

## UPPAA Board Meeting Agenda

March. 5<sup>nd</sup>, 2020 via Zoom

To join in <https://tinyurl.com/call-uppaa>

### Action Items:

<b>Gretchen</b>	-call the Ramada Inn and tell them we found a different venue. -call Borders Grill for menu and pricing -pay Women's Federated Club \$50 deposit for writers' workshop
<b>Brandy</b>	-return the contract to the Masonic Lodge with the \$200 deposit. -email Victor & Jen re-ordered list of membership benefits for UP Reader
<b>Jen</b>	-update web page with re-ordered list of membership benefits
<b>Larry</b>	-write check for \$50 to Women's Federated Club and give to Gretchen
<b>Victor</b>	-construct welcome email for writing workshop attendees -add photos of speakers to website -write press release to promote conference -contact people about renting vendor tables -make shopping cart widget for vendor tables

### 1. Start RECORDING

### 2. Call meeting to order

Present: Victor, Gretchen, Larry, Brandy, Deb, Jan, Craig Brockman

### 3. Approval of February 2020 Board Meeting minutes

Motion to approve made by Gretchen, seconded by Deb. All in favor. Motion carried.

### 4. Conference Venue:

Vote for UP Masonic vs. Ramada Inn

Gretchen has attended events in both places; both are adequate, but she prefers the Masonic because it's a couple of hundred dollars cheaper, is within walking distance of the Landmark Inn, has free parking, and the Masonic offers a nice, large room.

Larry said the only down side is that it might be difficult to locate for those who aren't from Marquette.

Deb said we can include the address in the spring newsletter.

Brandy said the issue isn't locating the building—it's locating the third floor, where our conference will be held. We'll station someone at the door to direct people.

Brandy has the Masonic Lodge contract. They need a \$200 deposit and an assurance that we won't make a mess. Brandy will try to reserve it using the UPPAA card. They're charging \$800 for the banquet room, including the kitchen. The blue room is also included, and the lounge that connects the two rooms. This is a drastic discount on their regular fees (regular price would be \$2050 for the space we're renting—we qualify for 50% off because we're non-profit, but we're getting an even bigger discount

than that). The blue room holds 60 (we would use this for the break-out sessions) and the banquet room holds 216 people. Vendors, etc could set up in the lounge area. They have a projector, possibly two (one isn't tested). If we set up everything, they won't charge us the \$125 for technology set-up. Brandy will set things up. We can rent a projector from the library for \$50 or \$100 if needed.

Deb motioned that we use the Masonic Lodge for the venue. Larry seconded the motion. All in favor, none opposed. Motion carried.

Gretchen will call the Ramada Inn and let them know that we won't be using their facilities.

Brandy asked what time we're officially starting at the Masonic Lodge. We'll need to let them know what time we need access—at least an hour before registration begins. Registration will begin at 9am.

5. **Conference Lunch Catering:** Borders Grill, should check prices to see if they are the same

We used Borders Grill last year and everyone seemed happy. The price was reasonable.

Gretchen will call Borders Grill and get prices for this year. Larry said we can either charge extra for lunch or incorporate the cost into the annual membership dues. We'll have more coming in that Larry previously expected.

Brandy reminded the board that last month, we said we wouldn't charge a separate fee for lunch. We'll cover the cost with the membership dues.

Victor asked when we're going to open registration. Brandy wants to do the annual membership renewal at the same time so it's less confusing for people. Since lunch is included, there won't be an option to purchase lunch.

Brandy will give Gretchen a head count before the conference so Gretchen can order an appropriate amount of food.

6. **Conference Vendor tables:** Victor to contact 3 people who were willing to rent tables. Victor to make a shopping cart widget for vendor tables: NOTE: we have maxed out on concurrent products we can sell under the "free" ecommerce plan (six items)

7. **Conference Programming:** Victor has put up web pages with final bios, talk titles, and descriptions. Links were sent to board for review, no notes came back. Probably these can be imported into the Newsletter without too much hassle.

Victor will put photos of the speakers on the website. He'll also put a press release together to promote conference.

8. **Conference Publicity:** need to get Tyler's past press release.

9. **Fiction Workshop:**

Gretchen has contract with Women's Federated Club, needs check written for deposit amt.

Victor to bring borrowed projector (screen is available)

Gretchen asked if the WFC is the only option. Brandy said the library is free for one-day use, if you're using one of the smaller rooms. Victor said we're trying to fit 20 people in groups of 4. The

WFC would probably be the better venue, and Bethany already approved the WFC. That space will accommodate the intricate seating arrangement she wants to use.

The Women's Federated Club wants \$50 in advance with the contract, so Gretchen will need a check in that amount for the WFC. They'll want a second check for \$75 on the day of the event. We'll receive a \$50 refund if we leave it clean and tidy. Larry will write a check for Gretchen to take.

Bethany wants to set up Thursday night for the Friday Workshop. We're not yet sure if we can access the space that evening or not.

There's a kitchen at the WFC with an available refrigerator. This will be a brown-bag lunch event. People can park at the library or church and walk to the WFC.

Victor will construct a welcome email to give attendees the information they need to prepare for the workshop.

### **10. U.P. Reader Chair Report**

Larry is still waiting on bio information for the contest winners who will be published in the UP Reader. He may have to write a bare bones bio for those who don't respond.

Victor is shooting for April 10 to have the UP Reader on Amazon.

Gretchen reminded the board we'll need a vendor table for the UP Reader. Victor said we'll need two tables—we can sell T-shirts and all four issues of UP Reader.

LATE UPDATE: Deborah has completed the editing pass and so Victor will do another editing pass and then send it out for typesetting.

### **11. Speakers Bureau:**

No news this month.

### **12. Webmaster's Report:**

No news this month.

### **13. Treasurers Report**

Larry submitted report via email. Brandy has been trying to get a card reader from PayPal, and she doesn't have the required information. Larry will need to request the PayPal to answer security questions or we can set up a Square account and get a Square card reader. Brandy will look into setting up a Square account.

### **14. Dandelion Cottage Report:**

Larry gave us updates (see UP Reader section).

### **15. Membership Chair Report:**

Brandy received three renewals and one new membership over the last month. We have 99 members total.

At the conference, Brandy wants to vote on:

1. moving the annual renewal date to January 1

2. charging a late fee for those who don't pay their membership by March 1
3. charging slightly more for new members (\$5) than for the renewing members

These measures will encourage people to keep renewing and to pay on time each year. Perhaps we can have a members-only event in February to make it more attractive to join/renew in January rather than waiting for the conference.

Brandy suggested re-ordering the list of membership benefits and put the more attractive benefits at the top of the list in the UP Reader. She'll email this suggestion to Victor.

Victor asked when we can start online registration for the conference. Brandy said we can do it on March 15. Deb agreed with March 15. We also have the writing workshop event — the additional 2 weeks (starting March 15 rather than April 1) will be helpful.

#### **16. Newsletter Chair Report:**

Spring newsletter will go out sometime in April. It'll get mailed out, and it'll feature the conference and writers workshop. Deb hopes to have it out by the end of April so people will have a month to sign up for the conference.

Gretchen asked if we're doing the Friday night dinner at the Landmark. The Landmark is changing from a northern Italian restaurant to a wood-fired pizza restaurant. Brandy said they're closing mid-March or so to remodel. They should be reopened by early June, but we may have to find an alternative dinner location. Gretchen will handle dinner arrangements for Friday night.

#### **17. Motion to end meeting**

Deb made motion to adjourn. Seconded by Gretchen. All in favor. Motion carried.