

MN LDEI - Board Meeting

December 1, 2020

Via Zoom

Minutes

Meeting Called to Order by Cindy Jurgensen at 6:42 pm

In Attendance: Cindy Jurgensen, Kristen Olson, Genie Zarling, Lois Tlusty, Joan Donatelle, Liz Nerud, Jenny Breen, Susan Peters, Janice Cole, Amy Brown, Nikki Erpelding, Andi Bidwell, Audrey Nelson, Paula Zuhlsdorf, Merrilyn Tauscher. Absent: BJ Carpenter, Arlene Coco, Patsy Noble, Amalia Moreno-Damgaard.

President's News: Cindy Jurgensen thanked everyone for being on a "working" board. She also expressed thanks to Janice Cole and Patsy Noble for stepping up on short notice to takeover the newsletter after Marge Porter's departure. She thanked Merrilyn Tauscher as well for volunteering to co-chair Membership with Paula Zuhlsdorf. She then reflected on her call with Judy Hollis-Jones, LDEI President. Judy is encouraging different Chapters to have joint meetings and will help facilitate the process. She is also willing to speak at one of our meetings.

Vice President: Kristen Olsen is working behind the scenes with Liz Nerud and Nikki Erpelding on the Party Box and Mask Fundraisers. She will enjoy the opportunity to edit the video for the Party Box and upload it to the website. Liz thanked her for her creativity, patience and kindness in getting the promotional materials ready for publication.

Secretary's Report and Approval: The Minutes from the October 7th Board Meeting were approved online by all board members.

Treasurer's Report: Lois Tlusty discussed her report. The 2020-2021 proposed budget was reviewed, discussed and approved as presented.

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B Meeting 2020-2021 Budget Worksheet (11:2020).xls

Proposed MN LDEI 2020-2021 Budget	
INCOME	
Membership Dues (30 Active/15 Retired)	\$7,000.00
Program Registrations	\$2,800.00
Dame It! /Fundraiser	\$19,000.00
Total Income	\$28,800.00
EXPENSES	
International Dues	\$3,800.00
Program Expenses	\$2,000.00
International Conference Expenses - Chair	\$0.00
International Conference Expenses- Chair Elect	\$0.00
International Conference-Membership	\$0.00
Administrative Support	\$4,800.00
Chapter Insurance	\$800.00
Membership (programs, member gifts, sympathy flowers)	\$300.00
Financial Support	\$0.00
Service Committee (internships, classes, field trips)	\$5,000.00
Scholarship Committee-Academic Scholarships	\$2,500.00
Micro Grants	\$1,000.00
Communications/Social Media	\$250.00
State Fair Award	\$0.00
Dame It!/Fundraiser	\$8,000.00
Miscellaneous Expenses (postage, checks, etc)	\$100.00
LDEI Patron Program	\$0.00
Web Site Development and Maintenance	\$250.00
Total Expenses	\$28,800.00

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Committee Reports

Microgrants: Joan Donatelle spoke for this committee that she chairs with Liz Nerud. She was happy to share that she gave applications to Urban Roots and St. Louis Park's SEEDS Feeds so that they could each apply for a grant from the LDEI Relief Fund.

Service: Jenny Breen spoke about this committee she co-chairs with BJ Carpenter. There was some confusion about the amount that we could commit for 2020-2021. Cindy Jurgensen followed up with BJ Carpenter to clarify our monetary commitment and its timing.

Here is a brief recap of their conversation. Haley Ball, Executive Director of Urban Roots, expressed her thanks for the \$5000 check we presented to them in September for 2019-2020. (We had hoped to give Urban Roots \$8000 but could only do \$5000 due to not holding Dame It!.) BJ will let Haley know that we hope to give \$5000 for 2020-2021 but that we won't know until later in 2021 how our finances shake out. It may be less. At that time we will divvy up fundraising proceeds between Urban Roots, microgrants and scholarships for women in the industry.

Scholarship: Susan Peters represented this committee she co-chairs with Arlene Coco. She remarked that she didn't have much to report. On a bright note, she mentioned that she forwards the Newsletter to scholarship recipients and recently received a thank you from one of the recipients. She plans to send out holiday cards as another way of staying in touch.

Newsletter: Janice Cole reported that she and Patsy Noble took over for Marge Porter approximately 1½ weeks ago. They will continue to use the Mailchimp format and are looking for contributions. She asked Jenny Breen to please send photos of her and Dr. Kate Shafto for inclusion in the January Newsletter. They will be co-presenting Feed Your Health-Wellness and Healthy Cooking at the January Program Meeting.

Program: Amy Brown provided the update for this committee and a message from Amalia Moreno-Damgaard. Their budget is more conservative this year as virtual programs are less expensive than in person meetings. They are still trying to build a little revenue and Amy asked members for feedback regarding a \$10 fee/member and \$15/non-member for Zoom meetings. Through messages on the chat bar most members thought those fees were reasonable.

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Communications/Social Media: Nikki Erpelding gave a brief report on this new committee. She is continuing to post content on the Party Boxes. She would like to ramp up our media presence and welcomes new content. Next on her agenda is setting up a Pinterest account as it's the most sharable platform. She would like to feature the cookbooks that many of our Dames have written.

As a segue into a report from the Fundraising Committee, Liz Nerud gave a pitch about marketing the Party Boxes. She stated that this was big and ambitious project, and encouraged everyone to reach out to their networks and sell 3-4 boxes. Audrey Nelson commented that Liz and Nikki did an incredible job.

Fundraising: Andi Bidwell thanked all of the fundraising committee members, as well as those members who sewed over 123 masks including: Jeanie Kozar, Lois Tlusty, Diane Jackson and Janice's daughter-in-law. Several members delivered the masks. The Mask Fundraiser has sold out but there are 91 Party Boxes that remain to be sold. Following is a detailed report:

Les Dames Board Meeting – December 2nd, 2020

Fundraising Committee Report

Audrey Nelson my co-chair and I (along with our very active committee members including: Cindy Jurgensen, Joan Donatelle, Janice Cole, Liz Nerud, Nikki Erpelding and Merrilyn Tauscher) have been busy planning and executing some successful mini events. Listed below are the approximate net profits from these events:

Dame-It! French Dinner for Two	\$1,665.88
Donations (from a nonmember)	\$1,500.00
First Mask Sale	\$1,161.86
Second Mask Sale	\$ 741.86
Donation from Cindy Jurgensen	\$ 500.00
Actual Total as of 12/1	\$5,569.60

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Donation from Pam Powell \$1,000.00 (earmarked for an Urban Roots internship)

Current Events:

Party in a Box (estimate as of 12/1) \$1,475.00 (59 boxes X \$25)

Coming Up After the Holidays:

Mardi Gras Zoom Cooking Class on February 11th

Second Dinner for Two in a Box (maybe in April)

Possible two more Zoom Cooking Classes

Our Net Profit Goal (fiscal year 2020-2021) is \$11,000.00.

Membership: Merrilyn Tauscher represented this committee. She and her co-chair, Paula Zuhlsdorf have been working on updating membership documents and the application process. Julie Hinderks is our newest member and will be featured in the December Newsletter along with Carla Mertz. Angie Heitz, who was recommended by Nikki Erpelding, has completed her application that will be submitted for members approval. Amy Brown agreed to be her mentor.

Subsequently there was a lengthy discussion about a potential Membership Meeting. Most agreed that Zoom fatigue had set in for many people and that a virtual meeting would not showcase our best attributes. However, there is a risk of losing membership opportunities by waiting until it is safe to do so in person. After discussion, it was decided to wait on a new member meeting until we all could meet face to face.

Merrilyn thanked everyone for their recommendations and to keep thinking of women that would make good Dames. Paula reminded us that we don't have to have an event to recruit new members and that potential members are invited to one free program meeting. Lois reminded members to email her and Tanya if you invite a potential member as the Chapter will cover the invitee's fee.

Audrey Nelson motioned to adjourn the meeting. Andi Bidwell seconded. Meeting adjourned at 7:50 pm.

Minutes submitted by Genie Zarling, Secretary.