



Monthly Board Meeting

July 20, 2014

The monthly meeting was held via conference call to test the system for Board members who occasionally may have problem getting to our meeting in person and began at 2:18 PM.

Attending: Daniel Rajczyk, Adam Rajczyk, Lisa Rajczyk, and Eva Rajczyk

MINUTES

After making a minor modification – Item #7 dealing with T-shirts should have been listed under Item #6 – a motion was made and voted on to accept the minutes of June 22, 2014 as presented to the Board by Eva Rajczyk

BOARD DEVELOPMENT

Recruitment flyer and E-mail was prepared by Lisa and approved by all Board members

Doug Perry tendered his resignation from the Board for various personal and health reasons as of July 20, 2014, which the Board accepted; he will work on transitioning through August 8, 2014 including completing documentation, transferring knowledge, and assisting with the transition itself. He indicated to the Director that he would like to return to the AWorks team at a later date.

The Board agreed that we can now begin recruiting Board members using our personalized E-mail template and Board-approved flyer as well as BoardProspects

WEBSITE UPDATE

Inasmuch as Doug has resigned, Eva volunteered to work on AWorks' Webpage until such time as a volunteer (paid professional when we could afford to pay) could be found to take over. Whether volunteer or professional, future Website developer must know about content management systems (CMS) like [WordPress](#) or [Drupal](#)

UPDATE ON POTENTIAL INTERVIEWS (TV, newspaper) and video

It was decided in our June meeting that it would be a great idea to advertise our organization through TV and newspaper interviews and through a YouTube video. Daniel did not have the chance to make talk to his contacts so the interviews have been tabled for the time being. It was also decided that the video needs to be worked on at a later time when we have funds to rent proper

UPDATE ON POTENTIAL SPEAKERS LIST DEVELOPMENT

Adam found the contact information for Dan Aykroyd and Bill Gates. Lengthy discussion followed about whether or not potential speakers would be willing to participate for free.

Daniel suggested that perhaps we should contact potential speakers prior to formal invitation to see if they would be interested in participating.

It was mentioned that perhaps the best idea may be to have a panel discussion before inviting individual speakers as Board members felt that speakers might be more receptive to participating if they are not appearing alone. It was also felt that a panel discussion could bring a more diverse audience than having only one speaker.

The Board agreed to work on developing a really inspiring letter to convince future speakers to actually want to participate.

There was a discussion about how to ensure that the celebrities we actually see our letter. One of the suggestions was that at least one of us may have to attend an event where these people are speaking and hand them our information personally.

Additional names were added to potential list of speakers (we need to find more): [Temple Grandin](#), [John Elder Robison](#), and [Rudy Simone](#)

MARKETING

T-shirts – Board will check out the following sites to see which company we will go with [CustomInk](#), [VistaPrint](#), [Logo sportsware](#), or [Uberprints](#)

SOCIAL MEDIA

Lisa will be in charge of all social media accounts and will ensure that everything is on-topic. She will develop separate social media accounts for attracting and communicating with volunteers as there would be too much clutter on regular social media sites and she would have difficulty following who was a volunteer, etc. It was mentioned that there are apps for mobile media such as [foursquare](#) that we should check out.

FUNDING

The Board discussed [crowdsourcing](#) as one way to raise funds prior to and after becoming formally a 501(c)(3) nonprofit. It was decided that it would be better to hold off on soliciting donations through PayPal until we receive our nonprofit status from the IRS since PayPal is much more costly without it

STAFF DEVELOPMENT

Both Lisa and Eva have been hard at work defining various leading staff positions – information will be disseminated to the Board at our next meeting. Once we are ready and have some funds, we could recruit for these positions online at [BoardProspect](#) and [Idealist.org](#).

IMPROVEMENT ON COMMUNICATION AND SHARING

Checkout and learn [Asana](#). Daniel will work with Lisa. Eva will work with Adam.

BANKING UPDATE

After comparing a number of banks in the area, Daniel decided that [Georgetown Bank](#) would be our best choice because it provides free integration with QuickBooks and it provides 330 free transactions per month. Daniel and Adam will visit the bank and check it out.

OTHER

There was a discussion regarding Board members' E-mail signature when disseminating information to the public. The Board agreed that everyone will have the company logo and font color will be black. After individual names, each Board member will add, as their role, "Founding Board Member" except for Daniel who will continue to use "Executive Director" title. When E-mailing fellow Board members, each member may use his/her present title, if any.

WORKING MEETINGS

It was decided that there will be times when working meetings may be necessary. For instance, job descriptions - Adam and Daniel will work on trimming down Board of Directors job description and Lisa and Eva will work on trimming down staffing job descriptions

BOARD TRAINING

Once we have new Board members, it will be necessary to have a Board training session, probably in October

Next meeting: August 24, 2014 at 48 Marshland Street, Haverhill – new Board applicants will be welcome to attend

The meeting adjourned at 3:51 PM.

Respectfully submitted,

Eva Rajczyk
Secretary