



Minutes for AFT Board Meeting August 17, 2017 at 6 pm

In attendance from the AFT Staff & 2017 Board:

Gaëlle Merialdo Torrenti, Executive Director
Rebecca McSwain, President
Raymonde Zlotnikoff, Vice President
Dianne Janis, Secretary
Mary Carryer, M.A.L. (Member at Large)
Steve Jeton, M.A.L. (Member at Large)

Rebecca called the meeting to order at 6:03 pm.

Attendance was taken. A quorum was present.

The agenda was approved. The June meeting minutes had been previously approved via email.

Executive Director's Administrative, Education, and Membership Report

Gaëlle displayed the new website design that she has created. She is still making improvements to it but already it appears to be more eye catching and easier to navigate. Information is easier to find.

Gaëlle has implemented an email communication at least once per week to establish good connection with members and interested persons.

- July's 4-week sessions yielded the following:
 - Beginner class cancelled due to low enrollment
 - Intermediate class had 4 students
 - Advanced class had 3 students who split the cost of a 4th student fee so that the class could open/continue

- Happy Hour had 3 students
- For August, the classes have yielded the following:
 - Beginner class/Olivier has 9 students
 - Beginner class/Gaëlle has 4 students
 - Advanced/Olivier has 3 students who paid for the 4th student fee
 - Happy Hour has 6 students
- July Workshop with Yuxia had 7 students.
- Private lessons/Olivier: 12 hours
- Private lessons/Yuxia: 4 hours

Changes that have been implemented include:

- Early Bird Pricing - a 10% discount
- Slightly increased prices
- Online registration available
- Membership fee increased to \$55 (from \$50)

There are 2 workshops scheduled for August:
 L'imparfait & Passé Compose
 Clocks and Calendars

Upcoming offerings will be a 6-week session from September 5 - Oct 16

- 2 - Beginner
- 3 - Intermediate
- 3 - Advanced

With Yuxia's departure on September 30th, AFT now must look for additional teachers. There are a few volunteers who might be interested in teaching a class or a special workshop. Gaëlle will continue to talk to her contacts and can place a notice on the AFT website. Craig's List might be used again to advertise as well.

New Offerings could be Cooking Classes but this requires renting a certified/licensed kitchen. The JCC is a possibility for this collaboration. John Layer, former Executive Director, was involved in initial conversations about this and may want to help with this project.

A Special Presentation will be held on October 7 - given by Gaëlle's parents-in-law. The presentation is 2 parts:

2pm	Solar
3:15pm	Grammar

Specifics on topic and more descriptive titles will be developed. Pricing was fixed at \$5 per session/\$8 for both sessions; \$10 per session/\$16 for both sessions for nonmembers. Mary has offered to collect the money for this special presentation.

Offering the Saturday workshops in the morning rather than afternoon was discussed and it was agreed to try this different time to see if more members sign up.

It was agreed to keep the Cinema program but reduce it to every other month. It was suggested that we try and organize a "Go to the movies with AFT" at the LOFT. The JCC also has a film festival each year and we could collaborate with them on sponsoring a French film or offering tickets to our members.

Anne Ketchum is an AFT donor and loves to borrow books from our library. She will soon be moving into Splendido, an upscale retirement home. Offering classes at the facility was discussed as well as organizing a Circle Literaire there.

Gaëlle has identified 3 needs for the office: a color printer, a volunteer for the library, and moving the white shelves to create more room in the office/library space. Rebecca offered to print any color item on her own printer and bring the items to the office. It was suggested that Gaëlle post a note about the library volunteer on the website. The white cabinets will be moved to a new configuration (see below for more storage discussion).

Holiday Market

The closet space was examined for volume and security regarding storing the items to be sold in the upcoming Holiday Market. Because the closet has two access doors and no locks, it was decided to use one of the white cabinets in the office area for these holiday market sale items. A lock must be purchased and installed. Dianne has offered to rearrange furniture (including moving the large corner bookcase into the storage closet) and stock the white cabinet with all of the items that have been purchased to date to resell at the holiday market. This will take place after the middle of September. She will coordinate with Gaëlle to arrange the work day.

Financial Report - Delivered by Mary in Rosann's Absence

Summer is historically slow for AFT classes and a downturn in revenue was no surprise. However, AFT is currently running at \$5,000 deficit which causes concern. We have only 4 months left in the year to raise this amount and replenish AFT's savings account. A discussion about our rates versus similar language classes around town pointed to no specific action plan. It was suggested that Gaëlle find out if the upcoming national AFT conference will have a session on local collaborations such as AFT + JCC and learn the best way to manage those. More discussion is needed regarding fundraising events (especially the holiday market in December).

AZPM Fund Raising Pledge Drive

We were contacted regarding participating in their radio fundraising campaign. Unfortunately, by the time we were able to respond, AZPM had filled all host spots. Gaëlle was going to contact the person at AZPM who invited her to participate and ask to be kept on the list for the next pledge drive. They do the pledge drives every few months.

Adjournment

At 7:45 pm Raymonde moved to adjourn with Steve seconding the motion.

Minutes prepared and submitted by AFT Secretary, Dianne Janis.

#