



## BOARD MEETING MINUTES

April 3, 2019

APPROVED

May 1, 2019

**Present, Current Board:** Charlene Barnette, Marilyn Bartter, Denise Cazobon, Linda Cleveland, Maryanne Dignan, Pat Frey, Susan Harris, Sue Hester, Ronda Hill, Sally Kellogg, Suzie Kountz, Joan Lewis, Karen Lutz, Melissa McClayton, Lynne Nordhoff, Annalinda Ragazzo, Kerry Riner, Gigi Stewart, Jane Stone, Nancy Taylor, Anne Thomas, Julie Wade, Liz Winebrenner

Excused: Maria Lane, Mary Lou Swartz

**Present, New to Board:** Dusti Beaubien, Diane Frisicaró, Denise Hadley, Mary Beth Jones, Connie Mockenhaupt, Gail Reifsnyder, Sharon Sparrow, Heidi Varsames, Sherry Whalen

President Charlene Barnette called the meeting to order at 9:300 a.m. and a quorum was present.

### **President's Remarks** – Charlene Barnette

Charlene welcomed “old” and “new” board members and expressed her thanks to each member of the board for their outstanding contributions to The League Club, their support of each other, their participation in events, and their commitment to fulfilling our mission. It has been a fun and memorable year for TLC with many new ideas and accomplishments. Charlene announced that she has made a gift to the Endowment Fund in honor of, and appreciation for, the work of this year’s board.

It has been a tradition for the April board meeting to include refreshments, and today’s coffee and tea, sweets and savories, were a gift to us from our host, FineMark National Bank & Trust.

Charlene also announced that the League Club was honored by the Boys & Girls Club with the Paragon Award.

**Secretary:** Julie Wade

Julie moved for approval of the minutes of March 6th, 2019 Board Meeting. A few edits were suggested. 2<sup>nd</sup> MaryBeth. With modifications, the motion passed unanimously.

**Treasurer's Report:** - Karen Lutz

Karen moved that the February financial statements be accepted as presented. 2<sup>nd</sup> Lynne N.; passed unanimously.

Karen next presented the 2019-20 Budget:

The operating budget of \$99,600 stays the same as this year with an assumed membership of 600 women. The major changes in expenses are the lower "Accounting fee" due to no external audit next year, the increase in "PayPal and Bank Fees" due to increased use of online payments, the increase in Wild Apricot's (our software provider) subscription fee and the higher "Staff Expenses" that allows for more administrative hours. There will be no "Operating Reserve Reimbursement" next year.

Karen moved to approve the budget so it can be approved at the General Membership Meeting. 2<sup>nd</sup> Lynne; passed unanimously.

**VP Fundraising Events** - Jane Stone

Jane thanked Charlene for having faith to start a new fundraiser. Without wanting to give specifics, she announced that our net profit will bring in well over \$75,000 - \$100,000 more revenue than last year.

There will be a Recommendation to raise the ticket price – Joan Lewis, VP Elect Fundraising, will present a proposal.

Charlene thanked Joan for her work on the fundraising ad sales.

**VP Communications** - Anne Thomas:

Charlene thanked Anne Thomas for taking us into the 2020's with Social Media.

On the heels of the success of the Naples Tables coverage, they have run an ad for membership.

As of yesterday, all 65 tables are on the website.

Anne is hoping for a feature in Design & Décor with an interview with James Farmer.

Some of the designers follow us on facebook. Tomorrow is Briefcase Breakfast: Naples Daily News will have an ad; eBella will be there. Keep sending your pictures from League Events.

NAPLES TABLES – PUBLICITY REVIEW SINCE MARCH BOARD

- Naples Daily News – (both posted on our website)

- o Monday, March 11<sup>th</sup> half page ad acknowledging sponsors & designers

- o Tuesday, March 12<sup>th</sup> Harriet Heithaus feature on front page 2nd section, "Table talk turns League Club fundraiser into fantasy hall" – both print feature and online feature with additional

pictures/interview

- Design + Décor – Spring 2019 issue still to come

o Planned feature interview with James Farmer + additional pictures • Social Media –

o Facebook post reach vs. last month up 106%, post engagement up 227%, new page likes up 238%

o Most engaging posts last 28 days all Naples Tables related: (1) Patron Party photos, (2) Naples Daily News feature link, (3) Creative Designers photo album

o Instagram followers now 680, picked up 3% more since March 11<sup>th</sup>

o Instagram post event #NaplesTables2019 used so far by 55 people, brilliant idea from

Chris Inslee – we didn't have to feed it!

o Parker Kennedy Living did live Instagram feed during Sunday set-up, archive now

reached 12,285 views! Lance Jackson and David Ecton know how to work it. 73,9K

followers. Naples Tables story still posted on their Instagram page. Check it out!

o Lisa Davenport post event Instagram post: "May Day! \*squeal\* Where do the thanks

begin?!? @naplestables was a huge, huge success! The League Club is an amazing group of vibrant, energized, creative women who's talents for pulling together creatives shined yesterday!"

o Mottahedeh China, Schumacher, Thibaut, Caspari – got shout outs from designers & reacted to posts. Mottahedeh China about Lisa Davenport: "Lisa Davenport was very creative for her @naplestables table! We've never had our @mottahedehchina Apple Lace and @roberthaviland.cparlon Farahnaz mixed before and the result was eye-catching and fresh. Lisa thank you for including us in your vision!"

#### BRIEFCASE BREAKFAST – PUBLICITY PLAN READY TO ROLL

- TLC Press Release ready for submission to multiple outlets as soon as we have big check picture to go with it – last year 4 media outlets picked it up plus numerous social media posts from agencies receiving grants
- Naples Daily News
  - o Quarter page ad submitted to appear on Thursday, April 4<sup>th</sup> announcing grants & highlighting impacts
- È Bella
  - o Their photographer on site, post event coverage anticipated

A huge THANK YOU to Chris Inslee – our PR Director extraordinaire!

**Membership** - Diane Friscaro reporting for Maria Lane

Diane moved that The League Club Board accept 5 new members into The League Club. 2<sup>nd</sup> Gigi Stewart; passed unanimously.

**New Members:**

Marie Welsh Buckley  
23850 via Italia Circle #504  
Bonita Springs, FL 34134  
Neighborhood: Pelican Landing  
Cell: (712)281-3226 Email: [mmbuckley@cableone.net](mailto:mmbuckley@cableone.net)  
JL Affiliation: Sioux City IA  
Mentor: Annalinda Ragazzo

Elizabeth "Betty" Cronin  
9054 Falling Leaf Dr.  
Bonita Springs, FL 34135  
Neighborhood: Shadow Wood  
Cell: (630)669-3948 Email: [zeusbc76@gmail.com](mailto:zeusbc76@gmail.com)  
JL Affiliation: Chicago IL  
Mentor: Ann Horton

Jane Huston Detgen  
5550 Heron Point Drive #1202  
Naples, FL 34108  
Neighborhood: Pelican Bay  
Cell: (312)518-0004 Email: [jhdetgen@aol.com](mailto:jhdetgen@aol.com)  
JL Affiliation: Toledo OH; Annapolis MD  
Mentor: Joan Lewis

Ann Carlson Khan  
4101 Gulf Shore Blvd N #PH1  
Naples, FL 34103  
Neighborhood: Park Shore  
Cell: (217)778-1330 Email: [mrsghenghis@yahoo.com](mailto:mrsghenghis@yahoo.com)  
JL Affiliation: Champaign-Urbana IL  
Mentor: Joann Henneman

Carol Camp Shepard  
3400 Gulf Shore Blvd N 3L  
Naples, FL 34103  
Neighborhood: Moorings  
Cell: (919)419-1553 Email: [theshepards4@gmail.com](mailto:theshepards4@gmail.com)  
JL Affiliation: Philadelphia PA; Durham-Orange Counties NC  
Mentor: Marge Weaver

**Resignations:**

Melinda Earle (1998)  
Lynn Handke (2010)  
Sheila Hess (2005)

Dian Holdeman (2016)  
Carol Markey (2007)  
Elizabeth Townsend (2004)

**Diane moved that the Board accept with regret the resignations of the 6 members; 2<sup>nd</sup> Sally Kellogg; passed unanimously.**

March was a busy month for Membership. On Monday, March 18<sup>th</sup> our third orientation coffee was held at Maria's home. We had 12 new members, 1 TLC member, and 7 board members. Once again, it was a great experience listening to the life stories of these 12 women. Each of them appeared to appreciate their time with us that morning. In total, 41 new members attended one of the three coffees.

Our New Members' Luncheon was held Monday, March 25<sup>th</sup> at Bayside Seafood Grill & Bar in Venetian Village. Twenty-four new members and eight board members attended. Five new members helped organize the event and served as hostesses. The venue was lovely and the food was excellent.

Overall, it's been a very exciting year for membership. We have added 50 new members and 4 member reinstatements – as of April 3, 2019. Although our total membership number is now 609 (4/3). I anticipate the number to decrease as we accept resignations for our next fiscal year.

### **VP and VP-Elect Community** - Marilyn Bartter/Susan Harris

Charlene thanked Marilyn and Susan for such a great year.

The Briefcase breakfast is tomorrow. 128 will be in attendance: 35 agencies receiving grants, and 33 sponsors will be among the attendees.

There will be additions to the regular program this year. We are having a keynote speaker, Angela Melvin from Valerie's House. Three agencies will have exhibitions giving a 'show-and tell' to explain what they do. Blessings in a Backpack, Collier Childcare Resources, and Naples Lions Club will be featured.

Booklets to highlight the League Club and its work in the Community will be on the tables.

There will be posters featuring various aspects of our funding this year (example - our funding helped agencies deliver 72,000 meals.)

### **VP Education** - Maryanne Dignan

Charlene thanked Maryanne for wonderful programs this year.

The Annual Meeting will be next Tuesday, 11:00 at Bay Colony Golf Club. There are 137 reservations.

Our last General Membership meeting , which is actually the first meeting of the new League Club year, will be Wednesday, May 8<sup>th</sup> at the Conservancy of SW Florida. Rob Moher, President and CEO, will be the speaker.

**VP Development** – Denise Cazobon

Thanks to Denise for a successful year

Circle of Friends has continued to receive donations and we're now up to \$301, 190.

**Future Planning** – Lynne Nordhoff

**Annual Report**

**Chair:** Lynne Nordhoff

**Committee Members:** Nancy Campbell, Mary Beth Jones, Mary Olson, Mary Lou Swartz, Anne Thomas, Liz Winebrenner

**Ex-Officio:** Charlene Barnette, Gigi Stewart, Annalinda Ragazzo, Karen Lutz

Future Planning met three times as follows:

**1. January 8, 2019**

We spent the entire time on the Community Involvement Committee. We were given many pages of information from VP and VP-Elect/Community to help in our discussion.

The following areas were covered:

- External communication is being done to promote our grants in the community
- Development is working with CIC on the Briefcase Breakfast (sponsorship, venue, etc.) as part of the Development Sponsor Packet
- Forms are in the works with help from the Treasurer to simplify the financial forms that grant seekers use for their applications
- Access to the Membership database is available to ascertain members' talents
- Access to Wild Apricot computer system is available from "off site"
- Any additional funding for paid office support would have to come from the Operating Budget, not from Fund Raising Event(s) revenue
- It was suggested that at year end, VP Community and VP-Elect/Community send names of potential future leaders to Nominating Committee for consideration
- It was suggested that TLC President-Elect preview each week's work schedule with office manager to make sure deadlines are met and priorities are established by TLC and not office staff.
- A change in the structure of CIC is not in Future Planning's purview. However, suggestions were made to help avoid burnout of the VP and VP-Elect.

**2. February 6, 2019**

Wrap-Up of CIC discussion:

We thought that it was not necessary to create a Directors' Council of past CIC Chairs. We felt that the CIC Chairs could ask for help from past Chairs as needed.

The rest of this meeting focused on Communications:

The current job description is accurate and this person is the administrator of all the communication arms of TLC with others reporting to her.

We discussed the Facebook content for TLC:

- Because it is an internal and external vehicle, we agreed that it should focus on:
  - CIC in Action
  - TLC Meetings/Events with post-event photos and stories
  - TLC Fundraiser with pre and post event photos and stories
  - Women of interest within TLC
  - Cultural issues with connection to our mission
- We took a straw poll and discovered that our members (on this committee) visit Facebook every few days in a typical week.
- There was no singular preference as to the way we access TLC's Facebook page (desktop, laptop, tablet, mobile).
- There were a few who do not use Facebook at all (privacy, negative press about Facebook, don't have time, etc.)

We also touched on Instagram, which is being used for fund raising events.

### 3. March 12, 2019

We discussed the following:

- We recommend that the Circle of Friends coordinator **not** be a Board position, as it is designated as part of the VP-Elect Development's job.
- We recommend that a recent Membership VP be included on the Nominating Committee, if possible. She has a lot of information about members and would be a helpful committee member.
- We recommend a Standing Rules addition to read as follows:  
BOARD OF DIRECTORS
  1. [Remains as written]
  2. **NEW:** A recommendation to change the format of the Fundraising Event(s) shall be presented to the Board for approval.
  3. [Renummer subsequent items 2-6 to become 3-7.]

Lynne presented the committee's report.

Discussion ensued about the fundraiser and the Board's role in voting on any new proposed fundraiser.

Lynne made the motion to change the standing rules to read: "A recommendation to change the format of Fundraising Event(s) shall be presented to the Board for approval.

Show of Hands Vote: In favor: 13. Opposed: 9

### **Bylaws** – Annalinda Ragazzo

Annalinda confirmed that the Standing Rules will now read:

Board of Directors

1. (no change)
2. A recommendation to change the format of the Fundraising Event(s) shall be presented to the Board for approval.

Charlene thanked Annalinda for her service on the Board.

### **Interest Groups** – Kerry Riner

We started the year with twelve Interest Groups and ended with thirteen! The notice for Gastronomic Adventures of Naples, the new adventure group, was sent out by e-blast in March 2019 and filled with twenty members the first day! There are seven members on the waiting list.

There are two more Interest Groups in the application process.

A fourth Food and Wine Group is being planned, along with a new Canasta Card Group. Hopefully, these will be approved at the May 2019 Board meeting.

Furthermore, the Interest Group Form has been updated on the website. It can be found under the MEMBERS ONLY tab, >RESOURCES, >FORMS. Information for all the Interest Groups can also be found on the website under the ABOUT US tab.

### **Community Liaison** - Melissa McClayton

Melissa amended last month's numbers that we have collected close to \$1000 in toiletries.

During this 6-month period, October through April: 388 hours were volunteered; 139 volunteers donated their time and talent; \$2100 was donated for period Poverty, which was distributed by Meals of Hope; \$1000 of in-kind toiletry products were donated to Providence House for mothers and children. 9 Agencies were spotlighted with Done-in-a-Day events:

Empty Bowls – October

Naples Senior Center – November

St. Matthews House and Salvation Army – December

Providence House – January

National Alliance on Mental Illness – February

Project Help and Gulfshore Playhouse – March

Funtime Early Childhood Academy – April

Thank you to all who participated and for the opportunity of working with these fine agencies.

### **Events** - Sue Hester

Charlene thanked Sue for always making us smile and spearheading successful events that were enjoyed by many.

Our last event, Sayonara Sail, will be on April 23. We have 70 reservations so far and the boat can hold 149. Please meet at dock at 6:00 for the boat embarks at 6:30. The cost is \$68 per person.



## **Area Meetings** – Ronda Hill

Area meetings were held March 21. The smallest one was 15 people, the largest was 27: total in attendance was 133.

Most were over in 2 hours, although a few lasted longer. Many people commented they enjoyed not having a formal meeting as part of the event. It was suggested to call these “Area Socials” to attract more members who avoid the event thinking it will be a meeting.

## **Newsletter** - Nancy Taylor

Weekly e-Blasts have taken the pressure off of worrying about the timeliness of newsletters. Therefore, last year and this year, it was determined that we would publish three newsletters per year. Deadline is April 25 for last newsletter, which will also include the Annual Report.

## **Endowment Fund** – sent by MaryLou Swartz

### **The League Club Endowment Fund**

The Endowment Fund balance as of March 24, 2019, was \$194,039.

The Community Foundation of Collier County completed combining, for the League’s accounting clarity, our Designated Fund and our Endowment Fund.

A donation was made to The Endowment Fund by Carole Fay honoring Patti Hepburn for her generosity to others. Donations were also made by Hanna Cummins, JoAnn Remington, and Penny Lauer to the Endowment Fund honoring The League Club for its work in our community.

## **Historian** – Linda Cleveland

Charlene thanked Linda for smiling her way through the year and taking pictures for all of our events

Linda thanked Caryl Wilhoite for her help in editing the pictures and getting them on to the website.

## **Corresponding Secretary** - Pat Frey

Get well cards were sent to Charlotte Wandell and Lauree Personette

## **President Elect** – Gigi Stewart

Gigi introduced the new Board:

**President Elect:** Maria Lane

**Vice President/Communications:** Anne Thomas

**Vice President/Education:** Susan Hickey

**Vice President /Membership:** Diane Friscaro

**Recording Secretary:** Donna Lindberg

**Vice President-Elect/Community:** Connie Mockenhaupt

**Vice President-Elect/Development:** Maryanne Dignan

**Vice President-Elect/Fundraising Events:** Denise Hadley

**Treasurer-Elect:** Karen Lutz

**Area Meetings:** Nancy Taylor

**Bylaws:** Annalinda Ragazzo

**Community Liaison:** Gail Reifsnyder

**Corresponding Secretary:** Sherry Whalen

**Endowment Chair:** Sharon Sparrow

**Events:** Dusti Beaubien

**Future Planning:** Mary Beth Jones

**Historian:** Melissa McClayton

**Interest Groups:** Gina Finch

**Newsletter:** Heidi Varsames

**President** – Charlene Barnette

The meeting was adjourned at 10:45.

Respectfully submitted,

Julie Wade, Secretary