



Minutes for AFT Board Meeting September 20, 2016 at 6pm

In attendance from the AFT Staff & 2016 Board:

Magali Bergolla, Executive Director
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 6:03 pm.

Attendance was taken.

Minutes

Minutes from the May 17, 2016 meeting were belatedly approved.
Minutes from the August 23, 2016 meeting were approved.

Financials

The August financials were presented and reviewed. Rebecca suggested that we implement a summer price adjustment that could be helpful in boosting the enrollment. The mini session did not make the financial impact we had hoped for during the summer.

It was agreed that Rosann will obtain a credit card for Magali's use.

Rosann reminded the board members that she needs receipts in order to reimburse for expenses. If a board member does not want to be reimbursed, please let Dianne know and an appropriate tax donation letter will be prepared.

Money has been set aside for Magali to attend the upcoming AF Conference in Minneapolis. Unfortunately, her UA teaching schedule makes attending the conference impossible. Another board member is welcome to attend in Magali's place. The conference is from October 20-22, 2016. If someone is interested in attending, please make it known so that arrangements can be made.

Executive Director's Administrative Report

Advertising efforts continue which include displaying small flags on stakes using the A-frame sign when Magali is on the premises, running another (the second) color ad in the October (?) Desert Leaf magazine, and purchasing radio announcements on KUAT (NPR) starting in January.

Steve has offered to assemble the flags and place 2 in front and 2 by the parking lot. The banner should be hung to be visible from the parking lot. What method is needed to hang this banner? Who will do it? When?

Since the JL Building is a polling place, it was agreed that it would be ideal to have the banner hung and visible for all voters to see on Election Day. Raymonde believes that Gorilla Glue would work and offered to take care of this task.

Magali is researching working with Google Ads. AFT was offered \$100 worth of ads for \$25.

France Amerique Magazine has offered a full page ad to offer a subscription to AFT members.

All of these efforts will help increase the AFT's visibility and hopefully attract new members.

Difficulties continue with the building problems and the other tenant (Komen). How to proceed with resolving any of these problems?

There were 20 people at the last Cine Soiree.

Magali is working to update the website with current information and news. Magali asked if anyone on the board would like to do this task.

The Nominating Committee Letter has been mailed. As a reminder regarding membership (voting) status: all teachers are automatically members and any member can be on the nominating committee.

Executive Director's Education and Membership Report

Two classes have 7 students enrolled in 101B which has resulted in 2 new members. This is being taught by Yuxia Peng.

Conversation has 5 students enrolled in B1. This is being taught by Martine Roudier.

There are currently no evening classes.
Liz will continue to lead the Book Club.

Yuxia has been offered an advanced literature class.

Danielle was suggested as a possible teacher for children. Perhaps a Saturday morning class for kids can be started? It is planned to have 2 children's classes for fall.

Workshop: There was no workshop for September and the plan is to have a workshop in October, November, and December. Who will teach these workshops? Liz was suggested as a possibility. What topics should be offered?

Regarding Personnel Policies: It was agreed to table this discussion until Mary returns as she is particularly knowledgeable about this subject.

Event Planning

We will host a lecture on woodworking on November 12. The speaker is Luke Addington. The time will be from 1-3pm.

We will host a Beaujolais Event on November 17 at Cata Vinos. It was agreed to charge \$20/member and \$25/non-member or at the door. The event is from 6 - 8 pm. It was agreed to place the event in the AZ Daily Star Calendar (free) and the Tucson Weekly (free). Several board members offered to bring snacks (cheese, crackers, other) as it was determined that the snacks offered at Cata Vinos are not great.

Regarding insurance Rosann brought information on our requirements and restrictions.

Dates need to be determined for the Annual Meeting and the Holiday Party. It was agreed to have a silent auction again this year.

Regarding the Festival of Books, we were notified that we have booth space. Can we show a film loop there (Red Balloon)? Could we order a specialty item to give away? Ideas for what?

Adjournment

Raymonde moved to adjourn the meeting with Rebecca seconding the motion. Rebecca adjourned the meeting at 7:45 pm.

Minutes prepared and submitted by Dianne Janis, AFT Secretary.