

AGENDA
VICTORIA GARDENS WOMEN'S CLUB BOD MEETING
JUN 2, 2022 - 9:00 AM

ATTENDEES:

Laura Blackburn, President; Edie Olmedo-Abrams, Vice President; Barbara Solis, Treasurer; Patty Ribera, Secretary; Directors: Darlene Cross, Nancy Greenfield, Connie Hampton, Ellen Haynes, Rosie McKenna, Susan McMahon, Lynn Reim.

Today's Meeting Discussion Topics

Cruise Week Report: Laura and Barbara discussed the cruise week results. The final numbers were: \$23,000 which included the Ukraine donation. \$17,445 without the donation.

Cruise Week Feedback: There was some discussion with the consensus that it was a success but placed a heavy burden on the people involved for a lengthy period. Some events during cruise week should be brought back in the future as single day events such as the Mahjong tournament, the Bingo event, and the pool party.

Gala Report: The net proceeds were \$6700. Numbers were negatively impacted for several reasons: rescheduling from the original January date to May hurt because "snowbirds" had left. It came so close to the Cruise week and folks had spent quite a bit on the events during cruise week. Delay was necessary however because it related to COVID issues. It was agreed that two major events need to be spread out over the course of the year.

Charitable Giving Update: Susan advised that the \$5 in-kind donations made by the branch members resulted in \$3500 for charities.

Branch Updates: Nancy suggested creating a "friendship branch" song and it could become a signature song which could play in the background at VGWC functions. Another idea was a fun activity be held quarterly for the branches.

Nominating Committee Report: Rosie discussed the nominating process. Officers have a 2-year term. The committee has developed a list of candidates. Rosie cannot vote. It was determined that we need to "work with the willing". We don't want to bring people on the BOD with false expectations. It is likely that Linda Holmes will step down from the position of Special Events director. If so, utilize ad-hoc people for the special events. Some ideas surfaced: Create a director of education who would educate folks about who VGWC is. Have mini project managers for the charities. Financial board/coordinator could be used to assist the treasurer. A kindness initiative was suggested to Rosie by a social worker in the community which was well received by the BOD. Rosie also discussed a project she has undertaken with Family Renew which involves teaching and demonstrating to children gardening. They will see how it will give them food and potentially a future hobby. This is an excellent example of giving time and skills to help others.

Next Steps for Development Director Darlene: Darlene discussed items that are needed when she meets with potential sponsors. Some items are: collateral to leave behind such as an impact statement, history of VGWC, business cards and most importantly “the VGWC story”. This story needs to be somewhat uniform and other BOD members can pull parts from it when asked. Darlene is developing a database of potential sponsors and will reach out to BOD members for assistance. She wants to speak with the decision makers at a business. Some BOD members may have those contacts.

Next Steps for Onboarding New Directors Patty & Edie: Darlene will transition from current role as secretary and meet with Patty to discuss responsibilities and expectations. Laura and Rosie will meet with Edie to discuss her role.

WC Membership for 2023 Report: Laura advised that 90% of the membership renewals/new were done on-line. 4 were done by check. Campaign is behind schedule due to summer months and cruise week and the gala delayed it. September will have a kick off campaign. Connie has some ideas on how to acquire new memberships. Connie also discussed adding some new items to sell such as umbrellas and visors.

September Nomination for “Moment of Recognition”: Jackie Donnelly was selected by the BOD.

GENERAL BUSINESS

- Treasurer’s Report
- Secretary’s Reading of the Last Minutes

DIRECTOR’S REPORTS

Charitable Action Committee – Susan’s Report

BOD Action Items:

1. Ukraine Support Recommendation

- a. Majority interest was to select Stetson SPREES Campaign in support for Ukrainian Students and One Professor. Susan met with Dean Maryhill Fowler and Dean Elizabeth Skomp, Stetson University to explore this opportunity. Our support would fall within two of our fundamental pillars, Education and Family.
- b. Recommendation:
 - i. \$5000 – Donation to SPREES Campaign Fundraiser in support of tuition and housing for students and professor.

- ii. \$1000 – Funds to be used for House-Warming Shower items when students arrive in August. (ie., Welcome Baskets, Linens, Kitchen/Bath supplies, etc).

2. Final 2021-22 Charitable Giving

- a. Recommend we closeout our fiscal year donations as prescribed in the annual Charitable Giving Budget. Recommendations are based on a conservative budget view that does not include 2022 Spring Fundraising events, however, does include Special Funds raised for Ukraine. Holding back 2022 fundraising will enable us to expand charitable outreach next year and fund fall requests.
- b. Budget Recommendations:
 - i. Family Renew – \$3000 to purchase and install Playground equipment on property at FR. Men’s Club is partnering with us on prep and install.
 - ii. Family Renew - \$1350 to purchase back to school clothes and shoes for children residing at FR
 - iii. Neighborhood Center - \$2500 donation
 - iv. Ukraine-SPREES Campaign - \$5000
 - v. Ukraine – House-Warming - \$1000
 - vi. COA - \$1000 donation

Charitable Action Committee – BOD Update June 2022

i. Agency Updates

a. Council on Aging of Volusia County (COA)

- i. Reached out by phone to meet new COA Development Director, Greg Hollback. We agreed to set-up a meeting this summer to discuss volunteer, in-kind donations, and sponsorship opportunities. Ellen Haynes has agreed to take the lead on COA relationship.
- ii. Deliver 300 Fourth of July notes and flags to homebound Meals on Wheels clients.

b. Family Renew

- i. Met with Don Lajoie and Rosie McKenna to discuss partnering on two projects at FR. Purchase and installation of a playground on FR property and Master Gardner support of vegetable and flower garden in the raised gardens already in place on property. Next steps include meeting with FR to discuss playground, obtain approval to move forward and project plan both installations.

c. Neighborhood Center

- i. Plans to set a time for the board to tour Neighborhood Center and meet with Director, Weyan Neice.

ii. In-Kind Donations Update

- a. Combined contributions for 2021-22 Giving Year resulted in \$4,390.30 being collected and either distributed or stored for future need in the VGWC Storage unit.
- b. Thank you to the Branches for their support of this new program. It was highly successful, and we plan to continue it next year with some modifications.

iii. Next Steps for Charitable Action Committee

- a. Realign committee around project/agency development and management
- b. Modify In-Kind Donations program
- c. Planning meetings with COA, Neighborhood Center and Family Renew
- d. Explore new outreach opportunities for 2022-23
- e. Define and Launch VGWC Scholarship Program

- f. Family Renew playground improvement project
- g. Launch volunteer support and sign-up in 2022-23

Club Support/Publicity Committee – Joan’s Report

Created the following flyers, etc.:

- Women’s Club Logo with new motto: “Socialize With A Purpose”.
- Gala Program.
- 2022-2023 Women’s Club Calendar.
- Sell Sheet Flyer for Volusia Ballroom.
- Beat Goes On flyer for Gala.
- Mickey & Minnie flyer for Gala.
- Lottery Board flyer.
- Gala Save The Date flyer.

I will not be at the June 2nd Board Meeting – I am going out of town.

Friendship Branches Committee – Ellen’s Report

The Friendship Branches have completed their second year. After some growing pains and a few bumps along the way the Branches have become an asset to the Women’s Club and a source of joy and fun for their members.

The Branch Leaders are dedicated and focused and a valuable resource to the Victoria Gardens Community. We are honoring them with a “Fiesta” themed celebration on June 6th. At that time, they will be introduced to my replacement, Nancy Greenfield.

Many groups will continue to have gatherings during the summer months. I have spoken to several new Members who have moved to our community, and they relayed to me that the Branches and the Women’s Club have had a very positive effect on transitioning to their new environment.

Membership Committee – Connie’s Report

- Currently we are accepting membership applications from previous members and hopefully new members.
- A new shipment of T-Shirts is ready for pick-up.
- My committee is still working on ideas for a membership drive event. If anyone has suggestions, please let us know.
- I hope each of you have renewed YOUR membership online for the new year.

Leadership Development Committee – Rosie’s Report

Working on scheduling an all-board leadership training session. Looking at some time in July between the 8th and the 20th. It would be an interactive session of 4-5 hours with either lunch or breakfast. Then, would follow up with a progress report at the August BOD meeting.

Consider an orientation for new board members and positions: Edie, Darlene, and Patty.

Topics would include any suggestions submitted by current and new board members in addition to the following items:

- Roles and responsibilities.
- Leadership Styles.
- Committee recruitment and mentoring.
- Priorities for your area.

New initiatives: VGWC “Kindness Connection”
VGWC theme song

Programming Committee – Lynn’s Report

Next year’s schedule is looking good!

The schedule we have already booked is on our website and there are 3 months not firmed up yet.

*October 12: Might change from Featuring Charities in panel format to: having New Horizons, a charity that trains service dogs come in for explanation of how their program works.

*March 8: Stetson tours and a catered lunch on campus

* May 10: Possibly “A Taste of Victoria Gardens” with members bringing their specialties to the clubhouse for a luncheon.

Special Events Committee – Linda’s Report

The “Piano Lady” gala was held on May 21st. It was well attended and enjoyed by everyone that attended. The Viennese dessert table was a huge hit. Thanks to all the VGWC ladies that worked on the food, decorations, planning etc. Jackie Donnelly did a fabulous job putting this event together despite the obstacles such as the pandemic. There was a lot of great feedback from the community.

On May 23rd, an ice cream social was held for everyone who worked on Cruise Week. Laura thanked everyone for their dedication and hard work and let them know how it was so beneficial for our charities. An enjoyable time was had by all.