Logo

Description automatically generated

Gulf Coast Writers Association

Executive Board Minutes 1/11/2022

The meeting was called to order at 5:40 PM by President Irene Smith. Members present at the Fairfield Inn in person were Irene, David Aiken, Judy Loose, Mike Cole, Jan Nieman, DL Havlin, Claudia Geagan and Mary Charles. Geneva Kelly was present by Zoom.

Minutes of the September meeting were approved as moved by Judy and seconded by Claudia.

Program report: Irene announced that Mary Charles will assume Bob McCarthy’s job on an interim basis until new officers are inducted in April. Bob has agreed to be present at the January meeting to offer guidance. Brenda Spaulding is the March speaker and has indicated that she has all she needs.

Communications report: Geneva reported getting the contest information online. She also has made contest flyers. So far, few entries have been submitted. Geneva will go to bookstores to distribute more flyers. There was discussion about asking the Breeze papers for “all in one” to make sure announcements are in all Breeze publications. DL suggested making sure our announcements are on the Waterman Broadcasting events board and posting on the WINK and Fox web sites. Mike remarked that all the local stations have website calendars for posting our events. There was discussion on whether Facebook ads are worth investigating. Geneva also raised the conversation about a new logo or other rebranding effort. If a contest is announced, a one-year membership could be offered as the prize. Geneva has notification of the February meeting ready to go out.

Treasurer’s report: Michael reported November revenues of $447 and expenses of $235, with a balance of $5589 at end of November. December revenues were $251.77 (exclusively renewals through PayPal) and expenses of $165.10. Mary moved and Judy seconded approval of the minutes.

Membership: Existing members of the Executive Committee were polled and all are willing to continue.

New business: Claudia brought up the lack of focus she feels the group has, along with inadequate online presence. Judy felt the website is doing a good job and Claudia agreed with the exception that we are not reaching a wide enough audience for conducting a contest. After some discussion, DL Havlin suggested that we do not have a clear mission. There was general agreement, and this subject will be raised again.

The meeting was adjourned at 6:35.

Mary Charles

Secretary