

**ARMY ENGINEER SPOUSES’ CLUB**

Monthly Board Meeting Minutes

4 November 2020

**IN ATTENDANCE VIA ZOOM: Tanya Toussaint, Mary Alice Jakso, Brenda Schultze, Basia Kent, Betsy Rayfield, Michelle Funkhouser, Bette Meuleners, Launa Klimowicz, Terri Stevens, Chris Hill, Wendy Owen, Priscilla Noah, Vanessa Joly, Deb Wehr, Sheila Kelly, Debbie Milhorn, Lucy Fratello, Kara Anderson**

**CALL TO ORDER**: at 1003

***UPCOMING DATES:***

* 11/6/20 Huntley Meadows Tour
* 11/16/20 Army Museum Tour
* 12/2/20 Cookie Exchange/Board Meeting @ Launa’s
* TBD White House Tour (Dec 7, 8, or 14th)
* 3/6/21 Cocktail Party
* 5/2/21 AEMA Luncheon

***PRESIDENT***: Mary Alice Jakso

1. Mary Alice attended the October board meeting.
2. She attended the Annapolis Ghost Tour.
3. Mary Alice set up, sent out evite, and collected money for the Afternoon Tea.
4. She attended the Afternoon Tea in Fredericksburg at Spilt Tea.
5. Mary Alice handed out AESC pins to members.
6. She sent out the evite for the Cookie Exchange 12/2- please note change of location to Launa’s home. Also, Mary Alice requested for any board member who would like to make extra cookies for the exchange, she will make a cookie basket for members at the Fairfax. Bette has checked and they approved cookies being brought in to residents.
7. She sent out the evite for the National Museum of the United States Army Museum set for 11/16.
8. She spoke with and emailed board members and members.
9. Mary Alice wrote the president’s letter for November Castle Gram.
10. She sent pictures from events to Erin and Michelle.
11. She brought the box of blankets to Betsy.
12. Mary Alice confirmed the date for the Cocktail Party for 3/6/2021.
13. She confirmed the date for the AEMA Luncheon for 5/2/2021.
14. There is prospective date change for the White House Tours: Dec 7, 8, 14th.  This is due to the WH possibly not being decorated for Christmas for the original dates.
15. She started collection to get Omaha Steak crockpot meals for Nancy Temple. Nancy is a past president and has been a big part of AESC and May Alice would like to honor her in this way.
16. Mary Alice will continue trying to fill the Vice President and also the Hospitality position.
17. She will keep promoting new items from Castle Boutique on FB.
18. She will get the fundraising letter sent out.
19. Ria Etheridge stepped down from Hospitality due to personal reasons.

***VICE*** ***PRESIDENT***: Vacant

***SECRETARY***: Brenda Schultze

1. A motion to approve the October 2020 board meeting minutes as read and amended was initiated by Bette Meuleners, seconded by Kara Anderson and approved unanimously.
2. Brenda attended the October board meeting.
3. She prepared the October board meeting minutes and sent to the board for review.
4. The Board Report template was sent to board.
5. She sent the Zoom link to Circulation for sharing November Board meeting with general membership.
6. She prepared and sent November board meeting agenda to board.
7. She will complete the November board meeting minutes and send to board.
8. She will prepare and send December Board meeting agenda.
9. Brenda worked on AESC letterhead for the fundraising letter.
10. She attended the Afternoon Tea event.
11. Brenda prepared and sent board roster document to Jackie for the Red Book.
12. She updated the 2020-2021 Motion list to date.
13. Brenda will support Board and Members with upcoming goals as well as special events.

***TREASURER***: Basia Kent

1. Reconciliation:

Account Balances (as of 1 November 2020)

* + BB&T Statement, $26,207.86
  + Register and General Ledger, $26,604.12
  + PayPal, $1037.52 (Membership and W&M)
  + Square Payments, $384.03 (W&M)
* Cash/Check Deposit, $955.10

1. Basia will work on account reconciliation for November.
2. Basia continues to work on product development.

***AEMA CHAIRPERSON*:**  Laura Putnam

1. The AESC Executive Board voted in the new requirements for the AEMA awards at the October Board Meeting.
2. The AEMA committee met and revised and voted on the new scoring and rubric for evaluating AEMA Applicants.
3. The AEMA application will be posted on the website by Dec 1st.

***SCHOLARSHIP:*** Kara Anderson

1. Kara participated in the AEMA application scoring rubric and application wording meeting. Kara noted that they had a good discussion taking into consideration students of all abilities as well as restrictions to applicant’s activities due to Covid.
2. Kara checked the mailbox and forwarded mail as necessary.

***CIRCULATION***: Sheila Kelly

1. REMINDER: Circulation email OFFICIALLY changed to .org circulation@armyengineerspouses.org
2. A test email was sent to the board and a few others to see if receipt and delivery status notification would work. It was brought to Sheila’s attention that if the recipient's email system does not have their email settings set to blocker that automatically asks permission to allow a tracker, then this test will be null and void. Also, whether the person who reads the email actually wants to send back a read receipt. Generally, the recipient gets a message saying something like “This sender has requested a read receipt, is this OK?” This does not mean they have actually READ the email.
3. Sheila continues working with Membership, sending multiple email reminders to renew membership. NOTING: deadline to be included in Red Book WAS October 31st.
4. Per Treasurer, Membership, & Webmaster, there are still six folks that have filled out a membership application but have not sent a payment. Sheila has emailed them multiple times with a link for payment.
5. There are 50 people who were members last year but that have not renewed this year. Jackie is going to call them.
6. On November 1st Sheila removed emails of those who have not renewed or paid membership. Once payment is received or as people join, the email will be added.
7. Sheila currently emails 182 members including honorary, she will verify this number with Membership.
8. PLEASE text Sheila at 912-271-7835 if you send her an email that needs to be sent.

Emails Sent

10/5 October Castle Gram (all)

10/6 Test email for returned receipt (board & a few others)

10/26 Membership final days (non-renewed 70)

10/29 Board meeting zoom info (all)

10/29 Individual email for membership payment (9 total)

10/31 Board info and save the dates (board)

***WEBMASTER:*** Terri Stevens

1. Terri changed the Website Registration process for Members Only Access

**Old**:

* 1. Any user can register/creates an account on the website which gives them immediate access to the Members Only Page.
  2. Terri verifies that they are members. If they're not, she contacts them and directs them to the membership application.
  3. If they still don't join after several reminders, she removes them from member access.

**New**: Effective Nov. 1, 2020

* 1. User registers on the website and receives the message, "Your account has been created but must be approved by the site owner. We'll send you an email once that happens."
  2. Terri compares the new registrations with the membership list and approves them. (She has access to online payments.) Once approved, they receive an automatically generated "Acceptance" email and have access. Terri is usually able to approve on the same day. Only paid members will now have access to the “Members Only” section.

1. Half of our Members have created a website account.
2. Terri added the November Coupon Code for Castle Boutique to Members Only Page
3. She added photos from Tea
4. She added the Army Museum event
5. Terri updated the Contact page - Sharise, Tanya, Jennifer B, Erin
6. She added Wreaths Across America fundraiser to the home page.
7. She added September board meeting minutes to Members Only page.
8. Terri will finish the last .com/.org transition, which is AEMA.
9. Terri will feature the Lynch Creek Fundraiser for the holidays.

***NEWSLETTER/CASTLEGRAM***: Michelle Funkhouser

1. Michelle attended the October Board Meeting via Zoom.
2. She completed the October issue of the Castle Gram and emailed PDF to Circulation for distribution to club members.
3. She reached out to Keepers of the Castle for articles and pictures for the Castle Gram.
4. She will reach out to Roz Riley to include a tribute to MG(R) Temple in November Castle Gram.
5. She communicated with board members, as needed. Michelle thanks the board for all of their submissions and pictures.
6. Michelle will request/gather information for the December Castle Gram.

***NOMINATIONS***: Vanessa Joly and Bette Meuleners

1. Bette and Vanessa will continue to assist the board as needed.
2. Bette noted: No particular report except we’ve lost a wonderful Engineer, MG (Ret) Bo Temple. Keeping Nancy and her family in my thoughts and prayers.

***HOSPITALITY/ RESERVATIONS*:** Lucy Fratello

1. Lucy and Ria submitted board report to the secretary.
2. Lucy and Ria checked the following AESC e-mail accounts:
   * + 1. Hospitality
       2. Vice President
       3. Events
       4. RSVP
3. Lucy will continue to monitor these email accounts in November.
4. Lucy will provide general assistance to other committee chairs as needed.
5. Lucy will create the Cocktail Party invitations.

***WELFARE/SERVICES***: Jennifer Broderick

1. Jennifer updated the flyer for the Lynch Creek fundraiser and for Wreaths Across America. She also included information regarding the Angel Tree sponsorships this year. She sent everything for Castle Gram and for circulation.
2. As of November 2nd, there are **14** wreaths sponsored for Wreaths Across America and there is **$291** raised so far for the Lynch Creek Farms Fundraiser.
3. Jennifer will continue to push out the Lynch Creek fundraiser and Wreaths Across America. She will update information on flyer as purchases and sponsorships are made.
4. She will continue to update the Angel Tree information.
5. Jennifer will contact Roxannamaria at Fisher House to see if there are any updates for when meals can be delivered.

***KNOLLWOOD BAKE SALE***: Priscilla Noah

Nothing noted

***MEMBERSHIP***: Jackie Caldwell and Laura Putnam

1. Membership total as of 2 November: 177

* Breakdown:

New Members: 20

Rejoining Members: 19

Returning Members: 138

Membership Goal: 225

1. Membership and Circulation have sent many email reminders to the 2019-2020 membership to renew their membership.
2. Kara noted that the deadline to be in the Red Book would be extended by about a week or so. She also noted that Jackie makes many personal phone calls each year to those who have not renewed.

***THE FAIRFAX LIASON***: Kay Burlin

1. No updates noted

***HISTORIAN:*** Erin Beer

Nothing noted

***FACEBOOK/PUBLICITY:*** Carolyn Hudson

1. Carolyn posted information on Wreaths Across America.
2. She posted Lynch Creek Farm fundraiser information.
3. Carolyn posted the October CB Special – Blanket bundle.
4. She posted Castle Boutique Items and highlighted the pink mask.
5. Carolyn will work with Betsy to create a scavenger hunt activity that increases traffic to the FB page.
6. She will post 2-3 times per week and continue to increase visibility.

***PARLIAMENTARIAN***: Launa Klimowicz

1. Launa got the Parliamentarian bin and binder.
2. Launa updated the Constitution and By-laws. She sent the updated version to Laura for inclusion in the new Red Book.

***CASTLE BOUTIQUE:***  Betsy Rayfield

1. Betsy fulfilled 18 online orders for a total of $1029.50.
2. She contacted a new vendor, Stephanie Kiesewetter, a jewelry maker and Engineer spouse! She purchased and received a shipment of jewelry for our new Engineer Button line. She took photos of jewelry and added to the website.
3. Betsy ordered Christmas Ornaments from Lighthouse Woodworking. She ordered more masks from Eye of the Needle Embroidery. She coordinated with Basia to order more blankets. The shipment on the way.
4. Betsy created a coupon code for members for November ‘Thankful10’ which is 10% off any jewelry. The October code for the blanket bundle was used 6 times.
5. Betsy worked with Brian Leahy, the AEA store manager, on a merchandise trade. They will no longer be carrying jewelry. She received earrings, necklaces, pins, charms and money clips in exchange for masks, luggage tags, patches and blankets. Each store paid for shipping their merchandise out. Betsy still owes Brian a shipment of masks when they come in.
6. Betsy is working with Erin Beer on better photos for website and also lifestyle shots for website and social media marketing. They are looking for:

1. Someone willing to let us do a photo shoot in their home with some of the home products.

2. Models for the new jewelry line!!

1. Betsy will continue to fulfill online orders, update website, and track shipping.
2. She will coordinate with Carolyn to feature the November special on social media and possibly a scavenger hunt with a CB prize.
3. Betsy will contact HECSA and USACE HQ about a holiday sale online since we cannot do an in-person sale, instead have a unique coupon code for all HECSA and HQ employees.

***CORRESPONDING SECRETARY:*** Shannon Luzzatto

1. Shannon will continue correspondence as indicated through notification by our President.

***NOTES:***

1. Mary Alice thanks everyone for all of their support. Let Mary Alice know if you need help with anything. Please take time for your family. We traditionally do not have a meeting in January. The main focus right now is to get the Cocktail Party invites through protocol and getting out the Fundraising Letter.
2. Tanya thanked Mary Alice for the phenomenal job she is doing. To all of the board members, you all are doing a phenomenal job as well keeping the organization going. We miss Sharise as she is moving into Quarters 7 today. With everything that is going on, keep vigilant and take care of yourself. If you have something going on it is okay to push something to the right. Covid has taught us that we can take some time for ourselves and slow down.

**TIME OF ADJOURNMENT: at 1041**

