

University of Minnesota Women's Club
Minutes from Special Board Meeting
May 2, 2022
Zoom Meeting

Attendees: Barbara Burleigh, Connie Cundy, Liz Grimmer, Catherine Holtzclaw, Maggie Hoover, Susan Hopp, Georgia Heisserer, Nancy Kluver, Sue Madison, Bonnie Marten, ,Georgia Nygaard, Barbara Swadburg, Peggy Tang, Dorothy Waltz

Call to order at 1:02 p.m. by President Susan Hopp. Quorum was established.

Motion Regarding Dues Increase

Motion made by Nancy Kluver and seconded by Sue Madison: "I move that the University of Minnesota Women's Club increases annual membership dues from \$35 to \$45, starting year 2022-23."

Here are some reasons we need to raise dues:

- Dues were last raised in 2017-18, from \$25 to \$35. According to Nancy Myers, our Records and Dues Officer, there was no effect on membership renewal rate.
- Over these last five years, expenses have gone up. Everything from event venues to printing and postage has gotten more expensive and will continue to do so.
- Over that same time, we lost 65 members, due in part to COVID. That translates into \$2,300 in lost operations revenue. As expenses have gone up our revenue has gone down.
- According to Operations Treasurer Sandy Gale, we will not be able to balance future budgets if we do not bring in more income. Our only source of income for operations is to raise dues.
- According to Sandy's written report to the board, the operating expenses include printing and mailing of the directory to all 300+ members, printing and mailing of 5 newsletters, name tags, dietary tents, signage, office supplies, membership materials and stationery. It also pays for honorariums for speakers, refreshments at new member events, and various reimbursements.
- To recruit, retain and enhance our membership, the Women's Club needs the ability to market its mission, accomplishments, and opportunities to potential new members. That translates into printed pieces, such as brochures and handouts, and potentially new videos.
- To maintain a contemporary, professional image, we need the flexibility to hire professional services when they are not available within the club membership. For example, a graphic designer through U of M Printing Services costs \$85/hr. A 10–12-hour job would cost at least \$1,000. Printing Services also suggested that we budget an additional 3% for an increase in printing costs, which will affect the newsletters, directory, and new member materials.
- The Club will require ongoing technical assistance with the website which will become even more important as we add capabilities.
- Luncheons should break even, but events prices have gone up and the money we pay may not keep pace with the expenses. If costs go over our budget due to unforeseen

circumstances, operating funds must cover it. Currently, luncheon fees cover room rental, food and services, podium and audio-visual equipment, and the board meeting room.

- We want to provide a warm welcome to new members with several “new member” coffees. There is currently nothing budgeted for these events that introduce new members to the Women’s Club and all we have to offer, and where we learn about their interests and skills, and excite them with new possibilities.

By increasing the dues from \$35 to \$45, we will realize a net gain of \$3,100 in operations funds. This figure is based on our current membership renewals. This does not take into account new members joining the club. With better exposure and communications, we hope to add at least 50 new members this next year, which would bring in an additional \$2,250 (@\$45). This revenue would go a long way towards covering the new and increased expenses described above.

Numbers useful to you for this document received in an email from Sandy Gale.

Proposed Budget

Look at the Net Operating Income/Cash Flow = \$ (1,625). This negative number means we are proposing to "lose money" next year and take it out of the "Reserve". When presenting this to the Finance Committee and the Board, I specifically said that we are proposing a deficit budget.

Income and Expenses for past two fiscal years. Both of these years were affected by COVID.

FY 2020-21

Income \$10,471

Expenses \$13,390

Total Operating (Loss) (\$2919.51) (this came out of the "Reserve")

FY2019 -20

Income \$20,382

Expenses \$21,108

Total Operating (Loss) (\$726.60) (this came out of the "Reserve")

Discussion:

- Question was asked about the amount in the reserve fund and that is approximately \$18,000.
- It was noted that this year there is \$1600 in the budget for 4 people to attend the Big 10 conference. Information about the Big 10 will not come out until March of 2023, so we don't know how much of those budgeted funds will be used.
- Bonnie Marten asked if dues of \$50 had been considered. Sometimes prospective members judge value based upon the dues amount. Connie Cundy and Maggie Hoover stated that the dues are low for the value received.

Vote on Motion to Increase Dues

Maggie Hoover made a motion seconded by Holtzclaw to amend the motion to raise the dues to \$50. Amendment was accepted.

Members voted on the motion, **“I move that the University of Minnesota Women’s Club increases annual membership dues from \$35 to \$50, starting year 2022-23.”**

Motion passed unanimously.

Motion to Use PayPal

Catherine Holtzclaw made the following motion seconded by Connie Cundy: “It is proposed that the University of Minnesota Women’s Club board approve the implementation of the use of PayPal for dues and luncheon fees and eventually donations. The requested budget is \$2000 out of the special fund”

Findings of the Tech ad hoc committee are as follows:

- U pf M website master would allow the use of PayPal on our website
- PayPal is a secure website, and it has over 400 million users and has fraud protection and a “help desk”
- We would include forms on our website to register and pay for luncheons and membership dues on line
- This will shorten the mail lag time for luncheon registration
- Members could still pay by check with paper forms as they do now
- We will work with a contractor to do the implementation of the set up plus continuing support TRAINING of our volunteers is critical
- The reservationists would have access to an excel spreadsheet with fields they want (name, amount paid, PayPal charge, email, diet preference, etc.) Yes there will be training!!
- PayPal does not have any upfront costs, but we will be charged per transaction at these rates:
Scholarship account 1.99% + .49 cents
Operations account 2.99% + .49 cents
These fees would be presented to our members as “convenience fees “and paid by them
- Example :
By check and mailed reservation form \$27
By PayPal & on-line reservation form \$28.30
- Ongoing support would need to be budgeted in future years
- Once implemented it should simplify the Operations treasurers job for the luncheons. Funds become immediately available rather than having to deposit 100+ checks

Discussion:

- Catherine Holtzclaw stated that timeframe for implementation is September. Contract services are needed to begin the process. Training and troubleshooting are required.
- Barbara Cady and Carol Cantrell are onboard.
- “Disaster control is needed” – we cannot have members thinking they can pay their luncheon fee a day before the due date and have an issue with PayPal.
- Connie Cundy was asked if decision had been made as to where on the website, payment via PayPal would be made. This has not been discussed by the committee, but payment would be within the event registration information. Currently, there is a hot button for reservations in the information about the luncheon. Right now, the hot

button takes the member to a reservation form. In the future the hot button would be interactive for registration and payment.

- Sue Madison asked about how quickly funds would be available. Once the payment is made through PayPal, the transaction is almost immediate, and funds are available.
- Hot button needs to be shut off as triggered by the deadline for reservations.
- Peggy Tang asked if a member could make payment directly from their credit card. No. The Club does not want to handle any personal information that would come in if that option were available. Only PayPal will be used, and this assures a secure transaction.
- In using PayPal Peggy believes a member would need to set up a PayPal account if they do not currently have one. She is concerned about this being a barrier to members using PayPal. The committee will research this issue.
- The UMWC must set up an account with PayPal.
- The UMWC does not know how many people will use PayPal, but members attending the new member coffee events were happy to hear about the option.
- Dorothy Waltz was concerned about an increase in email solicitations due to setting up a PayPal account.
- Sue Madison had concern about the language in the motion regarding the eventual use of PayPal to pay scholarship donations.

Vote on motion to use PayPal

Catherine Holtzclaw made a motion seconded by Dorothy Waltz to amend the motion to delete the words, “and eventually donations.” Motion passed with one No.

Members voted on the following amended motion: “It is proposed that the University of Minnesota Women’s Club board approve the implementation of the use of PayPal for dues and luncheon fees. The requested budget is \$2000 out of the special fund”

Motion passed with one No and one abstention.

- Connie Cundy asked as to whether the technology committee is authorized to go forward. The motion was passed, so the committee can go forward.
- Connie asked that members send concerns, suggestions, parameters, and guidelines regarding the use of PayPal.
- There is concern from the treasurer about access to the UMWC Operations bank account for PayPal use.
- The new treasurer, Joan Mitchell should be informed of PayPal approval. Joan will receive training in June.

Maggie Hoover made a motion by Georgia Nygaard to adjourn. Motion passed.

Adjournment: 1:37 p.m.