

WNBA/LA Chapter Meeting: September 21, 2019

Board Meeting Minutes

Location: 4500 Park Granada, Suite 202, Calabasas, CA 91302

Time: 9:44 am - 1:17 am

Attendees:

Ezina Le Blanc, President
Diana Giovinazzo Tierney, Vice President
Natalie Obando-Desai, Immediate Past President

Holly Shaffer, Auditor
Karen Holly, Secretary
Cynthia Levin, UN Coordinator/ Judy Lopez Chair

Havilah Malone, Communications Chair
Laurel Cole, Blog Editor

Absent Board Members:

Ruth Garcia-Corrales, Writers' Voice Chair

Suzanne Kleinbub, Treasurer

Cheyenne Yousuf, Graphic Designer

Jessica Reveles, Membership Co-Chair

Jennifer Holmes, Outreach Chair

I. MINUTES

The minutes of the last meeting were distributed but not specifically approved.

II. ACTION ITEMS

The following action items were discussed: Judy Lopez Event.

This year's event at the Culver Hotel was oversold by one ticket. It was a successful event, attended by 51 persons, including the winning author.

For future Judy Lopez events Ezina proposed that we expand and broaden our outreach into the community. We could include a special reception to meet the authors and a children's essay contest that would involve more children. The Board received the proposal enthusiastically and will start working on this.

III. FINANCES

The Treasurer's report was reviewed and approved after being read by Holly. Balance on hand as of September 21, 2019, was \$10,280.38. Total income was \$627.25. Total expenses were \$1765.81. Balance on hand as of July 21, 2019, was \$11,418.90. Report is attached.

The Judy Lopez Fund has a balance on hand of \$10,214.71.

The Judy Lopez Endowment Fund had a balance of \$98,436.61, which is no \$98,494.98 as of September 21st.

The continued issue of the annual budget issue was not addressed at this meeting since the Treasurer was not present.

IV. UPCOMING EVENTS

A. Literary Tea

Our next literary tea will be November 16th. Tentative location is Joan's house. Ezina suggested we consider alternative venues such as a tea house, which we will look into for future events.

Authors scheduled for the tea are Gwen Womack, Zara Rahim, and **possibly Renee Carlino**.

We discussed the criteria for WNBA members to be considered as featured authors. As posted on our website, the primary requirements are that the member's work be published by one of the Big Five publishers and that the author have a following.

Admission for the tea will be \$10 for members and \$15 for non-members.

B. World Voices Event

The event will be held on October 19th at Creating Conversations Bookstore in Redondo Beach. Three Hispanic authors will be featured, and Jennifer will confirm them. Currently under consideration are: Rivera and Torres.

Natalie will be the moderator and the Women of Color Group will provide refreshments.

Our newsletter will feature the selected writers, and we will try to sell a good quantity of books. (Apparently Skylight Books refused to be our venue because we sold only three books at the last event.)

C. African Diaspora Event

Event will be held in February at either African American Museum or the LA Resource Center. The museum will moderate at their venue; otherwise Havilah will be the moderator.

Either fiction or non-fiction authors will be featured. Diana will contact Jennifer about obtaining authors. Laurel will interview the authors and get headshots and bios.

Later we will set up a live stream with Creating Conversations Bookstore.

D. LA Festival of Books.

Held at USC and scheduled for April 11-12th, 2020. Prices for booths are not yet available.

At this year's event we had eight authors who paid \$150 each. We got 200 newsletter sign-ups, plus four new members, including two authors.

Expenses exceeded income by \$120. For the coming year we will start promotion as early as October on social media and maybe with fliers at the literary tea.

V. **NEW/ONGOING BUSINESS**

A. Development of New Events

The Board discussed development of new events that would create more opportunities for authors to meet agents, managers, editors, and publishers. This would include more online "how-to" classes.

The series could include a class with editors, query letters, pitching to an agent, self-promotion, and publishing options.

Possibly there could be one class per week for a month as an effort to sell new memberships.

It was suggest that we use links to EventBrite and to meetup.com. Also Laurel will do a blog post on NaNoWriMo.

B. Expansion of Judy Lopez Event

Ezina did an oral survey at the JL lunch and learned about people's interests, which included: having happy hours, an accountability group, classes on promotion, indie book events for indie authors, more social events with women who enjoy books.

We will look into creating more of these events and to establishing WNBA as a hub or a go-to place for book lovers and authors.

C. Libraries

The LA Chapter is going to make an online library, which National can use and tie in to UN initiatives, such as World Literacy.

Ezina met with the LA County Librarian who loves the idea of the UN and having more programs that include all groups.

D. Judy Lopez Accounts

A motion was made to add Cynthia Levin as a signatory on the Judy Lopez bank accounts. The motion passed. Cynthia and Suzanne will both be signatories.

E. Membership Renewals

Ezina will order address labels to streamline sending out membership renewal notices. Jessica will be responsible for sending these out.

F. New and Expanded Services

The Board discussed ads for authors on our website at a cost of \$100. Ezina can shoot an author's video and add the cost of a video package to the ad. We can do a book trailer for the author and feature it in a blog on our site.

G. Fundraising

Karen will look into possible events/book fairs as set up through Barnes & Noble.

VII. NEXT BOARD MEETING

Will be held on Saturday, November 16th at 11:30 prior to the Literary Tea.

VIII. OPEN ACTION ITEMS

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| Natalie/
Havilah | Additional agent/publisher pitch events
> |
| Jessica | Membership Renewal emails/Provide updated membership lists and information about cut-off dates for renewal.
>
> Tabled to our next meeting |
| Ezina | Development of PR materials, branding, style issues |
| Cynthia | New developments for Judy Lopez event |

Ezina/Karen: Develop fundraising plans and programs

Diana: Reach out to Joan about the writer's group to see if they have filled their spots yet.

Havilah/ Suzanne: Further research on who our membership is

Ruth Garcia/Ezina/Diana: Find a new date for Writer's Voice

Diana/Ezina: Create a Global calendar for the Group

IX. CLOSED ACTION ITEMS:

The meeting adjourned at 1:17 p.m.

