

SENA Board Meeting  
January 18th, 2021

Meeting began at 6:40pm

Present:

Richard, Gail, George, Shanon, Marla, Brit, Steve, Sabra and Charlie.

Richard explained the house rules, introduced catering by Jessica.

Megan Baramy, Ashby/Gabriel, social media specialist

- accessed Mail Chimp, 900 addresses, 700 emailable, only 400 correct.
- Some out of state may be property owners who live here part time
- low response rate, low open rate, click rates are low.
- no correlation between email list and membership data base
- we need to track membership data base
- we need a website
- To move forward and begin the right way, what do we do?

Megan suggests:

- Basic website with ability to collect payments and keep track of payments
- Simple website, 3 pages, used to collect payments
- social strategy, Facebook, is the next step to drive membership.

Social media should all look the same.

Limit groups to paid members?

Shanon-

-Need to fill secretarial position when Marla leaves

-Bylaws

Strikes- what does 'automatic' mean under Article V? Can business be a member?

Change membership to 'membership eligibility'

Who do we want to be able to vote at general meetings once they pay their dues?

-a lengthy discussion arose regarding whether or not businesses should be able to vote

It was decided:

- —regular members can vote
- —associate members can not vote

Dues

-decided each year and recorded in the minutes

Meetings

- at least every quarter, shall be an annual meeting in Oct whenever possible
- nominating committee selects new board members to be presented to current board to be voted in, with nominations from the other board members still allowed

Voting

-1 person, per membership, per vote

Board

-Can approve expenditures up to 500\$

Officers

-add sergeant of arms

Until we have a general membership meeting we can't ratify bylaws

Richard will clean up the bylaws based on tonight's discussion and votes

George motioned to make the discussed changes to bylaws, Steve seconded the motion, all voted in favor

Charlie motioned to get two proposals to do list management for SENA, George seconded motion, all voted in favor.

We need to have another branding, public policy, and fundraising meeting.

Should we keep Fiesta on Flagler as our neighborhood event?

Shanon suggested a 'Tennis Ball' when the South Olive courts are complete

2500 households in the Southend, 15% would \$7500

Meeting adjourned at 8:13pm