

Gulf Coast Writers Association, Inc.
Executive Committee Meeting Minutes
June 14, 2016

Present: Don Cappelli, Judy Loose (Corporate Board), Michael Cole, Bob McCarthy, Gary McLouth, Irene Smith

Absent: Jennifer FitzGerald, Geneva Kelly, Barbara Sanders

Call Meeting to Order: 4:11 p.m. - President, Don Cappelli, called the meeting to order.

Reading and Approval of Minutes:

The Executive Board May minutes could not be approved because nobody brought a copy. There were no minutes taken at the May General Meeting May

Reports from Officers:

President – Don Cappelli proceeded directly to the Treasurer's report.

Treasurer – Financial Report for May 2016 from Michael Cole. Gary made a motion to approve the report. Bob seconded. Report approved unanimously.

Programs – Bob McCarthy reported he has confirmed Dorothea Sonne as speaker for the upcoming General meeting on June 18. The Grammar Granny will also address the group for about five minutes. Has speakers confirmed for the rest of the year except for August, which he is still working on. Covenant Presbyterian Church is confirmed as venue for November.

Special Events – Gary McLouth presented ideas for the following:

GCWA Writing Contest Award Ceremony and Celebration to be held at the Alliance for the Arts Saturday February 25, 2017, approved. Name proposed for one of the prizes: Joseph Pacheco Poetry Prize; names for other prizes reserved for future consideration.

Christmas Party: 7 Lakes Residential Community, December 2, 2016. Approved.

Book Day at PJ Books, October 2016, lunch discount coupons from Jason's Deli. Readings and signing by SWFlorida/GCWA writers with special story hour for children. Approved.

SWF Reading Festival March 2017. Approved.

Poetry Train Event seeking co-sponsorship with Alliance for the Arts and *the historic railroad* April 2017. Approved for further research by Gary.

Social Media: The Next Plateau – October 2, November 5 or 12. *Location, Leaders, Curriculum needed.* Approved for further research by Gary.

GCWA Writers Retreat – One/two day schedule of Keynote, morning and afternoon sessions. Possibilities of river cruise, Key West overnight, Lee County environs. Approved for further research by Gary.

Membership – Irene Smith asked if we should remove the email addresses of non-renewals and others not listed as members from Mail Chimp. It was unanimously agreed that they should be removed. All present were opposed to directly contacting people who were not opening their emails. Irene explained her outreach to Oakridge Middle School students in Naples. She spoke to them on March 24th. She proposed to continue investigating similar outreach projects, perhaps as service to the community. All present expressed support.

Old Business:

- The question was raised: should we keep Word Song? Yes, and it should be posted on the webpage. Email announcements including a link should be sent out each time it is published,

both to GCWA members and to other potentially interested recipients, e.g. Charlotte Arts, the state- and county designated local arts agency for Charlotte County.

- Vote on paying someone for Word song: Gary made a motion not to make it a paid position, Irene seconded, Michael offered to continue to investigate the possibility of hiring an intern from FGCU to serve as editor (non-salaried). The vote was approved, but the item stands as a recommendation from the EC because Bob had to leave, so there was no longer a quorum.
- Vote on paying someone for Social Media: Michael made a motion not to make it a paid position, Gary seconded, Michael offered to continue to investigate the possibility of hiring an intern from FGCU to serve as social media consultant (non-salaried). The vote was approved, but the item stands as a recommendation from the EC because there was no longer a quorum.
- Don asked if we should we announce that we are accepting new members on radio (Poems – Lyrics). It was suggested that Don investigate further, and perhaps associate such an announcement with some special event that would be of interest to the musicians he knows.

Meeting Adjourned: Don adjourned the meeting at approximately at 6:10 pm

Submitted by Mike Cole – filling in for Geneva Kelly