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Gulf Coast Writers Association

Executive Board Minutes 2/15/2022

The meeting was called to order at 5:35 PM by President Irene Smith. Members present at the Fairfield Inn in person were Irene, David Aiken, Judy Loose, Mike Cole, Geneva Kelly, Christie Zarria, Claudia Geagan, Charley Valera and Mary Charles. Andrew Conlyn and Carol Kennedy were present by Zoom.

Minutes of the January meeting were approved as moved by David and seconded by Judy.

Treasurer’s report: Michael reported January revenues of $992 and expenses of $296. With a projected renewal budget of $2500, the actual renewals of $1200 are short of projection. Expenses included $100 for the Loose Links website, $120 for the Word of Life Church site and $76 for the Zoom license. Mary moved and Claudia seconded approval of the minutes.

Communications report: Geneva will set up “Meetup.” She and Charley will be administrators. The notion of a monthly post-meeting networking lunch is gathering steam. There was discussion about having greeters at monthly meetings introduce guests to members to encourage networking. Carol suggested calling people after meetings to encourage returning, as well as calling former members to encourage re-enrollment.

Charley recommended developing talking points for calling former members and referring them to our website to regenerate interest. He also suggested that we investigate GCWA merchandise as prizes or favors or for purchase. Judy described the opportunity for free advertising for nonprofits on Google. Members agreed to pursue. There was also discussion about rebranding, especially tweaking the website with a condensed “About” page.

Special programs: Christie reported 42 entries in the writing contest: 4 fiction, 10 nonfiction, 17 poetry, 3 children’s, 12 youth, including 4 from Korea. This compares to 65-70 entries last year, including 17 fiction entries. Judy reported getting inquiry emails from schools around the country. Christie also reported on the reading festival in March: three afternoon spaces are still available.

Membership: David reported 24 attendees in January, plus 12 by zoom. In January, 12 new members joined and one renewed membership.

The meeting was adjourned at 7:10 as moved by Mary and seconded by David.

Mary Charles

Secretary