



**Minutes for AFT Annual Meeting of Members
December 6, 2016 at 6pm**

In attendance from the AFT Staff & 2016 Board:

Magali Bergolla, Executive Director
Mary Carryer, M.A.L.
Christine Deymier, M.A.L.
Rosann Gonzalez, Treasurer
Dianne Janis, Secretary
Steve Jeton, M.A.L.
Rebecca McSwain, President
Raymonde Zlotnikoff, Vice President

Rebecca called the meeting to order at 6:04 pm.

Attendance was taken. A quorum of the Board was present. In addition, six members attended the meeting.

Approval of Minutes from 2015 Annual Meeting of Members

Raymonde made a motion to approve the minutes and Rebecca seconded the motion. The motion passed unanimously.

President's Report

Rebecca presented an update to the group about the current status of the AFT's search for a new Executive Director. Efforts to advertise this position have included using the AFT's Facebook page, the website, and Craig's List. Of the 10 applicants who have expressed interest thus far, 4 were determined to be viable. Phone conversations with those candidates narrowed the list to two finalists. Interviews will be set up for those two candidates to meet the whole board.

Julie Luchetta, teacher, has agreed to fill in for a few more weeks in the front office until a new E.D. is hired. Of tremendous help in getting the new E.D. familiar with the

AFT office routines is the completion of the very important “Procedures Manual” that has been completed thanks largely to Rosann’s hard work.

In the new year the board has set a direction to have more social programs such as the highly successful Wine Tasting at Cata Vinos and the luncheon at 5 Palms Restaurant. The board is also committed to doing more to advertise the AFT events more broadly within the community and this is evidenced by a radio campaign on NPR and a film sponsorship during the Loft Cinema’s recent French Film Festival.

Related to media, AFT board member, Steve Jeton, and outgoing E.D., Magali Bergolla, will be interviewed on Tucson TV’s Channel 9’s “Morning Blend” at 11 am on December 8th. A big thank you goes to AFT member Barbara Russek who set up the interview with Channel 9.

Other outreach efforts include purchasing a radio flight on KXCI and print ads in the Desert Leaf Magazine, displaying nylon flags around the Junior League property, and printing informational bookmarks as giveaway items.

Financials

The November financials were presented and reviewed. Rosann pointed out that there is a \$565 expense for marketing that is reflected as a pre-paid item. This is the booth rental fee for the AFT to participate in the Tucson Festival of Books which will be held in March, 2017. The booth rental fee was required in advance. This will be AFT’s first year at Tucson Festival of Books.

The board voted to participate in Tucson Festival of Books after a few years of declining revenue and no measurable membership impact with our previous participation in Tucson Meet Yourself event. That event was deemed to be a poor fit with our goals of engaging with the public as an educational organization. It was also an enormous amount of work and long hours to prepare all of the food served there.

Volunteers will be needed to staff the Tucson Festival of Books booth for the 2-day event. Suggested shift length will be 2-3 hours.

Vote for Board of Directors Candidates

It was determined that with our membership roster at 125 people, we need a quorum of 50 votes (40 % of membership) to comply with our bylaws. We received 55 votes to re-elect the current board for another year. Each board member will continue in their same role on the board through 2017.

Executive Director’s Administrative, Education, and Membership Report

Membership is stable. Summer is a much slower time for AFT than Fall/Winter due to our regular and good participation from our Snow Bird members. We need to see what

we can change to improve participation in the summer months. A new Literature class was discussed and it was agreed to continue with the successful monthly workshops program. Movies and potlucks remain popular even during the summer months so those will stay on the schedule. A “French for Travelers” class was suggested as well as a “Business French” class. A cooking demonstration and tasting was also suggested.

The Annual Pledge Campaign has collected \$2,282 to date. Our year-end goal is \$3,500.

Attendees were reminded about the Holiday Market to be held on December 10 from 11 - 3pm. Traditional French food will be offered for sale as well as French market items.

Other efforts to increase our visibility and reach include making better connections and possibly partnerships with the UA French Department and Pima CC. Raymonde suggested reaching out to the Gregory School which has sent students to our film night.

Adjournment

Steve moved to adjourn the meeting with Raymonde seconding the motion. Rebecca adjourned the meeting at 7:00 pm.

Minutes prepared and submitted by Dianne Janis, AFT Secretary.