

University of Minnesota Women's Club
Board Meeting Minutes
June 2, 2020
Virtual Meeting via Zoom at 10 a.m.

Attendees: Barbara Swadburg, Barbara Burleigh, Marian Champlin, Joy Chaput, Connie Cundy, Barbara Cady, Katie Simon Frank, Sandy Gale, Susan Hopp, Georgia Heisserer, Maggie Hoover, Fran Holmsten, Karen Kaler, Nancy Kluver, Pat Luhmann, Bonnie Marten, Joan Mitchell, Carol Nelson, Janet Robb, Diane Schweizer, Peggy Tang, Dorothy Waltz, Nancy Meyers, Nancy Kluver, Georgia Nygaard, Rolaine Wright

Call to Order at 10:08 a.m. – Barbara Swadburg, Past President

- Barbara suggested that we take an active interest in the events gripping our city and nation. Our perception only works when it is the other person's reality. As the board looked at issues of why it was difficult to attract volunteers, the perception of who we are, how we treat people and how we do committee work was addressed. Our group was open to change, and the changes have been successful.
- Barbara has a list of food banks and ask that we consider sending a check.
- Barbara will complete and email the 2-page summary of the activities of our Club in 2019-2020. (That report is included as an addendum at the end of this document.)
- Barbara turned the meeting over to incoming President Georgia Heisserer.

President's Report – Georgia Heisserer

- I would like to thank Maggie Hoover and Barb Swadburg for including me in discussions this entire year, and I have learned so much from them.
- Good Morning. How are you doing? How can we help? I am happy to be here. I admit that a Pandemic is a difficult time to become President. And as Barb Swadburg eluded to in her remarks, this past week of demonstrations has been a horrific time for the Twin Cities in our club history.
- Since 1911 our UMWC have given us a blue print, a mission. I would like to remind us of that purpose:
 - to provide educational, cultural, recreational, and leadership opportunities for women of all ages.
 - to provide support to Minnesota undergraduate women through scholarships at the University of Minnesota (Don't you just love helping these young women as they look to the future?)
 - to promote a continuing connection with the broader community.
- I am so glad I have had the opportunity to participate and to see this mission fulfilled so well in the time I have been in the club. Our service to others makes a huge impact on our lives, and the lives of the greater community.
- With the Pandemic, we now have time to reflect on people we hold dear, the things we have learned, the places we have explored.
- Each of us has a pillar of memories about what this club has meant to us.
- Ruth Jones and I spoke often in the weeks prior to her death. She said, "Georgia, this is a waiting game. We just wait."
- In a world so speedy, so organized, so often filled with instant gratification, it is hard for us to slam on the brakes. Give yourself a pass if you find yourself sad, not getting a thing done one day. Give others a pass. These are difficult times.

- Call someone. It boosts our morale when we hear from friends. We have a directory for this. Women have always known the importance of friendships and connecting, suddenly, the experts are telling us it's good for our health.
- Stay connected. We are all here.
 - Stay safe.
 - Stay Positive.
 - Be supportive.
 - Remember, we are a caring bunch.
- And now, I would like to introduce another newbie, our next President Elect, Susan Hopp.

President Elect – Susan Hopp

Susan said that she is glad to be part of our team and she is looking forward to the year.

Approval of Minutes

Georgia Nygaard made a motion seconded by Fran Holmsten to approve the February 11, and the April 23, 2020 minutes as distributed. Motion passed.

Program Vice President's Report – Carol Cantrell and Barbara Cady

- “Life is what happens to us while we are making other plans.” This quote has never been more appropriate than it is in describing this season's programs. The year got off to a wonderful start with our annual Fall Welcome & Scholarship Luncheon at the DoubleTree Hotel. We had a wonderful slate of speakers planned for our three Conversation Luncheons. And our President, Barbara Swadburg, even arranged for members of the U of M marching band to perform for us at the luncheon at Town & Country following the Annual Meeting. We successfully managed to get the new University President, Joan Gabel, to allow us to schedule our 25th annual Holiday Tea at her residence at Eastcliff.
- Both the Conversation with a Woman Leader and Luncheons at Becketwood in both November and February went off as planned (last year's February date was cancelled at the last minute due to a snowstorm). Then everything came to a grinding halt.
- The Coronavirus Pandemic hit Minnesota and all social gatherings were cancelled.
- There was no April Luncheon where President Gabel was scheduled to speak, and no Annual Meeting with marching band. We were in the middle of negotiations with Midland Hills Country Club as a potential new venue for many of our events but have been unable to make definitive plans since the future is so uncertain. Midland is only allowing members to participate in food services outdoors. As of now, all programs are on hold.
- Barbara Cady made the following motion seconded by Millie Woodbury: **Due to the COVID-19 pandemic, no face-to-face meetings will be held in the 2020-21 year until declared safe to do so and the Club will be guided by the State of Minnesota public health directives.** Discussion: At this time, those public health directives including social distancing, size of group meeting (currently 10), and the wearing of masks. Sections can decide how they meet as long as they abide by the ever-changing directives. Motion passed.
- Carol and Barbara verified board approval to cancel the contract with Double Tree for October. The contract was signed in November of 2019, but discussion in January was that the Double Tree would not hold us to that contract. Cancellation fee is approximately \$500 but that could be waived.

Recording Secretary – Bonnie Marten

Incoming secretary Lynn Benz could not attend, but Bonnie will reach out to her soon.

Corresponding Secretary – Marian Champlin

- Thank you notes have been sent to 195 scholarship donors for gifts made through June 1, 2020
- Thinking of you notes sent this year total 4
- Condolence notes number 9 -- four members died and five members' husbands. Included is our past president Ruth Jones who died on April 21.
- The list of deceased members and husbands this year are as follows:
 - Barbara Granath
 - Germaine Foslien
 - Walter "Cork" Johnson
 - Ruth V. Jones - President 2016-2017
 - Edward Nicholson
 - Frances Paulu - President 1992 - 1994
 - Leonard Schloff MD
 - John Tester
 - Joanne Westley
 - Paul Zerby

Report of the Vice President for Fundraising– Marian Champlin

- This has been a marvelous year of generous contributions to the UMWC Scholarship Fund.
- To date we have received and receipted 195 gifts from UMWC and members for our Scholarship Campaign totaling \$78,710. This is about \$1,000 more than last year. Included is a combined member/club donation of \$3,500 for a scholarship in memory of Ruth Jones: The Ruth Vikroy Jones Education Scholarship. Executive Committee voted to fund the scholarship through memorial gifts and any overage funded from the scholarship checking account. So far, \$800 in memorial gifts have been received for Ruth. Ruth was the anonymous donor who regularly made donations to the Club, but now she can be recognized. Ruth had created an endowed scholarship.
- There is still time to make a memorial donation in memory of Ruth.
- There are a total of 16 One-year Named Scholarships amounting to \$56,000. With the added income from our endowed scholarships held by the U of M Foundation, we anticipate awarding 50 or more full and partial scholarships next fall. The One-year Named Scholarships to be awarded in the fall of 2020 were included in Marian's emailed report.

Treasurer's Report – Sandy Gale

Treasurer Report Summary as of June 2, 2020:

Operations Account

Operations Income YTD is \$20,382 and Operations Expense YTD is \$18,767. Operations checking account balance as of May 31 is \$22,476.

Operation expenses for this period:

- Dues collected were \$35
- Newsletter expenses were \$454. This includes printing, mailing, addressing and design.
- One \$50 Club Memorial was made to the Scholarship fund for Fran Paulu.

Scholarship Account

Scholarship Income this period is \$5460. Scholarship Expense YTD is \$80,317. Scholarship checking account balance as of May 31 is \$91,662.

- Received \$72,735 in scholarship and memorial gifts so far this year.
- Scholarship/Memorial Donations of \$5460.00 include \$800 in memorials received for Ruth Jones.
- The proposed budget for July 2020 through June 2021 was reviewed and included income of \$27,875 and expenses of \$24,675.
- Discussion: An online scholarship event is planned in fall to recognize scholarship winners. Connie Cundy has talked with Laura, the webmaster about setting up the webinar. If we are to support scholarship winners and host an Annual meeting online, \$1000 will need to be added to the budget. Most likely the \$1600 budgeted for the Big Ten Conference will not be used. Financially the Club is good.
- Connie Cundy made a motion seconded by Diane Schweizer to approve the budget. Motion passed. Sandy Gale will email the updated approved budget.

Records and Dues – Nancy Meyers

Currently the Club has 353 active members. There have been no new members in the last few months.

Newsletter Editor – Nancy Kløver

- The May-June newsletter was published online on April 23, with printed copies mailed at the end of the month. We published earlier than usual to enable members to fill out and return the ballot featuring our slate of 2020-2021 officers. In connection with that ballot, special thanks go to our designer Robert Waltz, who determined a system that enabled us to ensure online ballot security and privacy.
- The May-June issue focused in part on the club's response to the coronavirus with short statements from members about how they were spending their time, a story about members who were sewing masks, a reminder that the club has a long history of stepping up in a crisis and a longer interview with scholarship recipient Rosa Ruiz Mendez, who is a nurse on a Covid-19 floor of a metro hospital. We also introduced members to new president Georgia Heisserer and featured our annual list of scholarship donors.
- Our Online Extra story featured Ruth Jones and sadly became a memorial tribute to Ruth, who died shortly before the newsletter was published.
- The deadline for the September-October 2020 issue is Monday, Aug. 10. Meanwhile, we plan to keep in touch with members through the summer with monthly emails from President Georgia Heisserer.
- Thank you to all members who submitted stories and photos.

Publications – Dorothy Waltz

- My report begins with this explanation: Last winter, President Barb Swadburg realized how many things I was responsible for as Publications Chair. Too many! When Susan Hopp joined UMWC, she volunteered to help the club in whatever ways she could. Recognizing her graphic design skills and experience with 45 Degrees/Minneapolis, Barb suggested she re-do our membership brochure. Susan readily agreed. At that time, I was unfamiliar with the term "re-branding," and Susan proceeded to do for UMWC what she and Karl do for all their clients in order to understand them better before starting to design: Begin by taking them through re-branding survey steps so both the client and 45 Degrees develop a better understanding of who they are, and what they want their communication tools to accomplish. After that, 45 Degrees/Minneapolis creates the client's new promotional materials.

- Susan was unaware of how a group of our members had already worked with Connie Cundy for several months to develop new text about us for our website. We have now, together, reassessed the situation amid the complications of the Coronavirus Pandemic, and the fact that Susan Hopp was elected President-Elect for UMW. We have chosen to simplify. As a result of her new position as President Elect, Susan will have much to learn and sees the greater need to concentrate on supporting Georgia Heisserer as she plans for the upcoming year. To avoid overextending her commitments, Susan wishes to bow out of the new membership brochure design and any re-branding at this time. She will however help with the directory cover and proofing.
- Since the decision has been made to delay the publishing of the 2020-21 Directory for a month, I have decided to handle the re-design of the membership brochure myself, inviting a few members to work with me. Since the pandemic has greatly reduced the requests for name tags, note paper, and posters that I was usually preparing and printing, and since Fred and I are confined to our apartment, working on the brochure and the directory will give our days a rewarding purpose.
- Discussion: Marian Champlin stated that she and Carol Sentry are happy with the inside of the brochure, so only an update to the exterior is needed.
- Barbara Swadburg thanked Susan for her work and stated that we need to use this as a vehicle to compile information and use it for our best interest. Our perception of who we are as a Club might not be what other people observe. She asked a few people what our logo means to them and one person who is a member, did not know it was our logo. Another person thought the logo was for a garden club.
- Dorothy will work with section leaders as to what should be listed in the directory. The message about no face-to-face meetings until it is safe to do so will be added to the website.

Website Liaison – Connie Cundy

- The May June newsletter was posted on the website. Under Quick Updates meeting cancellations were posted for the Conversation Luncheons and Business Meetings as well as for Interest Groups as requested.
- A new page called Connecting has been added as a place for members to connect while sheltering in place.
- Emails were sent via Mail Chimp to remind members to vote. An email was sent to inform members of the business meeting via Zoom. A reminder email was sent. The agenda was sent to board members.
- To ensure you don't miss anything, be sure to add this address to your computer's address book - www.umw.umn.edu.

Historian -Peggy Tang

Peggy thanked Bonnie Marten for helping her with the role of Historian.

She is leaving the Historian position in good hands, since Bonnie is returning to that position.

Program Committee – Ingrid Lund, Maggie Hoover, and Marion Kershner

- Before she passed away, Ruth Jones had asked Maggie Hoover to assist with the Conversation Lunch speakers. Maggie is happy that Ingrid Lund (past chair and past president) has offered to assist. Marion Kershner recently joined the committee.
- The committee has a list of possible speakers but is not moving forward at this time.
- Honorarium funds in the budget were not spent this year.

Elections Report – Barbara Swadburg

Ballots received were 69. There was a unanimous election of officers.

New Business

- Joan Mitchell stated that as Club auditor these past years, she has concerns about the large balance in the operating account. She recommended donating to a food bank.

- Barbara Swadburg recognized those in the Club who sewed masks and delivered them to hospitals. Dorothy Waltz made a motion seconded by Georgia Nygaard to donate \$1000 from the Operations Account to We Love Lake Street. A friendly amendment was added and seconded by Rolaine Wright to donate \$1000 to Second Harvest. Motion passed. Marian Champlin volunteered to help Georgia Heisserer write a letter on UMWC letterhead to include with the checks.
- Georgia Nygaard stated that yesterday was the deadline for scholarship applications and 83 have been received. More applications are expected from Student Finance. Georgia is grateful for the generosity of the Club in scholarship donations.

Next Board Meeting:

Tuesday September 15

Adjournment: 11:30 a.m.

Addendum: Presidents Report 2019-2020

2019 was a highly productive year for the University of Minnesota Women's Club marked by outstanding participation and renewed generosity from our members. Noteworthy this year were:

- Record turnout at the Scholarship and conversation luncheons.
- Record contributions received by the Scholarship Fund.
- Attendance by more than 100 guests at the Conversation with a Women Leader program, where Dr. Mary Ellen Schmider, President of the Fulbright Association, spoke on "Fulbright: Education and Cultural Exchange, a Lasting Legacy Post-WWII Rebuilding for Peace".
- Reorganization and streamlining of University Women's Club Committees.

Important steps were taken to ensure the future viability of the University of Minnesota Women's Club. Club members reorganized university Women's Club Committees in order to engage members, accommodate member lifestyles, and enable wider participation. These steps were taken to ensure that:

- Committee and board responsibilities be streamlined and simplified.
- Meetings be purposeful and necessary.
- Meetings be organized, expeditious, and agenda-driven.
- Procedures and expectations fit member's lifestyles and work commitments.
- Training in appropriate skills be made available for committee members. Where the use of computer skills is required, training be made available or contract staff hired.
- Conversations and board meetings have been moved to a new host facility, Midland Hills Country Club because of the availability of parking and meeting space. Meeting dates for 2020-2021 were reserved at Midland Hills Country Club with the exceptions of the Fall scholarship Luncheon which had been contracted for at the Roseville Radisson and the May Annual meeting which was listed as a TBD.

Unfortunately, UMWC activities in 2020 have been disrupted by the Corona Virus pandemic, which forced the shutdown of regularly, scheduled in person programming of the University of Minnesota Women's Club. Due to the outbreak of the global pandemic of Covid-19, by executive and board order, all in person meeting of the UMWC were canceled in March until May 30, 2020. Sadly, it was determined, that our meeting space did not meet social distancing guidelines. Since the outbreak club meetings and communication has been via the internet.

To adapt to this new situation and maintaining the organizational changes:

- Board meetings are scheduled regularly but are limited to one hour or less. To comply with social distancing guidelines the meetings have been held online via “Zoom”.
- The two communications committees received new computer software.
- The website has been placed on new more reliable platform that is regularly updated and maintained and can be expanded to fit future needs.

Please note while strides have been made in adapting to the new situation, more work remains to be done. The web site was placed on a new platform that allows for reliability, proper maintenance, future expansion and future creative changes on the web page.

- The Club contracted with the University of Minnesota to provide site maintenance, to serve as our webmaster and provide member training as required on a for fee basis. Under the guidance of our Website Liaison Chairperson Connie Cundy several members received training from the University Printing Services Computer Support Team on the new website computer platform.
- Publications Chair Dorothy Waltz and Newsletter Editor Nancy Kluver purchased new software that allows the newsletter to be edited in a more efficient manner.
- The newsletter was placed in the capable hands of the newsletter editor. The President is no longer authors or edits the UMWC Newsletter. She remains an advisor to the newsletter editor.
- A plan that would allow the UMWC to move our conversation luncheons and board meeting to a new venue. A dissatisfaction with parking facilities at our current venue was the catalyst for the move.
- The Board voted to accept Midland Hills Country Club as the new host facility for our Board meetings and Conversation luncheons.

On Tuesday, February 11, 2020 the Board meeting and Conversation Luncheon was held at Becketwood. That event would be the last in person event hosted by the University of Minnesota Women’s Club in the 2019- 2020 term.

Since the Covid-19 shut down the Board and the Executive Committee have been exploring ways to facilitate programing and communication in the time of a global pandemic.

Respectfully Submitted

Barbara L. Swadburg, President : 2019-2020