

## PETALUMA MOTHERS' CLUB PLANNING MEETING

July 28, 2005

Present: Patti Looper (President), Rachel Back (Vice President, Program Coordinator), Jodi Frost (Secretary), Jeanine Comella (Treasurer), Laura Griggs-Yew (New Member Coordinator), Karli Stearns (Co-Community Liaison, Postmaster), Stacie Sather (Co-Newsletter Editor), Mar Ortmann (Co-Newsletter Editor), Tanya Orsini (Webmaster), Kimi Colaizzi (Co-Program Coordinator, Renewal Coordinator), Julie Wendenberg (Co-Program Coordinator), Heidi Overman (Co-Event Coordinator), Trinity Pokusa (Co-Event Coordinator, Event Calendar), Mary Beth Benedetti (Fundraising Coordinator).

Absent: Deirdre Wood (Co-Community Liaison), Marianne Riddle (Publicity), Kali Sklove (Playgroup Coordinator).

Others in attendance: Vanessa Dodge (Meet-n-Greet), Melissa Abercrombie (Co-Welcome Socials), Amy Kemmerer (Database Guru), Melodese Mahoney (Volunteer Coordinator), Krista Mills (Co-Resource Guide), Becky Schuerman Choi (Co-Resource Guide), Carlin Finke (Co-Fieldtrip Coordinator), Abby O'Brien (Mailing Prep).

The meeting was called to order at 7:14 p.m.

The meeting began with introductions.

### **PMC 2005 – 2006 Term Overview – Patti**

The PMC now has 346 members, a 64% increase over the last year.

The PMC can do even more community outreach and involvement in the coming year to serve more of the moms in Petaluma and to bring awareness that we are a strong organization in Petaluma

Other community program developments are proposed for the year, , such as "Postcards from PMC", a program that invites traveling PMC members to send postcards to a list of local children dealing with terminal illnesses. PMC business cards are available to those who would like to carry them to distribute in the community.

### **Budget Review – Patti, Jeanine**

A proposed budget for the 2005 – 2006 term was distributed and explained. The final budget will be voted on at the next board meeting, held Wednesday, August 3<sup>rd</sup>.

More detailed spreadsheets for the various individual events, such as the Spring Tea, are available if needed to assist the new event coordinators.

Discussion arose about the newsletter budget, including the need for a business ads person, the possibility of raising advertising rates, and adjusting other areas of the budget to show when a trade for services is done in the form of advertising in the newsletter. This was tabled for further discussion during the coming board meeting.

A question arose about ensuring that checks and balances are in place to preserve PMC funds.

### **Treasurer's Report – Jeanine**

A new expense report was created and distributed. These are to be submitted when a PMC expense is incurred.

Accompanying receipts should be taped to a separate 8 ½ x 11 sheet and stapled to the expense report.

If a trade for services is done, an expense report still needs to be filled out for tracking purposes.

The PMC's insurance policy is in place for the Petaluma Woman's Club, and we are covered for events held there through August of 2006. If someone requests proof of insurance, Jeanine will arrange for written proof to be provided. If additional coverage is needed, such as for events held at other locations, the PMC is covered for three such events. Any additional events will mean an incremental charge per event.

### **New Members/Renewal – Kimi, Laura**

A renewal reminder will be written for the September newsletter.

New members are joining at a rate of approximately 10 per month.

Laura is checking the PMC voicemail twice a week.

The new directory form that was mailed with the renewal forms needs to be updated on the application form on the website.

Added to the agenda of the August board meeting was a brainstorming session on how to attract and more effectively welcome new members.

### **Resource Guide – Krista, Becky**

Discussing the posting of the directory forms on the website led to a dialogue about including directory information in the resource guide.

There was concern over posting directory information on the internet, but should this also extend to PMC member-owned businesses, since other businesses in the resource guide are published on the internet? Other items to consider would be the implied endorsement of such businesses and whether a disclaimer should be posted in the resource guide and directory.

These items will be put on the agenda for the September board meeting for discussion.

#### **Community Liaison – Karli**

Participation in the Butter and Eggs Day parade is planned for the upcoming year, as well as some CPR classes. Another possibility is the organization of some sort of gift or toy drive around the winter holidays.

There was discussion about purchasing a banner to display over Petaluma Blvd. advertising one or more of the upcoming PMC events, such as the fall carnival or the spring tea.

There was also conversation about how to give PMC more of a voice in the community. Some board members remembered having the PMC consulted when city parks were being built, for example.

#### **Newsletter – Mar and Stacie**

A list of upcoming newsletter topics was distributed.

Board members were reminded that their profiles needed to be turned in, with a small photo.

Jill Harris will no longer be writing for the newsletter, but Melodese Mahoney will be authoring some articles on nutrition.

Jennifer Mattox, a nurse practitioner, will be writing some articles on health.

#### **Webmaster – Tanya**

A new design will be implemented on the website, with a primary goal of making site navigation easier.

Any suggestions for website content should be forwarded to Tanya and items can be discussed at the August Board Meeting.

During a discussion about possible links to and from the PMC website, a question was raised regarding whether the PMC is a member of the Petaluma Chamber of Commerce. This will be researched.

#### **Pre-School Fair – Carlin**

The PMC has not held a pre-school fair in a few years, and the possibility of holding one that would be open to the public was raised. If enough interest is generated, a committee will be formed to work on this.

#### **Program Coordinator – Julie, Rachel, Kimi**

A schedule of proposed meeting topics was distributed.

Local businesses are being contacted to donate door prizes in addition to the regularly held raffle as an added incentive to attend.

The upcoming year's meetings will be a mixture of social events and a variety of speakers.

#### **Events – Trinity, Heidi**

The fall carnival will have a Charlie Brown in the Pumpkin Patch theme, and some free jumpy houses have already been procured, along with a DJ to provide background music and announcement capability.

There was some brainstorming on how to garner more dad participation for this event.

The Spring Tea will most likely be at Sheraton again this year.

Another idea was to hold a couple's event. This was tabled for discussion at an upcoming board meeting.

#### **Playgroup – Patti**

Kali is working on ways to change the way that members looking for open playgroups are contacted, acting as more of a liaison to ensure that playgroups are actually open before having a new member contact them.

The REG room will also be available this winter, and Kali will be working with the playgroups so that the rooms are actively used.

#### **Fundraising – Mary Beth**

There are 62 PMC T-shirts/totes remaining out of 110. An announcement will be put on Topica to sell the remaining.

Question about whether to hold the Rummage Sale again. Will be discussed further at a board meeting.

Other ideas include holding a fundraiser to benefit a local cause, such as park improvement or a scholarship fund. This will also be discussed further at a board meeting.

The meeting was adjourned at 9:20 p.m.