

Meeting was called to order at 10:15am

**Attendance:** Incoming and outgoing board members: Kristin Michel Rodriguez, Doris Barber, Barbara Freedenberg, Gurvinder Ravery, Ellen Davis, Laura Rhode, Cathy Bamji, Miriam Paska, Ayda Sanver, Susan Commander-Samakow, Julia Pitkin-Shantz, Jamie Hamelburg

**Secretary's Report** – June board minutes were approved.

**Treasurer's Report** – Year-to-Year and Month-to-Month analysis demonstrate we are maintaining our financial health with a slight increase in net income for the month.

### **Committee Reports:**

#### **Membership:**

- Implemented a process for outreach to lapsed members, visitors, new members
- Designs for badges and business cards were presented
- New member applications were discussed and approved

#### **Communications:**

- Reviewed open rate stats highlighting the highest rated emails.
- Acknowledged that the breakfast is proving to be the greatest recruiting tool

#### **Programs:**

- Are creating sub-committees to address programs and speakers
- Need to find space for holiday luncheon

#### **Publicity:**

- Small Business Division at county was disbanded
- Women's Legislative Briefing – continue this relationship as before.
- Recommend building stronger relationship with MD Women's Business Center (Awards dinner in Oct)

### **Strategic Planning Subcommittee Reports:**

For context Kristin distributed the document, Strategic Planning Recommendations Adopted by the Board at 5/17/18 WBO Board Meeting;

#### **Organizational Management Subcommittee:**

- Reviewed highlights including newly articulated goals, stronger use of committee structure and documentation of all board positions.

#### **Communications:**

- Reviewed proposed purpose statement documented on Strategic Planning draft action plan. After brief discussion it was decided alternative options will be explored.
- Website enhancements were made, per committee discussion.

### **New Business**

Cards and correspondence – tabled

Sponsorships – tabled

Adjourned @ 11:37am