

**Bras 4 A Cause TC**  
**Board of Directors Meeting Agenda**  
**Meeting Date: February 1, 2018**  
**Location: Coldwell Banker 402**  
**402 E. Front Street, TC, MI**



**Attendees:** Taylor Webb (President) , Claudia Rodriguez (Vice-President) , Meg Zammit, Ian Ashton, Lisa Mcsauby, Clover Roy, Renae Hansen (Treasurer), Rebecca Cole, Chandler Crosby, Erika Korndorfer, Jenn Martin (Secretary)

**I. Call to Order** - President Taylor Webb at 8:55 AM

**II. Approval of the February Agenda** at 8:56 AM

**III. Approval of the January meeting minutes** at 8:56 AM

**IV. Treasurer's Report: Renae Hansen** - Paid \$750 for video samplers from FTD productions \$685 left in account. Won't have much coming up til event. Videos were already edited. Rebecca to monitor video editing if necessary. Let's get our money worth marketing them. \$150 Strat plan book printing. Solicitation for charitable funds sent in last October and recently. Barb: File taxes with IRS in spring (filing in May?). Items not done in 2016 and 2017. Articles of corp done? Solicitation which allows us to sell tickets...not sure when it was complete. Renae sent in in August and another due by Feb. \$20 to renew for solicitations. Need to file taxes. Must put board officers. Renae to speak to Rebecca about it for filing. Taylor to get with Renae. Renae to add to Strat plan book for future Treasurer with due dates. Rebecca: due by May 1, postcard size, expenses, income, sent in and get email confirmation its complete. Forms are in book. Rebecca to get with Taylor to make sure it's all done.

#### **V. Officer Reports**

a. **President: Taylor Webb** - Notes to discuss: fast track...voting. Check agenda. PO box key in Renae and Jerry's hands. Renae to check box. Keep in Acme more hassle to change it. Videographer...confirm them? Need a decision on who Chris Fulton would like to do again and get involved with Media team. Film parade , etc. cut some slack on his first time production. He's open to glorifying current videos. Peterson Productions for prelim videos? \$750 footage and editing. Barb: survivor interviews was Peterson productions. Forever Fossilized did video night of event 2016 but unavailable 2017. Amy login for website. Current admin needs to add....clover to handle. Two times a month for media with Facebook, Twitter, website, etc. (Chandler). Renae: Boast amounts raised and promote. Chandler: Google photos, docs. Taylor: Create google docs by next week and Taylor has created email group. Taylor to add all those in email group to google docs. Rebecca to get action register to Jenn and update in google docs. Charity interview form in scrapbook

b. **Vice-President: Claudia Rodriguez** - All set. No report.

c. **Secretary: Jenn Martin** - Things to note from January Minutes. Correction to be made to clarify January meeting:

1. Meeting was on the 4th

2. Meeting was a meeting and not one requiring an "Agenda". Minutes will be amended to reflect this.

Important to note to keep dates and response times as requested by Taylor or any Chair to keep things moving for future planning. We have some things to vote on (see minutes from January meeting). I believe we still have one chair to fill...Food? Padding Chair?

d. **Sponsorship: Clover Roy** -Starting to call all sponsors (all 17 to see who's on board for this year)?

Erika K. To take half the list. Claudia: use the first quarter of year to get last years sponsors set. Braless sponsors? Clover wants all members to email interested people with Clover attached on email. Clover to redo and get comprehensive info to Tay.

Ian: Can sponsors provide logo for marketing, social media, etc. Clover will provide sheet with marketing/social media items needed. Padding (Erika), Braless (Rebecca) and Silent Auction (Katie) should be subcommittees under sponsorship.

Barb: B4AC should flow like WCR.

Taylor: One contact to send info as needed. Officer is point person and under each officer they can appoint as many people as needed.

Rebecca: "Sub-Chair" idea: Secretary (Jenn) would have marketing/media/social media sub chairs and all chairs that go with that. Renae, would have all things money oriented. It's Up to chairs to get more help...Cry out. Barb: Chairs should be WCR members. Taylor: Vacant Food chair Kara Johnson although she cannot meet til may? Still seeking chair.

Barb: when recruiting key people we need to remember we are Women's Council - our goal is to develop leadership. Need lots of volunteers not necessarily members. Luncheons easy to grab volunteers and chairs. Sit down with Susan R. to discuss food and direct us for food provisions. Pitch Bras to WCR luncheon. Bras officer to make comment at all WCR meetings. Barb to put on agenda for board meeting and luncheon on stage. Taylor speaking at March WCR with inspiration. Chandler: Lisa Matthews with UpNorth Properties in ER to possibly chair food or volunteer. Husband was chef with GT Resort. Taylor: Use discretion when posting. Use compliant logo and get TC in logo. Keep consistent with WCR professionalism, core values, etc. In eyes of WCR we are not separate but under that umbrella. Clover to have individual meetings with entities and get moving to bring others in and determine how much padding for each bra. Padding silent auction meeting with Katie.

Rebecca: Side note to get list of names and addresses for thank you notes. Posting padding is under discussion.

Meg : Get commitment first from last years list. Taylor has pamphlet of sponsors and padding. Jerry requested Number 3 slot. consider the expense each bra has and place accordingly. Don't put expensive bras at end. Marketing to advertise and entice for upcoming bras. Stay with timelines.

Jenn: Idea...mystery gifts in bras. Separate sponsors to be mystery sponsors. ie. Private flight around the bay. Tickets for next year's event, etc. Announce the "prize" but the mystery is in which bra it comes with?

Chandler: Flooring business in ER to sponsor Bra. Contact name Renee O'Kane (sp).

Meg: Deadline for sponsors July this year? Ask WCR to donate next meeting to collect for padding. Have table at WCR. Gift card bowl. Grab cards from stores and restaurants to begin collecting for event. Dress Form on WCR table with bra displayed to entice agents to get involved.

End of July get commitments. Finalize in August.

**e. Food:** TBD. Discuss with Susan R. What she did and how we can better Food.

Chandler to speak with Lisa regarding chairing this with Hubby help. Check FB to see who is liking our page and discuss with them sponsoring food.

**f. Media:** Chandler Crosby and Ian. Barb: new agents from WCR to get with

Chandler.

**g. Nominating:**

**h. Facility:** Doug/Nancy. Doug called out of town. Be here next month.

VI. Old Business

**a. Vacant Chair:** Reach out at next meeting

**b. Media:** Chris Fulton starts in March. Rebecca to give contact info

**c. Streeter's and Table Sales (taxes)** - concerned about liability if Streeters was collecting money. Double check on liability and tax cut if check is written to Streeters. How will charitable donation be written off? Write two checks need be: one to Streeters and one to WCR. Barb: speak to Stacy, atty for charitable donations. Not sure about writing to Streeters. Maybe making complicated in a different way. Make known from get go. Allows people to know where donation is actually going.

Barb: must be positive. We are WCR first and bras is one event that funds WCR doing all good work in the community. Must be unified. Provides scholarships, speakers, charity, Think as "Women's Council Bras 4 Cause."

**d. Charity Discussion** - Munson is a link to the community. Keep Munson. Second Charity option? Clover concerned with complication of having a second charity. Kelsey with Munson still wants to be involved.

Barb: Whoever is the Charity should at least attend our meetings. WCR also sponsors Single MOMM's so keep Munson as Bras official Charity. If Affordable Care Act does free screenings are there other places that pay for treatment that may not be covered? Thoughts? Munson has added diagnostics more advanced which isn't covered. Bras covers this and the underinsured. Next year have charities to vote on. Let's bring ideas to the table on Charity. Interview? Lockdown the Charity in March.

## **VII. New Business**

a. Dialing for Dollars? Susan not a fan of this. Rebecca: moved no. Clover: second

b. Pitch Bra's at WCR March Luncheon/WCR involvement. Pitch every month. Table and Dress form

c. Poster vs. Save the Dates - Design/Print. Posters yes and advertise like crazy. Ian is new poster boy. Get few going ahead of time. Be great to have pre poster with request. We can provide each sponsor with a poster. Create poster template. Save the Dates poster?? Chandler to look into printing at Vista Print. Media team to get marketing for event on October 12, 2018. Template from Amy. 5:30 doors OPEN.

d. Honor Account - Taylor removing Rebecca and adding Renae. Renae and Taylor only signers. Claudia cannot be legally.

e. Charity Deadline looking to discuss Charity at next meeting March 1, 2018.

**Clover: New business...**March recess at Streeters. March 7th. Doug to stage a mock wedding reception. Jim Harvey and wife are renewing vows. Walk in and be in wedding. Dueling pianos to be there. REMAX hosting this. Doug providing food allowing REMAX to Co-brand this. Think about having Bras advertised. One or two bras dancers. Chandler offered up Connor to dance. Need another? Doug to provide monitor to loop videos. Vista Cards printed by Chandler. Flyer marketing for WCR. Save the dates and March 7th Recess. Recess schedule is first Wednesday of every month. Clover to send Tay snippet of what to say at WCR regarding event.

Barb: For liabilities purposes should have annual audit or some check and balances re: ticket sales and final numbers. Not sure bout full blown audit but...to protect all us make sure something is implemented for checks and balances. Can Stacy do the audit?

Claudia: suggest simple reconciling books. Easy as receipts/deposits

Taylor added bylaws in back of Strat Plan and also remarks and ideas. If not done so already, please send in your ideas for changes or what worked really well at Bras 2017.

**Voting:**

1. Volunteer tickets vs. free - push to March  
Moved & Second: Rebecca/Renae

2. Bras meeting late June vs July  
Moved & Second: Taylor/Jenn

3. Eliminating December meeting  
Moved & Second: Taylor/Clover  
First meeting is January.

Barb: Standing rules. Need to edit standing rules. Ie. Change WCR to Women's Council. Ie Sponsorship Chair in future as an officer position called "Program Director". May need to rename things and add officer position which will be voting spots.  
Standing rules is a local thing. Can Bras add this position now? Barb: Yes, we can. Done.

March meeting to amend standing rules to make Sponsorship a chair. Clover gets promoted.  
Ian creating Google site linked to Women's Council (wild apricot).

T-shirts variety of sizes needed for Cherry Parade again. T-shirts went over well.

**VII. Adjournment - 10:28 AM**