

Minnesota Les Dames d'Escoffier International Board Meeting
December 6, 2021
Meeting held via Zoom

Meeting called to order at 6:37 pm by President Kristen Olson.

In Attendance: Kristen Olson, Merrilyn Tauscher, Julie Hinderks, Lauren Voight, Joan Donatelle, Amy Brown, Kim Ode, Susan Peters, BJ Carpenter, Janice Cole, Patsy Noble, Audrey Nelson, Arlene Coco, Lois Tlusty, Paula Zuhlsdorf, Genie Zarling

Absent: Joan Semmer, Cindy Jurgensen, Nikki Erpelding

Secretary's Report: Genie Zarling

The approved Minutes from the October meeting are available on the website. A notice will be placed in the newsletter so that Genie will be able to send out notes and cards to members who are ill or in need of support and encouragement. Kristen called out for written reports from committees that have detailed information to share.

Treasurer's Report: Lois Tlusty

A balanced 2021-2022 MN LDEI budget was presented to the Board. Merrilyn Tauscher moved to approve the budget and Julie Hinderks seconded. After no discussion the 2021-2022 budget was approved by the Board.

MN Les Dames 2021-2022 Budget

ASSETS

Checking Account (as of 10/01/2021)	\$31,447.02
-------------------------------------	-------------

INCOME AND EXPENSES

Income

Membership Dues (46 member/29 active;17 retired)	\$7,400.00
Program Registrations	\$4,000.00
Dame It!/Mini Fundraisers	\$22,000.00
Grants/Donation	\$1,300.00
Total Income	\$34,700.00

Expenses

LDEI Dues	\$4,000.00
Program Expenses	\$4,000.00
Grants/Donations	\$0.00
International Conference Grant - Chair	\$50.00
International Conference Grant- Chair Elect	\$50.00
International Conference Grant-Membership	\$1,500.00
Administrative Support	\$4,500.00
Chapter Insurance	\$800.00
Membership (programs, new member gifts, sympathy flowers)	\$300.00
Financial Support	\$0.00
Service Committee (internships, cooking classes; field trip)	\$3,700.00
Academic Scholarships	\$5,500.00
Micro Grants	\$1,500.00
Communications/Social Media	\$550.00
State Fair Award	\$106.00
Dame It!/Mini Fundraisers	\$7,000.00
Miscellaneous Expenses (postage, checks, Zoom, Mailchimp)	\$394.00
LDEI Patron Program	\$500.00
Web Site Development and Maintenance	\$250.00
Total Expenses	\$34,700.00

Old Business:

There was no old business;

New Business:

President Kristen Olson commented that there has been lots of hard work in the past few months and that it is noticed and appreciated.

Committee Reports:

President's Report: Kristen Olson

Kristen reported the CBL call was canceled at the last minute but that she has been chatting with our sister chapter in North Carolina about partnering.

Vice President's Report:

Paula's report was brief. She has a couple of things simmering but will fill us in later.

Grants: Joan Semmer

Joan was unable to attend the meeting but sent the following.

Here is a brief recap of the grant writing committee activity in November.

November was a very busy month. Working together, Joan, Kristen and Lauren were able to develop our first Give to the Max promotion. We raised \$300, which was disappointing. It would have been nice if every Minnesota Dame would have looked at our organization page and contributed at least \$10.

In retrospect, we probably didn't communicate the importance of our members being involved in the program. Considerable time and effort was spent coordinating, writing copy and finding images.

Going forward, we need to reach out to members and their friends and family to generate more interest and excitement. We need to create more compelling reasons to donate.

I would like chapter feedback on how to tell our story and motivate donations.

Kristen commented that Give To The Max Day was close to the Party Box fundraiser which was not ideal. We can plan ahead for that for next year.

Membership: Merrilyn Tauscher

Merrilyn said that Mary Scheu, our newest member, was spotlighted in the Newsletter and will be welcomed at the party on Thursday. She is interested in the Newsletter and Service committees. We will also recognize newer member Jessicer Becker. Merrilyn encouraged personal interaction with our new members plus asked us to invite new members to join our chapter.

Fundraising: Erin Clancy and Julie Hinderks

Erin and Julie both spoke about the Party Box fundraiser. To date we had sold 123 boxes and might not meet our goal of 220. Dame It! 2022 was canceled as it didn't seem appropriate to ask chefs to contribute. Based on input from multiple levels, going forward there will be quarterly fundraising events. In January there will be a Fundraising Committee kickoff meeting and they will ask for volunteers. They want to tap into

women chefs and have some other targeted ideas. Lois said congratulations to Julie, Erin and Lauren for a great job without a committee to support them.

Social Media: Lauren Voigt

Lauren thanked Erin and Julie for sending all the information needed to create a website for the Party Box fundraiser. We have advertising on Facebook and Instagram. Our advertising dollars are now going to a new audience and getting us in front of new people. Growth of social followers: +9% IG growth, +7% FB +24% email list growth: 120 email contacts added to our list! LDEI 'public' emails such as those advertising Party in a Box now reach 500 contacts Sources: Import from Eventbrite (now auto-syncing) Import from square Email opt-in boxes added to websites.

In 2020 the largest single day purchase of Party Boxes was on the Sunday after the email about the deadline for ordering was sent out. So we still have an opportunity to sell additional boxes.

Joan Donatelle asked about changing the Dame it! website. Lauren said we need to discuss this along with our Dame It! Identity.

Microgrants: Joan Donatelle

Joan Donatelle said that there has not been alot of action. She has been reaching out to a number of organizations to gather interest. She mentioned that Surly has a scholarship for women brewers. Lauren suggested that we have a deadline to apply:quarterly/twice yearly. Perhaps at the end of February or early March? We need to find individuals to benefit. Patsy asked if we had a list of past recipients. Joan said she is working on that and would like to include photos and stories. Janice will send photos of Dana from Minnyrow Market. It's good for applicants to see people like them. Joan will construct a template for recipients and put something in the January newsletter.

Programs: Kim Ode and Amy Brown

Kim thanked Lauren for the great rosetta recipe and instructional video. A brief discussion followed about the December meeting on Thursday at Joan Semmer's house. The January meeting will be a volunteer opportunity at Open Arms, Kim will talk more about it on Thursday. The February meeting features Rose McGee. She is very inspiring and this would be a terrific meeting to bring potential members to. Julie Hinderks suggested the possibility of turning this meeting into one of our fundraisers. Board members generally seemed in favor of the idea although there are a few factors to consider including accessibility for Rose who lives in Golden Valley.

Newsletter: Janice Cole and Patsy Noble

Things are going fine with the Newsletter, Patsy and Janice appreciate the nice feedback. There are still issues with reading the Newsletter on phones. They are trying to figure out how to link recipes and articles, Kristen will help. They would also like to provide a hyperlink to our website which would bring up a page that Tanya could add information to. Audrey requested that we publish our password in the Newsletter. Because the Newsletter also goes to scholarship recipients Tanya will need to send out an email with the password. The Newsletter committee would also like to connect members and their skills, perhaps it could be similar to the Linked In platform. Janice requested information for the January newsletter sooner than later.

Susan Peters: Scholarship

Susan had no real report. It's a quiet time with students taking exams etc. There will be updates in the next Newsletter.

Service: BJ Carpenter

Urban Roots has been busy moving so there is nothing to report. BJ will teach a basic skills class at the end of January. She will write an article about the new space for the January Newsletter. Jenny Breen is no longer a Board member.

DEI: Cindy Jurgensen and Nikki Erpelding

Cindy and Nikki were unable to attend the meeting. Cindy wrote an article for the Newsletter to prompt some thinking.

Announcements:

Arlene Coco is excited to be working with Ingrid Gangestad and other Dames to expand the Legacy Awards. They are trying to raise \$25000 for a woman mid-career to "take it to the next level". Arlene explained that they are going after large corporations and part of the Julia Child Foundation. Kristen said she would be interested in information about the process. Joan Donatelle suggested approaching Land O' Lakes and Nordic Ware. Merrillyn will share an article about the success of Tater Tot Hot Dish.

The meeting was adjourned at 7:55pm.