

Gulf Coast Writers Association, Inc.

GCWA Executive Committee Meeting

Location: Fairfield Inn Snack Area

Wednesday, 4:30 PM January 17, 2017

Executive Committee Members attending: Don Cappelli, Mike Cole, Bob McCarthy, Irene Smith, Geneva Kelly and Geri McArdle. Judy Loose attended as GCWA Board representative. Absent Members: Gary McLouth and Jennifer FitzGerald.

President Don Cappelli called the meeting to order at 4:43.

1. Executive Committee Minutes

Mike Cole made the motion and Irene Smith seconded to accept the December 2016 Executive Committee Minutes as submitted.

2. Membership Updates

Irene Smith shared the Membership Update 2017 Sheet. The total member count in December 2015 was 221. The December count for 2016 was 192. We have lost *30 members*, and the revenue loss is approximately \$1200. The Committee discussed a number of ways that we can retain and recruit new members.

3. Nominating Committee Updates:

Irene Smith announced that the Nominating Committee must find a Secretary. All other positions are filled, the candidates have reviewed the position descriptions, and all have agreed to serve on the GCWA Executive Committee 2017. Election and installation of new officers will be in March 2017.

4. Treasurer Report:

Mike Cole led the discussion about the proposed new position description of the Website Editor. The Website Editor, it is proposed, will do monthly site maintenance at the cost of \$125 to \$175 monthly; we have not identified a candidate as of today's date. The Website Editor will be a vendor, not an officer. He/she will report to the Website Manager.

Financial Report for December – January 17, 2017, expenses were \$550 and income \$1,075. The end of the year Financial Report will be available at the February meeting.

5. Programs Report:

Bob McCarthy announced that he is finalizing the speaker for February through May, October, and November. He also stated that he is in the process of finalizing arrangements for the program speakers for the months June through September. Bob raised the question about offering an honorarium to be presented to \$75 for each (local) speaker. The committee tabled the question until the February meeting.

6. Communication Report:

Geneva Kelly announced that she is undertaking the task of revising the members list and contacting members to verify member information. Some discussion pursued as to the role of Club Photographer and the topic was tabled for the February meeting.

Future events will appear on Facebook, and Geneva has made arrangements with Florida Weekly and the News-Press for coverage of those events. Geneva is also in the process of organizing a new publicity package.

7. Webmaster Report:

The Webmaster was absent.

7. Policies and Procedures Update:

Judy Loose presented proposed changes in the Bylaws concerning two new position descriptions for Officer at Large and Website Manager, plus the changes in Policies and Procedures for the replacement of Webmaster with Website Manager and the addition of Website Editor. Bob McCarthy made the motion to accept the new position descriptions be added to the Policies and Procedures, and Geri McArdle seconded the motion.

Don Cappelli announced that he might have a candidate for the Web Editor position.

Mike Cole presented revisions to the New Policies and Procedures. The member reviewed and accepted all proposed changes. The final sections will be discussed at the next Executive Committee Meeting in February.

8. New Business

- Renting space at the P.J. Boox bookstore – to be future investigated.
- Bring a Friend Day – the Friend would receive a free book – discussion to continue.
- Award Ceremony at the Alliance for the Arts, February 25, at 10-12 noon.
- Reading Festival, March 18, 2017. GCWA general meeting March 25, location TBA.

Next EC meeting will be on February 21, 2017, at the Fairfield Inn.

Meeting was adjourned at 6:17 PM.

Respectfully submitted by

Geri McArdle
Recording Secretary