer’s Report**: Indrani had sent out year to date report. Not all program expenses have been submitted and Pat Carroll will try to get them current.

**Membership**: National dues discounts were reviewed. Members joining in January will pay half national dues and full state and local dues. Members who join in March pay full year’s dues but receive 15 months of membership.

Shape the Future candidate Rosa Parra. The Board has approved and Indrani will complete the required paperwork to enroll Rosa under this program.

Membership Marketing: Board agrees that we need to develop a comprehensive marketing plan for member retention and recruitment. After the holidays a committee will be formed to establish goals, strategies, and action steps to include printed materials, public relations, publicity and target groups.

**Bylaws Committee**: Changes have been made to our dated bylaws and were submitted to the State organization. We are now in compliance with state bylaws and ours have been submitted to National for approval. We still have to clarify to State that our Branch is not incorporated. The Board recognized the committee for their hard work. Issues related to the bylaws formatting need to be corrected.

**Programs**: General Meetings time: Elaine did a member survey to determine preferred meeting times resulting in a majority for meetings at 10 am Saturday. The January meeting is already scheduled for 2:00 pm and that is the speaker’s preference. Jamie will try to move remaining meetings to the earlier hour. Email reminders and external invitations (to Tech Trek girls, educators, sponsors, etc.) should be sent throughout December to encourage attendance for this exceptional speaker.

Holiday Party: Pat Carroll reviewed the menu and the following assignments were made:

Wine: Pat Carroll will pick up Challis Lane at BevMo

Antipasto tray: Nancy Kenney

Pasta Salad: Pat Arnett

Meatballs: Susan Negrete-to be confirmed

Dessert: Jamie will bring something with gingerbread. Pat promises Joe’s Peanut butter balls.

Charity Element: Torrance Volunteer Center’s Operation Teddy Bear was selected. Jamie will get details and a donation solicitation format will be determined.

**Fundraiser**: Most current report shows $1990 profits from this event.

**Web-manager**: Issues with the website still exist. Athena would like to make a decision in January for one of these options: 1) Turn website maintenance over to National, 2) Hire a local webmaster to work with the existing site, or 3) Produce our own website separate from National.

**EPC Update**: Letters to schools will go out in January.

**AAUW logo materials**: Athena ordered some materials from National to be used at meetings: mugs, pencils, pens, balloons, stickers, thank you notes, and bracelets. The “I found my voice” bracelets may be considered for larger purchase and resell to members.

**Adjourned** 9:20 pm