

# *PFLAG Board Meeting 1/14/2012*

## *Board Meeting Agenda and*

### *Long-range Planning Meeting Agenda*

*PFLAG Modesto supports the countywide "Choose Civility" initiative and pledges to encourage and model civil behavior.*

*Note: This meeting begins at 9:00am at the home of Maureen and Michael McKibban.*

**Roll Call:** *Bill Dotinga-President; Clayton Eli-Vice President; Marilyn Mettler-Secretary; Michael McKibban-Treasurer; Janiece Eaton-Board Member at-large; Jahir Salazar-New Media Manager*

**Guests:** *Maureen McKibban;*

#### **Board of Directors Meeting**

#### **Approval of December Minutes**

#### **Treasurer's Report—Michael**

#### **Old/Ongoing Business**

*\*\*Refer to the emailed assessment of ongoing business. Opportunity for discussion if needed.\*\**

#### **Topics needing discussion (please keep discussions brief):**

- Healthy TRANSitions update
  - Haven Women's Center—progress on contact?
- Seniors Group assessment
- Oakdale Satellite
- 2012 Brochures—consensus? Printing estimates?
  - Skype transition is waiting for brochure approval
- Online auction fundraising—eBay is by far the simplest to implement

## New Business/LONG-RANGE PLANNING

*Everything we consider in the LRP portion should have as a focus the **REBRANDING** of PFLAG Modesto as an organization that has three components to its mantra: **SUPPORT, ADVOCACY, and LOVE.***

**Everything we do as an organization in 2012 should fulfill one or more of these three focuses.**

- Preliminary Budget for 2012
  - Allocation for MoFest!7
  - Standard operating expenses, e.g. rent, insurance, phone, collateral materials, printer, ink, postage, web presence, etc
  - Safe Schools/GSA Support
  - LGBT Community support—MoPride, youth activities, etc
  - Advocacy and general community presence
  - Board member discretionary fund (w/o prior approval)
- 2012 Calendar
  - 1<sup>st</sup> Tuesday Support meetings
  - 3<sup>rd</sup> Tuesday Social meetings
  - Healthy TRANSitions—needs, wants, proposed guest speakers, etc
  - Other social events—potlucks, etc
  - Independence Day Parade—yes or no?
- MoFest!7 (Saturday, May 19<sup>th</sup>, 2012)
  - Consider a different location that costs less/nothing. An idea that came out of our meeting with mylgbtplus folks: Have it in a park, or even a large home with a large backyard—outdoors, dinner/cocktail party-type atmosphere
  - Corporate sponsorships—list from MoFest!6, develop new corporate ties, etc
  - Ideas for a social aspect to the evening, to make it an event, are welcome
  - Solicit donations from our members
  - Donor appreciation—in the past we've given away tickets, whole blocks of tickets, depending on the size of the donation/sponsorship. This has never made much sense to me, since we also rely on the ticket sales to defray costs/make money. Other ideas?

- Community Outreach
  - Why are we failing to reach young people?
  - Medical community
  - Police/Law Enforcement
  - Community service clubs
  - Farmers Markets, street fairs, etc
- Activating our Members
  - As volunteers
  - To take the PFLAG message into the community
- Optimizing our web presence
  - Our website has very little traffic; an average of 38 hits per week in 2011.
  - What can we do to use our website as a tool to drive our message home—and people to our meetings?
- Establishing a PFLAG San Joaquin
- Updating bylaws and other legal documents—many elements are outdated, insufficient for our purposes, and/or no longer applicable to our current organization. Idea: Set up a taskforce, chaired by one or more of us, to bring them up to date.



# PFLAG