



OWAC Board of Directors Meeting

~ November 14, 2021 – 4:00 pm ~

Location: Visit Tuolumne County Headquarters, 193 S. Washington Street, Sonora, CA

AGENDA

- i. Call to Order: 4:29PM
- ii. Roll Call – Carrie Wilson
In attendance: Tom Martens, Peter Schroeder, Bob Semerau, Betsy Senescu, Barbara Steinberg, John Williamson, Carrie Wilson and Risa Wyatt.
Guest: Gigi de Jong
- iii. Review and approval of Oct. 11 BoD meeting minutes (APP A)
 - Risa moved to approve, John seconded
- iv. Call for Additions to Agenda.
 - Requested to hear from website editor Gigi first
- v. Website - Gigi
 - Confirmed that all known website issues have been dealt with.
 - Discussion on timing of renewal reminders, revised to: 4 weeks, 2 weeks, 1 week before, 1 day, and follow-up'
 - Board agreed to increased security option to the website.
 - Gigi will be presenting on use of the website at the Gen'l meeting 11/15, encouraging more blog posts
She will investigate possibility of ...@owac.org addresses for members
 - Gigi requested official web- and OWAC-related inquiries go to her at Editor@OWAC.org
 - Barbara – inquired about Gloria Jones' membership: Bob will follow up
 - Gigi was thanked for attending and her contribution.
- vi. Financial Report - Bob
 - Bob presented the general account balance is \$16,660.83
This is an increase of roughly 200% since Bob took over as ED five years ago and feels funds should be used to support OWAC's mission, events and growth of the industry.
- vii. Investment/Endowment report – Peter
 - Peter reported a combined balance of \$15,900 in the endowment and scholarship portfolios and distributed an overview of investments as of 11/21

See attachment
 - Peter noted OWAC has raised \$14,400 in endowments and earned dividends of roughly 20% which are re-invested
 - Roughly 10% of funds have been paid out of Vachini scholarship and EIC award winners and Bd. discussed offering of cash prizes going forward
- viii. Fall Conference - Tuolumne County, Sonora
 - Tom will bring members up to date on Tom Stienstra at Gen'l Meeting
 - Storytelling Session was added to Mon. night program. Peter to intro and host the session, coordinating with Barbara (raffle drawing)
Six participants, seven to eight minutes each

- It was suggested we consider videotaping the Spring conference storytelling and perhaps other sessions
 - Covid Protocols – Barbara
 - Use of masks required except when eating and drinking
 - Numbers are limited and social distancing suggested
 - Use hand sanitizers and antibac wipes, etc.
 - Barbara will presented early in the agenda to remind attendees
 - Raffle – Barbara: requested all prizes delivered to her for preparation
 - Photo Contest Shirley Miller
 - Discussed parameters – will be reviewed in Gen'l Mtg
 - Tear sheets - Betsy
 - Will present importance of publishing/ broadcasting conf. venue and sharing tear sheets or links, and its importance in soliciting future conference hosts
- ix. Spring 2022 Conference is 'on' for Big Bear Lake, CA - May 8 to 11, 2022
- Extend conference invites to OWAA, NOWA, BATW?
 - Suggested we give OWAC members a 'first crack' at registration – as member benefit and to encourage early reg.
 - Gigi will be paid \$250 to handle registration for Spring Conf.
 - Barbara added Don Vachini should be encouraged to attend
- x. Update on corporate, legal documents filed to update tax deductible status - Tom
- Tom has filed Articles of Incorporation with Secretary of State, updated address and contact details
 - We are waiting for response; believe we're in good standing
 - Tom offered to update our Articles of Inc. for publication on OWAC site
- xi. New guidelines for the OWAC EIC and Vachini Scholarship EIC – Peter
- Vachini Scholarship
 - Contest will follow same format/criteria as last year
 - Entrants will be asked to sign a release for OWAC to publish entries for publicity purposes
 - Matt Johansen is keen on promoting event
 - Distribution of prize money to be determined
 - OWAC EIC
 - “\$1000 in prizes awarded” and distro determined later
 - Discussion re: giving cash prizes relative to entry fee
 - Carrie discussed awards are part of OWAC mission, to encourage publication and motivation
 - Peter will set up outline of rules, fees, etc. to go to Board for approval
 - John will assist with entry submission process and software, seek a solution to last year's costly software
- xii. Newsletter – Peter
- The Bd. Agreed on the importance of more member submissions to blog and newsletter
 - Peter also recommended each issue should recognize OWAC supporting members, include minutes of last meeting, committee reports, etc.
 - Peter suggests we need a newsletter coordinator / managing editor and will put this out to the Gen'l membership
- xiii. Publicity – Betsy
- Betsy will encourage members to publish/broadcast coverage of the conference destination, venue, and activities both during and post-conference
 - She will also do a post-conference press release for OWAC
- xiv. Membership – Status and Membership drive - Barbara/John
- OWAC currently has 56 active members, an increase over last year

Nine members have expired in the last six. mos., John will advise the Bd. Monthly re: who hasn't renewed so we can reach out individually

- OWAC has four active supporting members; Bob will pursue expanding sponsors
- Peter advised of a number of Nevada-based OWAA writers who 'don't have a home base' and suggested we invite them to join OWAC

Peter has also combed other organizations to entice them to attend our conference in advance of joining, as a 'teaser'

xv. OWAC Leadership and Board Critique – Peter

- Question: "Regarding the board's activities over the past 12-18 months, what went right and what went wrong? What worked and didn't work? How can we improve in the next year?"
- The Board concurred that the future of OWAC looks strong, thanks to the dedication Board and Members; that despite a tough 2020-21 we are rebuilding numbers and funds. The Board expressed passion for OWAC, our mission and members, and the contribution each member is making to keep growing our prospects.
- Barbara encouraged members to support OWAC in every way possible and noted she has made a donation from her Trust to OWAC

xvi. The next BoD Teleconference Meeting is scheduled for Mon., Jan. 10, 2022

xvii. Barbara made a motion to adjourn; Bob seconded. All in favor. The meeting was adjourned at 6:48PM