

Called to order: 10:17 am

Attendance: Kristin Michel Rodriguez, Doris Barber, Laura Rhode, Ayda Sanver, Barbara Freedenburg, Gurvinder Ravery, Miriam Paska, Pam Saul (for Ellen Davis)

Opening –**Board work and Committee work:**

Committees have the agency to make decisions and complete tasks aligned with committee mission. Chairs are given the responsibility to decide when an issue needs to be brought to the board for guidance or a vote. The Board oversees and provides guidance as needed.

Power Conference –

WBO has signed the contract for the Power Conference which will take place in August 2019. The consortium is working on setting up a non-profit to run it in future years in order to diversify ownership and liability. More information forthcoming in January.

Secretary's Report & Board work conducted between meetings

- November meeting minutes were approved
- New member approved.

Treasurer's Report (Barbara presented)

- In order to increase efficiency, budgets will be established for each committee. Pam Saul will help with this effort.

Mastermind Update (Doris)

Will establish two types of Masterminds:

- 1) **In person, 6 month timeframe** with an opportunity to re-up if the group is going well. A facilitator would be present at the first two meetings and a coordinator would check in periodically.
- 2) **Virtual, based on a topic, lasting for 8 weeks.** The first one planned would be on Talk Triggers. A facilitator would run the first two meetings and then remain in the group but not as a facilitator anymore.

The Mastermind Committee will vet the groups to ensure success. Exploring use of Zoom and Facebook Groups to maintain communication between meetings; alternative methods for managing expectations and demand; and developing an interview and link on website. Announcements will be made in the January meeting.

Sponsorships

Doris has volunteered to manage the sponsorship area of WBO. It was decided that both members and non-members will be given the opportunity to sponsor an event with proper guidance. Guidelines are being developed and then will be rolled out.

Committee Reports:**Membership** (Pam Saul, a Membership Ambassador, presented in Ellen's place)

- **Member Outreach** – Committee is calling all WBO members to thank them for their membership and remind them of any upcoming events, such as renewal.

- **New Badges and Ribbons** – Planned for January meeting.

Communications (Ayda)

- Reviewed Communications Report: Getting great open rate on our emails.

Programs

- **December meeting:** 69 attendees.
- **January Meeting:** Will be at Pinstripes. Final plans in the works.
- **Looking for Committee Members** – Currently looking for additional members. Contact Jamie Hamelburg or Gurvinder Ravery.
- **February Meeting:** Heart Health Month, speaker will be Cynthia Lieber, a PhD and RN. Topic: how we work in our business and how to do it better for our health and our business.
- **Committee Meetings:** Meeting in early January and will be coming up with plans for the rest of the spring. If you have topic ideas, please send them to Gurvinder.

Publicity

- **Social Media Update:**
 - o Facebook: Views = 175 (up 12%); Reach 672 (up 58%); Post engagement 160 (up 2%); Total page likes 1211 (flat)
 - o Twitter: 353 followers
 - o LinkedIn 38 group members
- **Women’s Legislative Briefing update** – Jan 27th 11-6
- **Rockville Chamber event in March** – more to come
- **WSSC Event** – more to come
- **Power Conference** – Marketing to ramp up in February.
- **Montgomery College Scholarship** – Considering additional scholarship or increasing amount of current one.
- **Opportunities with other organizations and calendar** – Additional items being researched

Strategic Planning Subcommittee Reports:

Management Structure (on hold this meeting)

Communications

- **Drip campaign:** Final details being worked out.
- Considering bringing back in-person new member orientation meetings.

Programs (on hold this meeting)

Adjourned: 11:37 am