

AAUW TC AREA BRANCH

Organizational Meeting

June 9, 2025

Start Time: 9:30 a.m. End Time: 11:30 a.m.

At the home of Pat Lewallen, 4725 Sunrise Lane

The mission of AAUW-TC is to advance equity for women and girls in the Grand Traverse Bay Area by offering scholarships for educational opportunities, workshops, and leadership training.

APPROVED MINUTES

Attending: Jean Zerges, President; Laura Higgins, Finance Officer; Vicki Craig, Public Policy; Cathy Wallach, Incoming Membership V.P.; Darlene Garland, Hospitality; Pat Lewallen, Corresponding Secretary; Carol Evans, Program V. P.; Lauren Johnson, President-Elect; Joan Sullivan, Membership V.P.; Amy Gibson, Communications; Chris Walter, Recording Secretary

Absent – Appointed Members: Marlene Smith, Scholarships; Alison Thornton, College/University Liaison; Suzanne Sorkin, Books for Schools; Shirley Murray, Nominating Committee

Guests: Amy Shamroe (Athena Event Planner) joined the meeting via phone for a few minutes to update the Board on the May 8 Athena event.

President - Jean Zerges - Called the meeting to order at 9:43 a.m. Jean presented all Board members with potted yellow begonia plants, thanking them for their service.

Approval of Agenda: Are there any additions to the Agenda? Approved by consent

Acceptance of April 28, 2025 Board Minutes and Report on Annual Meeting Minutes - Chris Walter, Recording Secretary – No further corrections, Board Minutes accepted and filed. May 10, 2025 Annual Meeting Minutes were reviewed by Laura Higgins and Bonnie Willings, corrections made, filed and saved for distribution to membership prior to 2026 Annual Meeting.

Acceptance of April 30 and May 31 Financial Reports - Laura Higgins, Finance Officer – No questions, Accepted

2025 Athena Budget and Details Review – Laura phoned Amy Shamroe during meeting to review the Financial Report (as of 5/23/2025) – Key Points:

Total Revenue - \$8,904.30

Total Expenses - \$8,359.64 (includes \$1,897.50 carryover expenses from 2024 Event)

Profit 2025 - \$544.66

Additional expense: Laura Moved that AAUW TC/Athena pay \$360 gratuity to Caterer Sugar2Salt, Second by Amy G. Motion passed.

Discussion and Potential Ideas for 2026:

- Laura has written an Athena Playbook with Step-by-Step Tasks, Timing, Who, etc. – She will forward a copy to everyone for review, ideas
- Strive to get more Sponsorships at appropriate time of year
- Contact Northwest Educational Services Photography Class, to take on a project – Athena Award 2026 – everything from Nominee Photos, Event photos, Possible Videos
- How to continue Athena with 3-4 members taking on management
- Focus on Athena as a Fundraiser for scholarships
- Get our AAUW Brand out to the community
- Build the Event with membership participation
- Set a potential goal of \$4,000 profit

Amy G. moved that AAUW TC Area Branch sponsor the Athena Award for 2026, Second by Joan. Motion passed.

Additional Athena Award Notes - Amy Shamroe, Event planner – via phone with Q/A with Board members:

- Amy has received positive feedback from winners and nominees
- Cherry Republic involvement next year is BIG; CONE Drive will help again; West Shore Bank must be approached near end of year – start getting sponsors much earlier
- Eva Petoskey's statuette may arrive July, presentation possibly held in Peshawbetown; Do Press Release for Winners & next year's event (Thurs before Mother's Day is a good date)
- 100 in attendance, Could add 1 more Table but not too cramped; Kirkbride is a good location and price
- People would love to hear from the Winners; Amy, year before nominator spoke a little bit about each nominee; Laura – Organizers could make a very short video clip of nominator's comments as a way to not go over, keep timing tight, also hear a bit from the Nominees
- Holly Bird Memorial Stone - Holly (ba) was also awarded Sara Hardy recently, so giving breathing space to family; Amy S. will work with Holly's sister
- Lauren - How many sponsors are reasonable for TC? Amy - \$3,000 - \$5,000 would be doable, considering this is a "pinched" economic time; In 8-10 years this could be a \$10,000 event; Amy knows 5 businesses that would sponsor right now
- Best Time to approach sponsors – October (Honor Bank, West Shore Bank, 4Front, Cone Drive), with January after holidays for small businesses – Intimi, My Secret Stash, Cherry

Republic – Have 1 person committed to be the “Asker”, with polished Ask – Amy can share details of how and what to provide approaches

- If Branch hires someone to get sponsorships, we should incent them by giving them 10-20% of sponsorships they procure.

2025-26 Branch Budget (Separate document) - Budget Resolution and Approval - Laura Higgins

- Reviewed and discussed Line by Line
- Changes: Increase Expenses: Honoraria/Fees to \$800, Programs/Hospitality Total \$1,600
- Changed name of NCCWSL to Leadership for Young Women
- Report from Marlene/Scholarships – Committee is in favor of increasing Scholarship amounts, but until our overall funding increases, this is holding as is
- NOTE: A Goal to pursue - When we increase \$ to MVM Scholarship - \$12,000 – it will take the Endowment to \$50,000 and it will become self-sustaining
- NOTE: Every year Branch receives miscellaneous donations, for Memorials, etc. So there will be extra funds available for unseen expenses, but not included as REVENUE

Amy G. Moved to approve the AAUW TC Branch 2025-26 Budget as Amended, Chris Second. Motion Passed.

Topics for Discussion:

1. What worked well vs. what did not work well - fiscal year 2024-25?

Changing Board meeting dates – Proposal: Have Board meeting on last Monday of previous month, so that Amy will have information for next month’s Newsletter. Approved with Pat Lewallen suggesting she host Fall Board meetings (through November) at her home.

2. Keep the “Women Matter” theme for 2025-26 program year.
3. Other Discussion:
 - Summer member gathering: Monday June 23, 12:30 p.m. potluck picnic at Botanic Garden Pavillion, then tour of Gardens. Pat Lewallen will bring the paper products from Darlene Garland. Laura will bring lemonade.
 - Additional Summer Event - Wed Aug 20, 1:30 p.m. at Children’s Museum – See the AAUW STEM Book stall, Brief meeting in Community Room. Meet for lunch at Frida’s 12:00 p.m., Make reservation, then go to Museum at 1:30 p.m.
 - Amy G. – Newsletter will go out September 1, Deadline is 1 week before
 - Carol will continue to confirm locations for General meetings (updates below)
 - Sept. Kickoff Luncheon – Board sponsored, plan in August; Have Special Interest Group Tables, including Athena and Scholarships
 - Amy G. will meet with others to ensure member Directories will be ready in September

Meeting Dates for 2025-26 – with additional confirmed dates and locations provided by Carol Evans, post-meeting:

2025-2026 General Member meetings

September 13, Saturday 12:00 p.m., Fall Kickoff at Bethlehem Lutheran Community Room
October 20, Monday 6:00 p.m. - Janis Room/Dennos Museum
November 17, Monday 6:00 p.m. - Janis Room/Dennos Museum
December 13, Saturday 12:00 p.m. - Holiday Party at Bethlehem Lutheran Community Room
January 19, 2026 - Zoom
February 16, 2026 - Zoom
March 16, 2026 Monday 6:00 p.m. - Janis Room/Dennos Museum
April 25, 2026, Saturday 12:00 p.m. - Annual Meeting at Bethlehem Lutheran Community Room
May 14 (Athena Awards) Second Thursday in May, 5:00 – 7:00 p.m.
Another General Mtg – May 18 – A Wrap-up or Special Speaker in partnership with others

Board meetings - 9:00 a.m.

Aug 25, Sept 22, Oct 27, Nov 24 – Plans for Holiday party, Dec No Meeting, Jan 26, Feb 23, Mar 23, Apr 27, Will need one more meeting for Budget Resolution.

Meeting Adjourned 12:15 p.m. to Aug 25.

Note: Green highlight = consent acceptance/approval

Yellow highlight = Motion and Board vote