



PURDUE WOMEN'S CLUB
Minutes of the October Board Meeting
Wednesday, October 4, 2017
West Lafayette Public Library

Present: Marchell Baker, Emily Blue, Barbara Bowman, Erin Britton, Connie Davis, Linda Dolby, Rene Ferguson, Sara Harlan, MaryGayle Hartzell, Dorothy Hughes, Patty Jischke, Jeanna Jones, Jeannie McCoy, Ann McCracken, Kathy McGraw, Sue Peters, Jacky Ralph, Mary Anne Robinson, Carol Rosborg, Cigdem Sheffield, Debby Sherman, Sarah Wassgren.

Absent: Danielle Cohen, Cherry Delaney, Kimba Dunsmore, Lisa Hoverman, Sandy Komasinski, Esther Madren, Kathy Matter, Karen Mullen, Ronda Walsh-Schwab.

Quorum Present: Yes

President

Emily Blue called the meeting to order at 11:04 a.m. Emily introduced Mary Anne Robinson as the newly-elected Recorded Secretary, taking the place of Gretchen Bertolet.

Minutes of September Meeting

A correction to the September 2017 minutes was to remove May from the header and replace it with September. Sarah Wassgren moved that the minutes be approved as changed, Cigdem Sheffield seconded and the minutes were accepted as corrected.

Treasurer's Report

Carol Rosborg presented the treasurer reports for one and three months, ending September 30, 2017. The treasure's report indicated a donation of \$3,675 to the Span Plan, but discussion indicates that donations made directly to the Span Plan by PWC members, such as those occurring during the Purdue Day of Giving, are not reflected in this total. A need was recognized to better document the total giving.

Noted in the September minutes, Carol, Ronda, and the executive board will look at how much money needs to remain liquid, the remainder perhaps in an interest bearing account. Carol and Ronda plan to coordinate options with PFCU, which currently holds our accounts. Sarah Wassgren moved to accept the Treasurer's Report, Linda Dolby seconded and it was accepted.

Board and Committee Reports

Ann McCracken's Website Administrator report and Kathy McGraw's Prophetstown Farm Chef Let's Do Lunch report were submitted and distributed to board members via email. Sarah Wassgren reported that our membership increased by seven with new members joining at the luncheon.

Connie Davis reported that seats are still available for the Educational Excursion to Chicago.

MaryGayle Hartzel offered her appreciation for interest group leaders who have already submitted membership lists.

New Business

A. Donation to Archives & Special Collections (Emily Blue)

Emily discussed the custom of the PWC providing a speaker's fee or a donation to the charity of their choice for speakers at the luncheons. The fees or donations have typically been \$200-250.

B. Evaluating expenditures on postage and printing (Emily Blue)

Emily reported on an input received from Sandy Komasinski about the costs of printing and mailing PWC materials, and potential savings that could be realized if materials were distributed electronically. A lively discussion followed. Pros and cons of the suggestion are summarized:

Pro:

- Printing and postage costs amount to thousands, and money saved could be donated to the Span Plan. Yearbooks cost \$3 each to print and \$1.50 to mail.
- Members could opt out of hardcopy mailings for a reduction in dues, or if dues stay constant, other members could pay more to receive hardcopy materials.
- Based on statistics from Mail Chimp, 60% of members with email are clicking through to read the newsletter online; these same readers might be willing to access other member materials online.

Con:

- 10% of our members have no email and are not online, and some of these members are those who have been with the group for over 50 years. Over half of the honorary members pay dues, even though they no longer have to, and it would not seem right to make them pay even more for hardcopy materials.
- Dues reminders might get lost.
- Although individual member information is accessed through the newsletter for specific events, the general membership database – email, phones and addresses – should not be accessible on our website. This would necessitate either a password-protected website or other solution.

Meeting attendees overall liked having the hardcopy yearbook with several holding up their own copies, and reporting that they would be willing to pay extra to continue to receive it. One money-saving solution offered was to allow members to pick up their yearbook at the Fall Interest Fair and Luncheon. Emily took an action to set up a meeting to discuss further, with Patty Jischke, Sara Harlan, and Linda Dolby. Emily will also get more information from Sandy Komasinski on the details of her suggestion.

C. Human Library Project (Emily Blue)

Emily reported on a project at the Jane Brock-Wilson Women in Management Center at Krannert, the Human Library Project. This is not an official PWC event, but PWC leaders are invited to volunteer. The event is set for Monday, November 13 from 10AM to 3PM in the North and South ballroom of the Memorial Union. This event allows participants to check out a human book, to learn firsthand about people's experiences, especially representing groups in the community that may be under-represented and need to have their stories told. This event is new to Purdue but dates back to 2000 starting in Copenhagen.

Old Business

A. Interest Group Fair/Fall Luncheon on September 27th (Emily Blue)

Overall the luncheon was a success, with praise for the speaker and for the luncheon food, especially the desserts.

There were issues with parking, both in availability due to a competing event, and in the parking passes not working. The parking passes that were reported to work were used in the 'scan' mode, which may not have been familiar to past users of the parking garage. Discussion about improvements for future luncheons included a possible change of venue, a shuttle bus, clarification that the M-Team referred to disabled access, and to ensure that table numbers are in place before the Interest Fair begins.

Regarding change of venue, a final comment to the discussion was that we are the Purdue Women's Club, and Purdue is the appropriate place to host our future luncheons.

B. Constitution Review Committee (Emily Blue)

Emily will set up a meeting with Rene Ferguson and Linda Dolby to begin the process of a constitution review.

C. EBV Program Gift Bags (Sarah Wassgren)

Sarah Wassgren reported that PWC members have been very generous, dropping things off at her home, and using an online spreadsheet to assess needs. The deadline for donations is October 25. Sarah reports that we are supporting 23 students, 5 women and 18 men.

General Comments

SPAN Plan

A suggestion was made to merge Erin's efforts with the Span Plan with Carol and Ronda's efforts to earn extra interest on PWC funds, including consideration of a long-term foundation formation.

Holiday Luncheon Costs (Kathy McGraw)

Kathy requests that we attempt to keep the cost of the holiday luncheon at \$20 this year, and discussed strategies to keep costs low. Attendance in the past had been about 100, but as costs rose, attendance dropped. There was some discussion over the correlation between costs and attendance, and with other conflicts during December. Suggestions for less expensive and different entertainment options were offered, along with strategies to deal with a potential shortfall if revenue did not cover luncheon expenses, such as treating the luncheon like the educational excursion, covering the shortfall with PWC funds.

The meeting was adjourned at 12:06.

Respectfully submitted,

Mary Anne Robinson
Recording Secretary