

T-PrO Board Meeting Minutes for March 20, 2007 [2:30 pm at Rosa's]

President Sharon Harn, Vice President Wanda Baader, Treasurer Rosa Moreno, Publicity Chairperson Jean Slagel, and Secretary Bea Rector were in attendance, with Membership Chair Carolyn Sanger absent.

The minutes from February's meeting were approved, and Sharon announced that next month's Board minutes would be posted "for members only" on the new website. Anything NOT for general viewing will be discussed "off the record" and not included in the minutes.

Treasurer Rosa reported that our current bank balance is \$1,938.86 and that the service charge went up from \$11 to \$12 per month. She is now equipped to fulfill her duties, having become a legal signee and received a bank statement. Also, today outgoing treasurer Barbra familiarized her with the paperwork and procedures to continue. (for example, recording gift certificates purchased for speakers and printing up a financial report)

Michelle Diaz received half of her fee for website construction (\$335) and Rosa will pay her the same at the end of April when it's done to the satisfaction of our website committee. After that, we'll pay Michelle \$25/hour for changes OR \$40/mo for maintenance. Her contact info is: Michelle Diaz 520-245-7941 [michelle@verysimplesolutions.com](mailto:michelle@verysimplesolutions.com)

Sharon plans to switch web hosts in July, as the current \$40/month fee seems expensive.

Rosa will get \$25 gift certificates for our April and May speakers, Sam Williams and Jody Owens. She'll also send out bills to T-PrO members with web ads, because the \$50 annual fee for having a bio page is due in May.

Members have until March 31 to renew regular membership (annual dues also \$50) or will be dropped from the Yahoo email group. Rosa intends to devise dues payment plans and discounts (for paying several years in advance) which the Board will consider later.

V.P. Wanda will be in charge of speakers for our meetings. She's already got Sam Williams lined up for April 17<sup>th</sup>. He'll address the difficulties of selling multiple services to multiple decision-makers (especially couples) on multiple occasions. In May, NAPO Arizona's president, Jody Owens will come down from Phoenix. In June, members Sue Zepeda and Wanda will share the speaker hour with in-house talks. There will be no general meeting in July. We'll revisit the question of fall speakers at our May meeting.

Publicity Chair Jean said her new committee of five will meet at her home next week. They'll review our 2/20 brainstorming suggestions to questions 4-6: how to present T-PrO to the media & public, and where/how locally to market T-PrO. Jean will present the committee's ideas at our next Board meeting.

Carolyn Sanger's project, revising our By-Laws, will wait 'til the May meeting.

President Sharon will meet tomorrow at 10 a.m. with Michelle and the website committee (AnneMarie and new member Adriel Bush) to finalize the new design. (layout, format and font) The site should be done the end of March. Members will then have a chance to review and test it (try the links!) and request small changes for a month at no extra charge. Bios will be imported

as is from the old site. They'll all have our photo in upper left corner, with same basic info below and to the right. Also there will be spaces for one 'before' and one 'after' photo at the end of our bio text, which can be as long and customized as we like. Business and affiliation logos and links will be considered. If we want to change our bios after May 15<sup>th</sup>, we'll have to pay Michelle at her \$25/hr rate. (very reasonable, Sharon adds)

After the new website is up and running online (end of April?.) Sharon intends to devote time to making a guide for new T-PrO officers. Using the By-laws and *input from current officers*, she'll make an Excel calendar to show when certain duties need to be done. For example, Membership List (updated) in February, Minutes one week after meeting, etc. A rough draft of what we do, when, and how long it takes, is due to Sharon at the May meeting.

The Board will continue to work from ideas generated in the brainstorming session of the February meeting, but a few decisions were made today, including:

For at least the next six months, general meetings will continue to be held at Rosa's house from 4:30 to 6:30 on the 3<sup>rd</sup> Tuesday of the month. There will be a summer break (no meeting) in July.

We will revisit the "Table Topics" question in May, but the first three topics will be:

April – marketing/making more money

May – refusing clients and why/safety

June – most embarrassing moments and mistakes to learn from

Membership is already increasing (4 new members this month!) but we will keep working on that by improving the website, engaging more educational (and fun) speakers, allocating the first 15 minutes of each meeting to food and socializing, giving every member more opportunity to participate (and appreciating it when they *do*), and possibly doing a publicity stunt such as a clean sweep. Also, Carolyn plans to contact vendors in related fields and local organizers & prior guests who haven't joined.

Next meeting we'll discuss GO MONTH, in May we'll revisit fundraising and benefits of T-PrO membership, and in August we'll discuss becoming a NAPO chapter.