

UPPAA Board Meeting Agenda

February 6, 2020 via Zoom

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Action Items:

- **Brandy will look into getting a PayPal credit card reader** with any necessary assistance from Larry.
- **Brandy will compile a list and brief rationale for upcoming membership changes** to be voted in at the Spring Conference. Proposals include but are not limited to January dues renewal instead of April to reduce logistics problem and make life less confusing for members, and make conference registration simpler to do. Also proposed was a First-Time member charge which would be \$5 extra and waived on subsequent years when membership was renewed. The idea there being to discourage every-other-year memberships which create havoc for budgeting
- **Brandy will email Jen the information for membership registration/renewals.**
- **Gretchen will check on the restaurant in the basement of NMU library.**
- **Gretchen will talk to Leigh Berry to reserve the rooms with the registrar.**
- **Larry will meet with the writers' group at NMU and report back next month.**

1. Start RECORDING

2. Call meeting to order

Present: Victor, Brandy, Larry, Gretchen, Tyler, Jen, Craig, Theresa.

3. Approval of January 2020 Board Meeting minutes

Motion made by Victor to approve minutes. All in favor. None opposed. Motion carried.

4. Evaluate success of January 2020 todo items.

2020 Conference Expansion and Venue:

NMU update – Possible use of vendor tables in common area.

List of items that need to be cleared with Leigh Barry about the room for the 2020 conference vendor tables – make arrangements with NMU Facilities dept. Suggestion: Gretchen take charge of room reservations and food because she has most hands-on experience with NMU.

- A) Jamrich Hall – big room needed for at least ½ day – must be requested from registrar's office —Gretchen will do this with Leigh Barry.
- B) Friday Writers Workshop – nail down classroom for this, probably Jamrich area, as above
- C) Lunch/catering – what's left on this? Gretchen to take charge
- D) Final bios, talk titles, and talk descriptions – to be collected by Victor before March meeting. Deadline to be Feb 20th, 2020.

Gretchen met with NMU to find out about catering and options for lunch. The cheapest option is boxed lunches for \$13.50 each. People can also bring their own brown-bag lunch or eat at a nearby

restaurant. Coffee is \$16/gallon, lemonade is \$12/gallon, cookies and muffins are \$0.75 each. Ice water dispenser is free. We'll order these the week before the event. The caterers will deliver the boxed lunches to the library. We'll likely have to charge \$14-\$15 for lunch to cover the drinks and cookies/muffins. UPPAA might still cover a portion of the food even with these charges.

At the Friday writers' workshop, Gretchen was thinking we would provide coffee and cookies—she asked what the board thought. Deb said we could just provide coffee and cookies for the workshop and tell people to bring their own lunch, or give each person \$10 toward their lunch. The writers' workshop will be 10am - 5pm.

Larry said we should send out a letter to explain the charges. Brandy said we charge \$40 for membership, \$50 for a family or business. Students are \$15. The increase was \$10 from the previous year. We could charge \$10 for lunch to make up some of the cost. Brandy said we should have people opt out of lunch rather than choosing to have lunch.

Brandy asked: if the newsletter is a member benefit, should it be on the website where it can be accessed by everyone? Good question! A significant portion of our membership renews their membership only to attend the conference. We're also seeing a smaller bump in membership related to the UP Reader submissions because membership is required to be included in that.

Gretchen said one reason NMU suggested the boxed lunches is due to the conference location—in Jamrich Hall, it's easier to transport food in boxes.

Deb said for the writers' workshop, we can state people need to provide their own lunch. Gretchen and Victor mentioned the tight scheduling—the writers' workshop might not allow enough time to leave, eat, and return in time for the afternoon sessions. One hour is allowed for lunch.

Tyler said there's a Mexican restaurant in the basement below the NMU library—Gretchen will check on that and see if they'll open in early June and what their hours are.

Gretchen said NMU gives us a discount because we're a non-profit organization and they're delivering to us on campus.

Victor asked for a final decision on the lunch fee we'll charge. Brandy pointed out we collected an additional \$10 per member, and we are now charging more for non-members to attend the conference. Last year, about 25% of the attendees didn't pay for lunch because they were on a speakers' panel or Dandelion Cottage people.

5. Treasurer's Report

We had income of \$40.00 from a new member. We also had a \$250 donation from a UPPAA member. The member wishes to remain anonymous, so we will respect his/her wishes. On the expense side we had our usual \$10 for our monthly Groups.IO and a \$96.00 yearly fee to keep our Internet presence.

Stats for January, 2020

\$106.00	Expenses
\$290.00	Revenue
\$650.00	Short Story Fund

\$200.00	Middle-Grade Short Story Fund
\$901.39	General Fund
\$1,751.39	Total Resources

Larry said we have \$300 less than we had at this time last year. We also have \$200 set aside for meals for the Dandelion Cottage people. If we're short, we can do some creative financing—Larry is willing to use his own credit card for expenses and get reimbursed later if there isn't enough money in our debit account.

Gretchen suggested the UPPAA board members start paying membership dues. Tyler said many organizations have a lifetime membership offer. If we did that, it would give us a fund on which we could earn interest. Or we could have different levels of membership. Victor reminded the board that Brandy suggested renewing memberships in January, which would help eradicate the cash flow crunch. Renewing in January would also remove the tight association between membership and attending the conference. There are many other member benefits besides the conference.

Brandy also suggested that new members pay an additional \$5, then renew at the lower rate each year. This rewards people for renewing on time and removes the problem of people renewing every other year. We should vote on this at the conference. Brandy will amass a list of membership issues for consideration to include in the vote.

Deb made a motion to have board members pay dues. Gretchen seconded motion. All in favor. Motion passed. This change is effective this year. Board members will owe membership dues in April 2020. Tyler and Lynn Emerick will continue to enjoy free membership dues for their lifetimes.

We will renew in April 2020, then begin renewing in January 2021 and beyond. Brandy suggested we have something interesting in February to inspire people to renew on time. An event or webinar of some sort. We'll revisit this after the conference.

6. **Dandelion Cottage Report:**

Larry said this year we have four entries at the junior level, all from the same school. Deb is thinking about doing a workshop to encourage more schools in the Copper Country to submit. Larry said the senior level is taking off. He'll send a letter to the judges tomorrow. Victor will send copies of UP Reader to teachers if we can get names and addresses. Larry also talked to the writers' group at NMU. In two weeks, Larry will meet with them and give them brochures and information about UPPAA. He'll report on this meeting next month.

6. **U.P. Reader Chair Report**

Mikel was unable to attend. Victor said we're ready to publish around April 1. He already has the images and cover design, which leaves editorial process yet to do and various proofread passes. Deb will do a final proofread of the text.

7. **U.P. Notable Books discussion** to be led by Mikel

Tabled for now as Mikel is not in attendance.

8. **Speakers Bureau:**

Victor asked about Carrie Pearson's presentation. Tyler, Larry and Brandy attended. There were about 20 people in attendance. Larry said now that we have an "in" with the writers' group there, we might get more people attending the speaking events. Larry said in the future, we should schedule it for Thursday at 7pm because this is when the writers' group meets.

Victor wants a theme for next year. This year's theme was "writers on writing". The board is encouraged to think about a theme for next year. It should be educational, not just a book signing event. Victor said we can put something in the next newsletter saying the speakers' bureau is open for a new theme for next year.

9. Webmaster's Report:

Jen asked if we should stop posting the newsletter on the website—she was posting it because we did in the past. Victor said the newsletter is also a promotional tool. Tyler said it shows we're active, with current newsletters out there. Victor wants to keep posting the newsletter. Brandy will change the wording in the membership renewal to remove the newsletter as a benefit. Deb pointed out the newsletter is emailed and mailed once per year to members. Jen suggested we could point out that members are allowed to put things in the newsletter. Tyler said a member could submit an article to the newsletter, and count it as a publication. Brandy will email Jen the changes regarding opting out for lunch on the renewals to reduce the time spent on tracking people down to ask for a lunch decision.

Brandy suggested we get a PayPal reader to accept payment from people at the conference. She'll look into obtaining a card reader.

10. Membership Chair Report:

Brandy said we have one new member and one renewal this month. She'll make a list of things the board will need to vote on regarding membership next month.

11. Newsletter Chair Report:

Deb said the newsletter was sent out a bit later than usual due to Mikel's lack of Wifi signal. Victor said we received our first invoice from Designotype for laying out the newsletter.

12. Motion to end meeting

Motion made to adjourn by Victor. All in favor. Motion carried.

Proposed Conference schedule for 2020 (copy for discussion purposes)

9:00-9:30 - Registration in the atrium area, coffee and cookies, vendor area live.

9:30-9:45 - Opening remarks, President. Somewhere in Jamrich Hall I hope

9:45-10:45 - Keynote, Carolyn Howard-Johnson, continued in same room

10:45 - 11:00 - morning Break time

11:00 - 12:00 - First post-keynote speakers (A and B)

12:00 - 1:15 - Lunch / business meeting

1:15 - 2:15 Afternoon Session #1 (C and D)

2:15 - 2:30 Afternoon Break #1

2:30- 3:30 Afternoon Session #2 (E and F)

3:30 - 3:45 Afternoon Break #2

3:45 – 4:45 "Birds of a Feather" hour

4:45 – 5:00 Door prize giveaways / concluding remarks – can be done in Atrium area if needed

So you could leave as late as 7AM and still make it in time for opening remarks at 9:30AM.