

## OWAC TELECONFERENCE MINUTES – January 9, 2023

7 p.m., Monday January 9, 2023

ZOOM meeting # 828 4189 3521 Passcode 387852

### I. Call to Order

7:08 pm by Carrie Wilson, President

### II. Roll Call by Carrie Wilson

Attending: Mike Harris, Matt Johanson, Laurie Morrison, Bob Semerau, Betsy Senescu, Barbara Steinberg, John Williamson, Carrie Wilson

Absent: Tom Martens, Don Vachini, Peter Schroeder, Risa Wyatt

### III. Minutes: Taken by Mike Harris

### IV. Approval of Minutes [Dec. 12, 2022]

Motion by Bob Semerau: To accept the minutes

2nd: Betsy Senescu

Approved: Unanimous

### V. Finance: Bob: Current balance: \$15,367.16

No major expenditures. Bob said we are doing an in-depth accounting and review because the IRS is nudging us. Once we have that done we will know where we stand. We are doing a full review, crossing all the t's and l's. There's really nothing new. Next week we will send them a note asking if we're OK. So far, no response from them.

### VI. Outdoor Californian of the Year status Laurie Morrison/Carrie.

Laurie: The good news is we got a lot of responses. The bad news is we got a lot of responses. We got 360-plus responses. We got way too many responses. There may have been a problem with Survey Monkey. Maybe somebody shared the link and weren't supposed to. Betsy asked if was due to anonymous people? Laurie said she had asked for that. We will figure it out. Right now we can only speculate about what happened. Bob suggested we should make the cut off just before the landslide came in. There is no deadline. Carrie said she didn't want to cut it off entirely. No decision made.

### VII. What are the membership benefits for joining? Bob: why should anyone become a member of this organization? Mike gave an overview of his ideas to increase membership.

Mike said we need to have strong member benefits as reasons for freelancers to pay for annual OWAC membership. We need to focus on two areas: improving member skills in their respective areas, such as writing and photography, with seminars, and providing tourism connections that members can approach for freelance work.

Mike gave as an example the how to do a podcast seminar presented at the last Spring Big Bear conference. Mike said we should have such seminars on our website as well and available to paid members only. Also, any future conference seminars on improving member skills should be recorded and posted on the Website for members only. Mike also suggested OWAC should develop connections with tourism organizations and chambers of commerce where tourism has a big economic impact, as well as businesses that focus on attracting tourists. Mike volunteered to start finding travel organizations and businesses that might be looking for freelance help and begin making contacts for an OWAC list. Carrie said we should find a tourism person to tell us what they are looking for. John suggested we also might be able to get them to join as supporting members.

VIII. Membership report, John Williamson: Membership is dropping off. It would be good to know why dropping off. What do they need?

XI. EIC Peter/John:

Using a software company and just re-initiated it. Submission date is Jan 27. Betsy said to make the date 3/1 to 3/31. John said to talk to Peter and make it earlier. Bob said to make it earlier, maybe mid February.

X. OWAC Press Cards 2023, Bob; He is making 22-passes as requested and will have them in his hands before the week is done.

XI. Vachini Scholarship contest: Peter/Don/Matt

Bob: Only one entry so far. Betsy said we sent out a bunch last year. Should develop press releases and send to schools. She asked all to send to our own media list. Matt said we've got to get it to the teachers. The deadline is April 11. Bob said he was not concerned only have one entry and maybe he will send a reminder to his teachers group. Matt said the contest open to all California high school students.

XII: Website cleanup. Bob/John/Gigi

Bob: We are trying to clean it up. Spoke to Gigi Dejong and she's more than willing to do what it takes to get in cleaned up for a fee, maybe a couple hundred bucks. Want to establish a newsletter on website but right now it doesn't populate. Bob said Gigi said she is willing to do a tutorial so we can do it on our own. Bob proposed board approval to pay her and cap it at \$300. Verbal board agreement was unanimous by those present.

XIII. Update on Spring conference Locations. Barbara: She visited Yuba Sutter. Bob: they asked questions. Also, Palm Springs responded positively. Possible Spring Dates / Bob: Suggesting last 10 days of May / June. Fall Dates: Maybe the last October or first week of November. Whatever works for the host. Laurie: what about Yucca Valley and Joshua Tree? Bob: We need to get a personal contact. If you have a name, generally you get a positive response. We need to come up with a contact. Carrie: Hoping Mammoth in the fall. Barbara: Maybe Mono County?

XIV. Next Meeting Date: 7:00 p.m. Monday, February 13, 2023

Motion to adjourn

Barbara / made motion

John / second

Vote unanimous

Adjourn 8:03 p.m.