

Minnesota Les Dames d'Escoffier International Board Meeting
April 5, 2022
Meeting held via Zoom

Meeting called to order at 6:32 pm by President Kristen Olson.

In Attendance: Kristen Olson, Julie Hinderks, Lauren Voight, BJ Carpenter, Janice Cole, Arlene Coco, Lois Tlusty, Paula Zuhlsdorf, Genie Zarling, Liz Nerud, Kim Ode, Erin Clancy, Joan Semmer, Cindy Jurgensen, Merrilyn Tauscher, Amy Brown, Joan Donatelle

Absent: Nikki Erpelding, Patsy Noble

Treasurer's Report: Lois Tlusty

Lois submitted the following report:

MN LDEI Board Meeting Report
April 5, 2022

As of March 23, 2022, the checking account balance is \$35,119.48.

Income:

- \$343.90 March Table Talk Program
- \$320.00 Chowgirls Dame It! Deposit (2020)

Expenses:

- \$28.00 February Mailchimp
- \$66.00 February Admin Support
- \$150.00 March Table Talk Program Speaker
- \$19.99 Siteground Hosting

At this time, there is \$3,673 remaining in the 2021-22 budget. We haven't donated the budgeted dollars for Scholarship (\$5,500), Micro-grants (\$1,500) or Services (\$3,700) to date.

The Administration Support is below budget at this time.

Lois said that our name change has been completed with the bank, IRS, and Minnesota Secretary of State. She has scanned the letter from the state and Kristen will help store it in Google Docs. Lois will also make a hard copy and add it to the Treasure's binder.

Secretary's Report: Genie Zarling

The approved Minutes from the February meeting are available on the website. There was nothing new to report.

President's Report: Kristen Olson

Kristen mentioned that she had a CBL meeting that discussed the structure of each chapter's board and the pros/cons of each format.

Kristen also highlighted the following important dates:

April 10: Deadline for Summer Quarterly. For events or accomplishments that have already occurred, including Member Milestones and Chapter Programs, please email Kendra Thatcher at kendraleethatcher@gmail.com.

April 26: LDEI Board Treasurer Barb Pires' Treasurer Toolkit Zoom Call - toolkit for chapter treasurer. [Click here](#) to download. Anyone interested in being Treasurer should join in this call.

Vice President's Report: Paula Zuhlsdorf

Paula is helping out with several committees. She is also working on filling next year's Board positions. Please let her know if there are members that have been doing ongoing work on your committee. Please let her know if she can assist anyone with anything else.

Old Business:

There was no old business;

New Business:

Lauren Voigt has been working on rebranding our social media accounts. She, Erin Clancy, Joan Donatelle, and Paula Zuhlsdorf have been following the specific branding guidelines established by LDEI to figure out how to get into compliance.

Website:

- original URL mnlesdames.org
- new URL LesDamesMN.org
- We do ask that everyone keep their eyes open for where we have www.mnlesdames.org listed as our website, as we will need to update the address, such as on brochures, business cards, directories, etc. Send any instances to Tanya.

Facebook:

- Our current private (members only) group title: Minnesota Les Dames d'Escoffier
- We are proposing that we adjust the name of the private group to include the word 'private' or 'members only' so we all know it's just members vs us sharing to the world
- Our public account that was created for use during our Dame It fundraiser: Dame It @dameitTC
- We are also proposing that we update the name of the public account to: Les Dames d'Escoffier Minnesota to be in compliance with international and the marketing requirements for each chapter.
- We can still use and reference 'Dame It' as an offshoot from our chapter for fundraising and marketing as it has public recognition. We just have to change the title of our main public-facing chapter page to be in compliance.

We will be purchasing a new domain and have hired a web designer/technician to implement the changes.

Grants: Joan Semmer

Joan commented that Dame It! is a great name/logo and that we should think of it as a product. She sees Grants as an extension of fundraising and that we need to be thinking WHY and HOW to raise grant funds. In May, she would like to have a strategic planning meeting to fine-tune our message and identify our purpose. Prior to the meeting, she will review what other chapters are doing. Please let her know if you are willing to work on this and/or if you know other members that might be interested.

Membership: Merrilyn Tauscher

Merrilyn said that Membership is rolling along. Our newest member, Katie Milliron, was featured in the March Newsletter and Erin saw her at a work conference. We have two potential members; Tammy Wong and Beth Dooley. Both were speakers at the Table Talk Zoom presentation we co-hosted with the St. Louis Chapter. Merrilyn is working on staying connected with new members and encourages mentors to reach out to their mentees. There is information in the April Newsletter about inviting potential members to attend a meeting. Karen Smith has been invited to attend the April meeting at Malcolm Yards. Merrilyn will look at membership applications to see what committee work new members might be interested in.

Fundraising: Julie Hinderks

Fundraising has two events planned. In June there will be a box/bag gift option with a grilling theme available the Friday before Father's Day, with possibly a 1-4 pm pickup time. The goal is to get information to Lauren by the first week of May so that we have 5-6 weeks of promotion. In September there will be a German wine and cheese pairing. Two evenings with 30-35 attendees are planned featuring women producers at women-owned locations. Amy Waller will secure the wine and Erin Clancy has begun to talk with cheese producers. More details to come.

Social Media/Communications: Lauren Voigt

Lauren reported that our Instagram account is up 4.5% with about 700 followers. Facebook is only up .6% or two people. Our email list has grown by 10%. We missed the opportunity to notify 615 contacts about the March Table Talk and Microgrants. We should consider expanding promotion through the email list because you never know who might benefit from our resources. We should also let those who support us know where their money goes.

Microgrants: Joan Donatelle

Joan had exciting news. After receiving only one application last year, this year we had eight. She wondered that since we have \$1500 budgeted for eight \$500 requests if we should give each applicant a smaller amount. This comment prompted a lengthy and complicated discussion. Several viewpoints and solutions were explored including moving money from Service to Microgrants. During the discussion, more applications were discovered to bring the total applicants to ten. Kristen interrupted to announce that

we had received an additional \$3000 anonymous donation earmarked for microgrants. The surprising and welcome announcement ended the discussion. Joan seemed confident that after reviewing the applications there would be enough funds to award to qualified applicants. She did ask for additional members to help review the applications.

Programs: Kim Ode

Everyone should have received the invitation to the April program at Malcolm Yards. For May, she and Amy are working on a tour of Peace Coffee. June 9th will be our evening with Brenda Langton, possibly at Studio Q. Amy will be planning the July and August programs. Dorothy Stainbrook might host the August program at her farm. September is the annual meeting which they will plan around the German wine and cheese pairing.

Newsletter: Janice Cole

Janice said that everything is going along great. Mary Scheu has been helping. Patsy will remain on the Newsletter Committee until the June issue is completed but will take the remainder of the summer off. There may be a month this summer where we skip the newsletter. Janice thanked Julie for her great contributions with Trends.

Scholarship: Arlene Coco

There is one applicant with a June 1st deadline. Allison Sheardy and Dorothy Stainbrook are helping with the committee. Someone suggested that Arlene ask Lizbeth Kliewer to work with them.

Service: BJ Carpenter

BJ has a meeting with Katie at Urban Roots on April 20th. She will provide us with a report after the meeting.

Diversity, Equity, and Inclusion: Cindy Jurgensen

Cindy has been working with Kristen and Paula. She submitted the following report:

In order to increase exposure to a more diverse audience (potential members) we need to reach out in different ways.

To that end, she met with Brian Erickson, head of the MN Dept of Agriculture's MN New Markets Cost Share Program. It helps small food companies and entrepreneurs with

trade shows, store demos, and marketing. One business that has been helped was Seven Sundays Muesli -owner Hannah Barnstable donated product for the swag bags for one of the Dame It! fundraisers. (Hannah is a friend of member Joan Semmer and is interested in joining MN LDEI when time permits). Cindy likes that one of Brian's mottos is to "advantage disadvantaged groups".

She wrote a short article for their newsletter explaining our organization and that our Scholarship and Microgrants might benefit those in the New Markets program. He said that Patrice Bailey, their assistant commissioner, has started an emerging farmers group to promote diversity.

Cindy also asked Greg at LDEI if LDEI has a DEI board position (they don't) or a position description (they don't) for DEI since they encouraged all Chapters to add that board position.

As an Advisor, Cindy is helping on the Fundraising Committee and working with Lois and Merrilyn to revise the Chapters' Bylaws. She mentioned that they're proposing Special Committees.

The meeting was adjourned at 8:18 pm.

Minutes submitted by Genie Zarling, MN LDEI Secretary.