

GVR Photography Club

Board of Directors Meeting Minutes

February 12, 2024

Directors present: Danny Valenzuela, Todd Taylor, Tom Ransburg, Gene Komaromi, Kevin Hannah, Kim Holmes, Tom Parker, Neil Wicai, Kirk Hively

Others present: Sam Schaen, John Pilger, Monica Parker

Directors absent: Patricia Ferguson, Kevin May, Linda Gregory

1. Call to Order and Verify Quorum at 2:30pm

2. Adoption of Agenda

President Danny Valenzuela distributed the agenda electronically.

MOVED/SECONDED/CARRIED

3. Review and Approval of Minutes from January 8, 2024

APPROVED by prior procedure.

4. President's Report

Danny Valenzuela reports:

- The Snack Brigade has been set up. Norma Zarlow is heading it with six volunteers supporting the effort.
- Other issues are addressed under Old and New Business.

5. Treasurer's Report –

Kevin Hannah reported:

- Financial statements have been circulated for the period ending 1/31/2024. The club had income of \$4892 and expenditures of \$3243 for a net gain of \$1649.
- Bank balance as of 1/31/2024 was \$31,631.15, consisting of \$2,458.53 in our operating account, \$2,426.69 in our Wild Apricot account, and \$26,745.93 in our money market account.
- Examination of records was completed on January 31, 2024.
- At the December 11, 2023 Board meeting, the following change to the Photography Club Policies and Procedures was made: "All

expenditures for any purpose under \$100.00 need to be approved by the club president or designee. Any expenditure request for over \$100.00 needs Board of Director approval.” The treasurer recommended a procedural change to obtain the required approval for expenditures before submitting to the treasurer for funding or reimbursement.

- General discussion ensued concerning the approval process, management of subscriptions (in club’s name versus individual’s name), the nature and timing of club income (e.g., dues, field trip fees), level of detail required for expenses, and handling of field trip deposits.
- Treasurer’s report is accepted and filed.

6. Committee Reports

- Membership and Marketing – Tom Parker reported:
 - As of February 11, 2024, we have 557 active members consisting of 193 in one-member households and 364 in two-member households. We have had 6 new members in the last 7 days, and 23 new members in the last 30 days. Overall, we’re up 65 active members from what we reported at last month’s Board meeting.
 - Our Facebook posts reached 1,100 people between November 12 and February 9, up 34% from the preceding 90 days. From January 13 to February 9, we reached an estimated 896 people, up 115%, and had 312 visits, up 50% from the previous 28-day period. We have 518 followers, mostly in the 65+ age group: 62% are women and 38% are men. Sue Ready is doing a great job of generating content and interest in our Facebook page.
 - Still struggling with getting our Instagram account linked to our Facebook page.
 - Recommended posting the club video(s) on the club’s web site. Based on feedback from members, it appears members aren’t aware of all the opportunities available through the club. Absent the Big Winter Class which provided a club orientation, the club video may be the next best way to get the word out about the club’s offerings. Discussion ensued on how best to provide a link from our website to the club video(s).
 - Polo shirt purchases. Currently, only a few have been ordered. Recommended we extend the deadline for members to place orders and put out an eBlast and a newsletter article advertising the shirts. Danny wants to encourage SIG leaders and monitors to purchase shirts, but

acknowledged we cannot impose a requirement to purchase shirts.

- Provided late-breaking details on the GVR Showcase event scheduled for March 1, 2024, 1:00 pm to 5:00 pm at Canoa Hills. Participating clubs will have a six-foot table for the entire Showcase event (vice a 2-hour block) with tables available from 12 noon for setup and to 5:30 for teardown. No Photography Club presentations or demonstrations are planned.

- **Education** – Gene Komaromi reported:
 - Over 250 people have attended phone classes, and more are being scheduled based on continuing demand.
 - SIGs are going well.
 - 27 people signed up for On Assignment and over 20 showed for the first meeting.
 - Discussed formation of an ad hoc education committee to help plan educational events for next year.
 - Michigan State University (MSU) provides free online classes for non-profits organizations. Will explore MSU course offerings to determine which ones could support club educational objectives.
 - Need to go back to a Big Winter Class, with focus on phone photography.
 - Meeting with SIG leaders Friday to discuss updating website and newsletter information, pimp shirts/hats, providing updates for the Board, discussing recording and posting meetings, and in person versus blended (in person and Zoom) SIG sessions.
 - Wants to investigate the possibility of having classes that are only offered online.
 - In summary, education program is doing well, serving members reasonably well, there could be improvements for next year, and we're looking into them.

- **Member Events**
 - i. Speaker Series – Kim Holmes reported:
 - February - 73 people have signed up for Steve Vaughan's presentation on hummingbird photography.
 - March – In discussion with a group called Desert Gold Diggers to provide a presentation on their club and gold mining in Arizona.

 - ii. Showtime – Todd Taylor reported:
 - Going well and getting better. Lots of positive feedback on the intro video. Working with Phil Wendstrand, film historian and

- University of Arizona instructor, on future film history videos.
- Farmers' Market postponed from last week to this week due to weather. Appears to be generating lots of interest in the club.
- iii. Travelogue – Paul McCreary
 - No report. Todd has been working with Paul to help in setting up the venue.

7. Special Interest Group Reports

- Addressed in Education Report (above)

8. Field Trip Report – Monica Parker reported:

- Rancho de la Oso sold out in 2 hours and 9 minutes, with 32 people currently on the waitlist. A second trip to Rancho de la Oso is planned for those on the waitlist – that trip will not be posted on the web site.
- Three long-distance trips occurring back-to-back on March 19-21 Donkey, White Stallion, Rancho Danny asked Monica to provide an annual summary of field trips for the annual social.
- Field trips are generating new/renewed club members.
- Eighteen more field trips on this season's schedule.

9. Library Report – Becky McCreary reported:

- Eight books were added to the library in February, four new and four donated books.
- The list of new books is included in the Library Report.

10. Exhibits/Displays – Kirk Hively reported:

- Gretchen Misselwitz and Julie Howard will be taking down photos at the West Center when our display period ends. The plan is to use those photos to update displays in the club, subject to the owner's concurrence.
- GVR Clay Studio and perhaps the Ceramics Club don't use the walls for their displays. Exploring using the empty wall space for Photography Club exhibits when that space is not being used by other clubs.
- Will request photos for exhibition at the West Center in the next newsletter (should have room for 30 photos).
- Interest in exhibits appears to be growing. We're starting to receive more photos for exhibits.

11. Old Business

- Annual Membership Meeting and April Social – Discussed the location, agenda, timing and sequencing for the combined annual membership meeting and club social. In summary:
 - Annual Membership Meeting and Club Social (Dinner) will be held on April 8, 2024 in the Desert Hills Auditorium (including the B Room), which provides seating for 112 attendees.
 - Auditorium reserved from 4:30 to 9:00 PM
 - 4:30 – 5:15 PM – Set up.
 - 5:15 – 5:30 PM - Membership Meeting/Elections.
 - 5:30 PM – 7:00 PM Dinner
 - Presentation after dinner: Danny’s walk across Spain.
 - Estimating approximately 100 attendees.
 - Recommended the Meeting and Social be announced in early March, with RSVP for the Social no later than March 25, 2024 (two weeks prior to the event).
 - Discussion/Decision – Board Elections by Electronic Voting. Ballot would include the proposed slate of candidates with their photo and biography and provides an opportunity for members to write-in additional nominees (i.e., nominations from the floor), or abstain from voting. On March 24, each current club member will receive an invitation to vote via email and will have until April 7th at 5:00 pm to cast their vote. Recommended voting procedures be covered in the March Newsletter. Motion was made to approve electronic voting and expenditure of funds to support electronic voting (\$100 for electronic voting services for a club our size).
- MOVED/SECONDED/CARRIED**
- Nominating Committee Report. Nominating Committee consists of Monica Parker, Linda Gregory and John Pilger. All but one board member whose term expires in 2024 agreed to run for another term. Patricia Ferguson has decided not to seek re-election. The Nominating Committee recommended Lynn Rozema to serve a new two-year term, replacing Patty.
 - Discussion/Decision - Approval of Catering Contract with Longhorn Restaurant. Four restaurant menus to choose from \$30/person sit down dinner at Desert Hills beef (Longhorn meatloaf with gravy, mashed potatoes, green beans), pork (honey glazed ham with mashed potatoes and green beans), vegetarian (Southwest rice stuffed bell peppers with green beans and corn kernels), or fish (4 oz salmon with rice, green beans and corn kernels). Iced tea, coffee, water, and sodas will be provided. Setup, cleanup, utensils, and place settings

are included in the contract. A \$25/person buffet option would be limited to a choice of two entrees and would require the club to purchase place settings, utensils, tablecloths, etc. and perform setup and teardown of the venue. Motion made to accept the catering contract as written, including deposit of up to \$500 if required.

MOVED/SECONDED/CARRIED

- Update on Volunteer Luncheon – Monica Parker
 - The Volunteer Lunch is scheduled for March 7, 2024, 11:30 am to 2:00 pm in the Anza Room, Santa Rita Springs. Patty Ferguson and Monica Parker are arranging catering and the room layout for the event. 108 volunteers identified.
 - A motion was made to approve a Volunteer Luncheon budget for up to \$1000.

MOVED/SECONDED/CARRIED

- Consideration of establishment of Annual Volunteer of the Year Award to be named after Carl Sparfeld. The Board discussed who should be the first Volunteer of the Year awardee, discussed several options for the award to be presented, and decided on the type of award to be presented. The Board will develop a process to select an awardee, with the first award to be presented at the 2025 Volunteer Luncheon.
- Clarification/Decision on cleansing (purging) email list from Wild Apricot. Sam Schaen reported we started with 1,700 contacts. After purging members who last were members in 2019, he was able to eliminate 230 contacts, reducing our current list to 1,470 contacts. After discussion, the board recommended a 3-year window to purge inactive members.

12. New Business

- Update on GVR Club Presidents' Workshop. Kirk Hively. Kirk and Kim Holmes attended and provided a summary. Most significant issue was the process of keeping event waivers on file.
- Request to consider marketing caps/shirts on website. John Pilger suggested we allow members to purchase the club's caps/shirts on the club's website as we do for nametags. After discussion, the Board decided not to pursue this approach.
- Request from several members regarding Photo Lab software. Request from the members was to include the same suite of software on all Photo Lab workstations. After discussion, a motion was made to enable Sam Schaen to add and replace software at his discretion up to \$1000.

MOVED/SECONDED/CARRIED

13. Other

No other issues.

14. Adjournment

Next Board meeting: March 11, 2024 @ 2:30 pm MST.

There being no further business to come before the Board, a motion to adjourn was made.

MOVED/SECONDED/CARRIED

Respectfully submitted
Tom Parker
Secretary