



TUESDAY, NOVEMBER 05, 2024 (10:00 AM)
#03 MSFV 2024 EXECUTIVE BOARD MEETING
Location: Miami Shores Country Club
AGENDA
Start time 10:13

I. INTRODUCTION

Presenter 1: Susanne Rice, President

- Ticket sales need to come up.
- See about volunteers
- Reaching out for gift certificates
- Donations drive
- Welcome Table - Arlene did not think it was successful. Arlene suggested moving the welcome area to right in front of the eating area.

Presenter 2: Kendra Borja, Recording Secretary

- Meeting minutes are on the table.
- **Sunja made a motion to approve, Susanne Rice seconded, Meeting Minutes Approved.**

Presenter 3: Helen Mendel (absent), Corresponding Secretary

- Virginia Taylor has fallen twice in one day. Broke her shoulder and wrist.
- Cards and calls would be appreciated

II. Executive Director Update: Liangy Calli

Status Reports:

- Yearbook Status
 - Available to give out and Jacqui will be giving them out.
 - \$1,000 cost of printing - correct in old meeting minutes
- Changes to the Website
 - Eliminates having paper
 - New members can go to the mission page and hit membership button directs to a form and enter all contact details.
 - Populates a new sheet with all the new members that will go to Jacqui.
 - After submitting the contact details the new member will receive a link to pay.
- Alliance Grant Report Status
 - It is completely done.
 - Lingering \$50
 - **Kendra makes a motion to give to Saving Sage, Linda seconded. Motion passes.**

***Google Drive to house all important documents. Facilitate Easy access. Jacqui will need to share all budgets to update. 3 budgets - operating, fashion show and grants. Meeting minutes in their own folder.*

Committee Reports:

- Give Miami Day
 - Successfully registered for Give Miami Day. Share and tell people about it. Send out to socials media. Emails and Text. Send to membership. Date November 21st.
- MSFV Social Media/Marketing
 - Now have an instagram page. More followers coming in. Not turned the Facebook page public until after the fashion show. Sunja recommended starting a new page anyway and then delete the old page later. Liangy has been posting everyday.
 - Texting everybody and trying to encourage ticket sales.
- Fashion Show Update
 - Doing well on Silent Auction Items - secured about 30 out of a target of
 - Two tickets for Heidi Hewes.
 - Frudeco for a certificate for birthday cake.
 - Liangy provided a list of what is secured so far.
 - Need to think about what can appeal to men
 - Barber Shop, Gyms. Panthers or the Heat. Dealership
 - Got a quote from Minute Man Press for printed items for the fashion show. ~300 dollars. Liangy would like \$500 total for
 - **Fran made motion to for an additional \$200 for marketing materials for the fashion show. Susanne seconded. Motion passed.**
 - **Official budget is now \$500 for marketing materials for fashion show.**
 - Goodie bags - would like to include a sticker on the front.
 - Flowers - Liangy has a contact for fashion show center pieces. Arrangement would go on top of a round mirror. The vases are purses. The vendor will cover the extra overruns to make the centerpieces look good. These centerpieces will go for sale.
 - Discussion on the pricing for the centerpieces.
 - **Kendra made a motion to price the centerpieces at \$40/each. Susanne seconded. Motion passed.** Some will be given to the sponsors.
 - Liangy raised concerns about the sound system at the country club. Jacqui needs help checking people in.
 - Liangy would like to do a step and repeat on the small south facing wall for photos. #befriendly
 - Music: Liangy has a dj that would do it for \$350. Perhaps we could get a sponsor?

III. Treasurer Update: Jacqui Murdocco

- Beginning balance~ 6800 ending balance ~12k
- Collected about ~\$5480 sponsors
- Sold 1440 in ticket sales. Actual sales 34 paid for tickets. Committed tickets 95 tickets.
- We need to up the email capabilities through the end of the year. Kendra to spend ~\$24 for enhanced email marketing leading into the fashion show. Fran seconded. Motion passed.
- For sponsorships - only about \$500 dollars off goal.

IV. Advisor:

- Arlene Zachmann Donation Device - Dipjar.com.
 - Get more donations through the dipjar app.
 - Can add the logo to the donation page.
 - It is an actual scanner.
 - Can determine amounts - \$5, \$10, \$20
 - At the events

- Price of scanner is \$200-\$300
- **Kendra made a motion to research Dipjar and consider including in 2025 budget. Sunja second. Motion passed.**

V. OPEN DISCUSSION/COMMENTS

Silent Auction discussion about process and run of show during the fashion show.

VI. Meeting Adjourned

Meeting adjourned 11:40