

**Opening:** @ 10:07 a.m. via Zoom Meeting

**Attendance:** Kristin Michel Rodriguez, Doris Barber, Jamie Kent Hamelburg, Gurvinder Ravery, Sharon Bourke, Ellen Davis, Miriam Paska, Claire McDonald

**Absent:** Laura Rhode, Erika Linthicum

#### **President's Report:**

- Kristin opened the meeting by reminding us that this was the last monthly Board meeting of the season and for the current Board; we will be voting on the new Board during this meeting. The current Board will continue to serve throughout the summer, and we should continue to keep in touch as we manage during the age of COVID and transition to a new Board.

#### **Secretary's Report:**

- May minutes approved and on Google Drive.

#### **Vice President's Report:**

- **Masterminds** -
  - One group has been launched and will continue meeting independently. Doris will put out feelers for another group.
- **Sponsorships** -
  - Nothing new to report. The sponsorship fee for online programs is reduced to 50% of the fee for in-person programs. This information is on the website.

#### **Treasurer's Report:**

- Erika was unable to attend today's meeting; however, she sent out financial reports prior to the meeting; we are in good standing.
- Kristin provided an update on Verizon.

#### **At-Large Report:**

- Sharon continues to work on feedback tools for the Zoom meetings. She will send out examples for the Board to review.

#### **Committee Reports:**

##### **Membership -**

- **New Member** - The Board voted to accept one new member.
- **Renewals** - Ellen reported on renewals; overall, we're doing pretty well, especially given the current economic climate.
- **"Exit Interviews"** - Sharon asked if we have any type of exit interview when people opt out of renewing their membership. Ellen responded that we don't have a formal tool, but informally Ellen or one of her ambassadors usually will speak with members who don't renew.
- **Thank You!** - Kristin thanked Ellen for all of her work and the passion, commitment, and energy she has brought to the WBO.

**Communications -**

- Miriam reported that she met with Gurvinder/Programs last week to talk about emails that will be sent out over the summer.
- Miriam also reported that she is looking for ways to make subject lines a little “snappier” to grab people’s attention and better distinguish the various emails WBO sends out.

**Programs -**

- Gurvinder added to Miriam’s report about their meeting - would like to have “snazzier” emails that have a different look/feel. She’d like to highlight speakers with embedded video clips (which Miriam is figuring out how to do in Mail Chimp) to entice people to sign up.
- Gurvinder also asked about adding consent language to the sign-up page, which would allow us to use video clips, recordings, or photos from the Zoom meetings for promotional purposes. Jamie will provide something.
- In line with what was discussed at the prior Board meeting, Gurvinder arranged to have a live cooking demonstration meeting in July. This goes along with the idea of offering some lighter content during the summer.

**Publicity -**

- Laura could not attend today’s meeting, so Kristin reported for her: Kristin and Laura reached out to Montgomery College and spoke with someone who acknowledged the importance of WBO’s scholarship.

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**Old Business**

- **Transition to new board** - Jamie provided background on the Board. Next, she presented the slate of candidates, and, using the chat feature in Zoom for privacy purposes, she instructed the Board to vote. The slate was approved.
- Jamie thanked Kristin, Ellen, and Laura for their service to the WBO Board. Kristin also thanked Jamie for her guidance and wisdom as the Immediate Past President.

**Adjourned @ 11:28 a.m.**

**Addendum 6/26/20:** *The Board voted unanimously via email to accept two new members.*