

Present: Patti Looper (President), Rachel Back (Vice President, Co-Program Coordinator), Jodi Frost (Secretary), Jeanine Comella (Treasurer), Laura Griggs-Yew (New Member Coordinator), Karli Stearns (Co-Community Liaison, Postmaster), Mar Ortmann (Co-Newsletter Editor), Kimi Colaizzi (Co-Program Coordinator, Membership Renewal), Marianne Riddle (Publicity), Heidi Overman (Co-Event Coordinator), Trinity Pokusa (Co-Event Coordinator, Event Calendar), Kali Sklove (Playgroup Coordinator), Mary Beth Benedetti (Fundraising Coordinator).

Absent: Deirdre Wood (Co-Community Liaison), Stacie Sather (Co-Newsletter Editor), Tanya Orsini (Webmaster), Julie Wendenburg (Co-Program Coordinator), Amy Pontius (Co-Event Coordinator)

Others in attendance: Cassandra Lee (Mom Connect)

The meeting was called to order at 7: 05 p.m.

### **Old Business**

The July Board Meeting minutes were unanimously approved. The Planning Meeting minutes had not yet been posted online for review, so approval was tabled until next month's board meeting.

### **Open and Recently Filled Board and Non-Board Positions – Patti**

Kelly Smith has agreed to take the position of Business Ads Coordinator for the Newsletter.

The only remaining open position is a second club photographer, to share duties with Janis Walters.

### **Treasurer's Report – Jeanine**

Some invoicing will begin for newsletter ads.

Reminders for renewing membership will be done via email, since that is less costly than regular postage.

### **Family BBQ – Kimi, Rachel, Trinity, Heidi**

The second annual family BBQ will be the theme of the August general meeting, which is on Wednesday, August 24<sup>th</sup>.

It will be held at Elim Church instead of the Petaluma Woman's club because Elim is so well suited to that type of event.

The Program Coordinators and Event Coordinators will be meeting on Monday to hammer out final details.

Sandy from the Music Hatchery will be providing entertainment at the event.

Renting a bouncy house was discussed, including the fact that one may be able to be rented from the Rohnert Park Mothers' Club for a nominal fee.

Inventory of the PMC storage unit needs to be completed, so that paper goods for the BBQ won't be purchased unnecessarily.

### **New Business**

#### **2005 – 2006 Budget Approval – Patti**

Dues that will be used to join the Chamber of Commerce were added to the budget under Administrative Costs. Program Coordinators did not increase their budget, but added \$100 to refreshments and subtracted \$100 from speakers, in order to purchase more refreshments for monthly meetings and better raffle prizes. (Total proposed budget of \$400 for refreshments and \$1,000 for speakers)

Anticipated revenue from the Spring Tea was increased by \$1,000. (Total proposed revenue budget of \$5,500)

Anticipated revenue from new members was reduced by \$500 to take into account prorated membership dues that would be paid by anyone not joining in September. (Total proposed revenue budget of \$9,100)

The budget was approved with the above noted changes from the version distributed at the planning meeting

#### **Fundraising – Mary Beth**

A short survey was handed out and taken by those present to help gauge interests in fund raising.

Some confusion has ensued over past T-shirt orders. Mary Beth is working on straightening the records, but it's possible that some T-shirt revenue was mixed in with money gathered at the Spring Tea.

Most people have an interest in going ahead with the Rummage Sale for a second year.

One fund-raising idea would be to have a dance and auction with money going toward an outside cause, or an auction with appetizers or desserts.

There was concern that such an event would impede or compete with the efforts of the Spring Tea, which typically features a silent auction.

There are also similar events held by other groups in Petaluma, such as Giant Steps Equestrian Center and the Polly Klaas Foundation. It might be possible to partner with one of these or another local group to minimize planning efforts.

A committee will be formed to explore the idea further and will report back at the next board meeting.

There will also be some overlap between the fund raising and the publicity positions, and they will work together to see that the PMC gets as much exposure in the community as possible.

#### **Website – Tanya**

Tabled for discussion at the next board meeting.

#### **Newsletter – Mar**

Advertising rates for the newsletters will be increased 10%. The discounts given for 6 month or 12 month pre-payment will remain in place (5% and 10%). PMC members who advertise will receive a 10% discount on ad rates, instead of the current discount of \$5 off any ad rate

This will take effect immediately. Current advertisers will be notified by mail of ad rate increase.

#### **New Members – Laura**

Currently, the Program Coordinators have everyone at each general meeting introduce themselves. A question was raised as to whether new members should be identified and introduced to the group, but the general feeling was that this might make new members feel put on the spot. During introductions in the future, people will be asked to state how long they've been in the PMC, and that will help identify new members.

Discussion was also raised as to whether a second Meet and Greet position should be opened. It's too difficult for one person to sign in meeting attendees and sell raffle tickets as well as greet those attending and try to make new members feel welcome. Until this is resolved, board members will rotate through assisting in this capacity. Kali Sklove will take the September meeting.

Emails are being sent to new members to fill the lag time between application and the mailing of printed membership and resource materials.

#### **Chamber Membership – Patti**

Patti will sign the PMC up for membership at the Chamber of Commerce.

The Chamber has numerous events, which can be viewed at [PetalumaChamber.com](http://PetalumaChamber.com).

Chamber membership should help the PMC gain more access and exposure to the community.

A new non-board position was created to keep track of all the events at the Chamber and involve the PMC. The position will be called the Professional Association Liaison.

#### **Miscellaneous Items**

For those members interested in renewing their eScrip participation, a renewal form is coming in the mail.

A reminder was given that all PMC members should take care when representing the PMC that personal statements made on behalf of the group are reflective of PMC goals and values, and we should always come from a place of integrity and optimism.

Board members have received some complaints regarding the elimination of childcare at general meetings. The history of the decision was discussed, and it was noted that the previous board spent a great deal of time weighing the decision before it was rendered. It was asked that board members think about possible solutions to this issue, and a resolution will be reached at the next board meeting.

Existing tri-fold brochures that discuss PMC and its programs will be brought to the next board meeting so that the Publicity and the Fund Raising positions can update and add to the information for new brochures.

The meeting was adjourned at 8:52 p.m.