

MN LDEI - Board Meeting

February 3, 2021

Via Zoom

Minutes

Meeting Called to Order by Cindy Jurgensen at 6:34 pm.

In Attendance: Cindy Jurgensen, Kristen Olson, Genie Zarling, Lois Tlusty, Joan Donatelle, Liz Nerud, Susan Peters, Amy Brown, Andi Bidwell, Audrey Nelson, Paula Zuhlsdorf, Merrilyn Tauscher, Amalia Moreno-Damgaard, Joan Semmer

Absent: BJ Carpenter, Arlene Coco, Jenny Breen, Patsy Noble, Nikki Erpelding, Janice Cole

President's News: Cindy Jurgensen

First and the most important message tonight – we can all be so very proud of the MN chapter and the way we work together, as professionals do. LDEI is going through significant growing pains over recent Membership change proposals with an all-presidents call with President Judy Hollis-Jones on February 19th.

We hope for a speedy recovery for Admin Tanya's husband and daughter who have Covid and I'm glad that BJ has recovered from Covid. Please let us know if you hear of members who are sick. Our thoughts are with former member Rose Daniel whose brother recently passed away unexpectedly.

Vice President: Kristen Olson

Kristen called to our attention the new banner she created for the newsletter.

She then updated the Board on a number of items related to our web page.

(<https://mnlesdames.org/> password: membersonly .) There is now an Events tab, Susan Peter's excellent idea, on our web page. It currently features our public events with a link that sends users to Eventbrite. Soon there will be a Donation tab and Kristen asked for feedback regarding its capabilities.

Subsequently there was a spirited discussion about what else should we post on the Events tab of the web page. Susan thought we should post everything so that our chapter seems dynamic and busy. Repurposing other media posts, such as newspaper articles and TV spots, was also explored. As we are running out of space on Zoom for recorded events, paid events are now available on YouTube through a link on our membership page. Board members were concerned about respecting people who paid for an event and their privacy. Amalia thought we should

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make the content accessible as way to showcase our Chapter, plus it is a great marketing tool. We will start by making the Jenny Breen Zoom meeting available. There was not a clear consensus on whether all Meetings should be made available.

Kristen and Tanya worked to combine all the GOOGLE drives. A link will be sent to Board members to see who needs access. This is an efficient way to save past documents for posterity and working documents for members to use as needed.

Secretary's Report and Approval: The Minutes from the December 1, 2020 Board Meeting were approved online by all board members.

Treasurer's Report: Lois Tlusty discussed her report.

Lois thought we were doing great. Fundraising and programming are both generating income and we have no outstanding bills. No big expenses are coming up and dues along with the February fundraiser will bring in additional income.

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Treasurer's Report

Checking Account Balance: (November 28, 2020): \$20,741.79

December 2020

Total Income: \$9,147.68

Total Expenses: \$2,608.13

Balance On-Hand (12/24/2019): \$27,281.34

January, 2020

Total Income: \$600.00

Total Expenses: \$4,639.72

Balance On-Hand (1/28/2020): \$23,241.62

The December and January income and expenses are primarily for programs and fundraisers.

Submitted by

Lois Tlusty

Lois Tlusty

2020-2021 MN LDEI Treasurer

Committee Reports

Membership: Merrilyn Tauscher and Paula Zuhlsdorf

Paula and Merrilyn have been busy recruiting new members. Erin Clancy, Molly Krinhop and Dorothy Stainbrook have completed applications and have been asked to join, but we are waiting for their dues. They are thrilled that several of the new members are interested in being on a committee which is a good way to get acquainted. They have been thinking of how to facilitate community. Discussion ensued on how to achieve this. There was a consensus that breakout groups during a Zoom meeting would help to strengthen and form relationships. Merrilyn and Paula will explore having breakout groups for new members during Zoom meetings.

Merrilyn thought we should also strengthen mentoring. They are working on a list of information about members and mentors. Joan Donatelle said mentoring is very difficult during Covid. Kristen spoke with Ramaj Young, a newer member, who needs a mentor. Liz thought Robin might be interested and will reach out to her.

Amalia said that she and Amy received lots of ideas from the annual questionnaires plus the post meeting/program surveys. They have planned a June event called Coffee and Camaraderie. It will provide an opportunity for members to introduce themselves, network and facilitate connections. At the end of the meeting someone will have the opportunity for a 10 minute spotlight. Perhaps this type of event would be good way for non-members to experience our organization. They are also looking into adding some shorter "coffee" meetings geared to new members. Amalia and Amy will work out the details.

Fundraising: Andi Bidwell and Audrey Nelson

Andi spoke about her report below:

1. The Mardi Gras event is available until 4pm on the 11th. If everyone buys one and sells one we will sellout.
2. Chef Nettie Colon is preparing the second Dinner in a Box that will cost \$100 for a full meal for two people.
3. Pizza in a Box. TBD

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4. She is hoping this will be a LIVE event.

Fundraising Committee Report

We have earned \$11,161.25 to date, which will nearly cover our budget estimates for \$11,427.10, which leaves us just \$265.85 short.

There are four more mini Dame It! events planned for the remaining months in this fiscal year as follows:

1. Mardi Gras Zoom Cooking Class – on February 11th.
2. Second Dinner in a Box – on April 24th.
3. Pizza in a Box with Amalia Moreno-Damgaard and possible tie-in with Urban Roots – in July.
4. Italian Dinner (made by Joan Donatelle) and Wine Tasting at the Sovereign Estates Winery – in August (joint meeting with Program Committee).

We will be working on earning money to use in fiscal 2021-2022 and also earning seed money for planning the next Dame It! event. To be clear, if we want to continue our philanthropic work as per this year, we will need another \$11, 427.00 plus \$6,000.00 to \$7,000.00 for seed money for our big spring event in 2022 = \$18,427.00.

It's not likely we will earn +\$18,000.00 from the four mini events listed above. So, we are already thinking about planning another holiday mini Dame It! event in December 2021.

Andi Bidwell and Audrey Nelson
Co-Chairs for Fundraising Committee

Communications/Social Media: Nikki Erpelding

Nikki was unable to attend the meeting because of a commitment with her students. She requested that the new Pinterest page be shared with the Board. She said that she had not done a lot with it and that it's mostly in its infancy stage but that we could get a feel for what it would look like. It's a vehicle for advertising events, showcasing our Dames' accomplishments and cookbooks /recipes etc. She welcomes all comments.

<https://www.pinterest.com/mnlesdames/ saved/>

She also wanted to remind us of the beverage pack available at France 44. It comes in a cute bag with beads and mask/s. (Only 1 had been ordered at the time she sent her notes.) It's a really smart wine based-elderflower-grapefruit spritzer, pour into a hurricane class over ice and garnish! Vive la Spritzer. This is not one of her products but she thought it would be very fun

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and festive, inexpensive and easy. Amy Waller helped her put this together. She is still wanting to be a member, Nikki keeps nudging her. <https://www.france44.com/virtual-mardi-gras-party/>

Program: Amy Brown and Amalia Moreno-Damgaard

Amy spoke of the temporary merging of Fundraising and Programs during Covid. They are excited to launch with the new member Coffee and Camaraderie meeting. The rest of the year has been planned, details to follow at a later date.

Amalia spoke about her participation on the Diversity Task Force at the International level. It was a 4 month project which generated an 8 page report. She learned a lot about the changes that the organization is going through as Cindy highlighted in remarks at the beginning of the meeting. She also discussed her meetings with Kristen and Andi to bring events under one umbrella. They began the process earlier but it fell through the cracks in the fall during the Board member change as the usual in-person crossover meeting did not occur. Before her tenure is complete in September she is hoping to complete a document that will increase quality control and efficiency. She recommended that we pay for Survey Monkey to ensure a reliable survey platform to use after events. The administrative expense is \$25/month but there might be a non-profit discount. Cindy will discuss with Tanya, Kristen and Joan Donatelle before the next meeting.

Amalia, Amy and Michelle Winchester are presenting a panel discussion for the March 2nd LDEI Table Talks series called Fabulous Female Food and Beverage Entrepreneurs Share Their Paths to Success. Table Talks is a month-long series of virtual events hosted by LDEI Chapters around the world, celebrating our community of women in food, beverage and hospitality. Throughout March, Les Dames chapters have designed programs they hope will appeal to Dames anywhere in the world.

Newsletter: Janice Cole and Patsy Noble

SEP

Janice and Patsy want to send a big shout-out to Kristen Olson for working with them to design the updated newsletter banner. Kristen did an incredible job and they hope we all like the new look. Please continue to send them updates and information you think would be interesting for the whole group. Andi provided an interesting book review this time and they would welcome any other book reviews, food finds (like the Strib's best things we ate last week column) and food/news buzz. It doesn't have to be anything long - a couple of lines or a paragraph at most is

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just perfect. Finally, in addition to highlighting our new members, they would like to highlight current members so please send them a line letting us know what you're up to. [L]
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Addendum: they are both still figuring out how Mailchimp works so please bear with them!
(Hence the tagline January newsletter (and the second mailing saying February newsletter)!

Scholarship: Susan Peters and Arlene Coco

Susan and Arlene are creating a list of scholarship recipients and their bios. This list should be available in the second quarter. They are looking for 2021 applicants. A link to the application and bios can be found on our web page.

Microgrants: Joan Donatelle and Liz Nerud.

Joan stated that there is not much recent activity to report. She did receive a donation in her name that she in turned donated to Microgrants. We received a second donation from a couple purchasing a Cheese and Wine Box, under scoring the importance of the DONATE button during Eventbrite purchases.

Service: Jenny Breen and BJ Carpenter.

Neither Jenny or BJ were able to attend the meeting. They will update us at the next Board meeting in April.

New Business:

Joan Semmer has been a Les Dames member for many years. She retired from her career as a graphic designer for food packaging in 2015. As her schedule now permits more involvement she has agreed to be the point person for a new Grant Writing Committee. She and Cindy highlighted the Grant Writing Webinar held last month. Joan briefly outlined the steps necessary to successfully write and secure grants. She has put together a preliminary timetable. She plans to research foundations to find out the timing for submitting grants. Between February 5 and February 12 she will send out a note to members to see if anyone has professional or personal connections or contacts in the foundations. She is hoping to have responses by February 12 and will spend the next week writing the grant that she hopes to present to the Board by February 19. She has targeted February 25 as check-in date with Ingrid Gangestad at International headquarters. She is looking for someone to co-chair this committee. Several names were mentioned as potential co-chairs. Joan will be in touch with

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Lois for financial information useful for the grants. Susan is going to put together a list of scholarship recipients.

Cindy brought up the subject of donating to the Brock Circle and/or Conference Patron Program. A brief discussion followed regarding remaining solvent, the \$18,000 we used since we didn't hold Dame It! 2020 and our commitment to support our community. Lois Tlusty moved that we do not donate to either the Brock Circle or Conference Patron Program due to our financial situation and Covid. Susan Peters seconded. The motion carried unanimously.

Lois brought up a perplexing situation regarding a Chapter name change that began in 2013 but was not fully completed. She would like to proceed with the process so that all of our accounts and tax records are consistent with the name MN LDEI. All agreed that this was necessary and supported Lois in this endeavor.

Cindy Jurgensen motioned to adjourn the meeting. Meeting adjourned at 8:25 pm.

Minutes submitted by Genie Zarling, Secretary.