

FOAL Meeting
November 26, 2018
Glebe Room, Central Library

Present: Kate Summers, Kate Schweigart, Martin Pippen, Claire Christian, Nada Sulaiman, Gineanne Goldsmith, Judy Hijikata, Rob Hizon, Sharon Meister, Judith Kindell, Kelly Fado, Joni & Marx Sterne.

Meeting convened at 7:07pm

The purpose of this Board meeting is to meet with Tara Claeys and have her present her proposal live so we can all ask questions.

She uses WordPress and WordPress plugins. She walked us through her presentation, and her process and we talked about our priorities.

Our biggest priority is a new logo and we'd like to have that before the book sale in April.

We also want to begin to use Mail Chimp again to communicate with our Members and she can create a template for our RSS feed.

We were also concerned that changes would impact the ticket sales for the Lit Up Ball and she described a landing page she created for another client who had a similar issue.

Her process is tested and the first step after hire is a "Discovery Survey" with each client or Board so that all needs are identified in the beginning. We talked about that a bit and decided that we were interested in exploring options for online management of our volunteers, and were also interested in options to manage membership.

Privately, the Board then discussed her proposal and unanimously decided to accept her proposal and begin the rebranding and redesign process using Design TLC by Tara Claeys.

The Board also agreed to all be involved in decisions, and Kelly, Claire, Laura, Rob, Judy Hijikata, Gineanne all volunteered to help.

Meeting ended at 8:10pm

Subsequently, on November 27, 2018, Kate Summers signed the contract with Design TLC, so our process has officially begun!