

Agenda ExComm Meeting April 3, 2022, 3:00 PM

ExComm members present: Rob Bradford, Art Schwartz, Lisa Blair, Jackie Nesbit, Kathy Crum, Ken Silver, Melissa Stephens.

Other TBM members present: Thomas Thomas (RVC10).

Guest: Quintin Grabowski

Opened meeting at 3:04 PM.

Motion to put Rob Bradford back on the ExComm. Motion carried.

Scribe's Report (Linda)

Minutes from last meeting were posted and suggested edits were made.

Asst Loc Sec (Art)

We currently have 691 members, not counting all the people who are dropping off. Membership is actually down 140 members who have lapsed. Art will try to contact them to remind them.

Rob suggested we try to get an exit interview to find out why they're not renewing. In the past, people felt they weren't getting value for dues.

Treasurer's Report (Kathy)

Discuss Newsletter Cost

Re Printing/Postage costs for TBS as of 1/1/2022

We are paying \$0.16 per page for regular paper and printing (front & back)

We are paying \$0.17 per page for color paper and printing (front & back)

January 2022 16 pages total, 4 sheets of paper, 3 plain + 1 color

We were charged \$0.64 (assuming 4 @ \$0.16, but it should have been 3 @ \$0.16) + 1 @ \$0.17

February 2022 16 pages total, 4 sheets of paper, 3 plain + 1 color

We were charged \$0.48 (assuming 3 @ \$0.16) + 1 @ \$0.17

March 2022 16 pages total, 4 sheets of paper, 3 plain + 1 color

We were charged \$0.48 (assuming 3 @ \$0.16) + 1 @ \$0.17

April 2022 12 pages total, 3 sheets of paper, 2 plain + 1 color

We were charged \$0.32 (assuming 2 @ \$0.16) + 1 @ \$0.17

It appears that prices for both color and plain sheets went up \$0.04 at the beginning of 2022. That amount doesn't seem like much, until you do the math and it's a 33% markup for the plain sheets, and a 31% markup for the color sheets.

We are \$700 in the hole for this year. The Sounding is our biggest expense. We have used up 50% of what we budgeted after putting out 4 issues this year. Our account balance is still good. We've got \$17K in the bank.

We are well under budget this year for socials.

If we have a 12-page newsletter, it's about \$375. If we have a 16-page Sounding, it's about \$425. If we're going to do monthly, the budget would allow for a 12-page Sounding. We've got money to cover it if we decide to have a more robust Sounding. Our cost did go up 30% as of January 2022.

Suggestion to print a "Go paperless" message in the Sounding, which might save us money.

Rob Bradford suggested putting links in the newsletter to encourage members to look at content online which would take less pages. For those who click over to the content we can also put a plea to save paper, etc., to go paperless.

Always put the link to the online copy each newsletter. Default is "Print" because members have to change the setting on their profile to allow electronic communications.

Scholarship report (Linda)

Regional Scholarship judging is wrapping up. It will still be at least 2 months before we know what scholarships were awarded

Ideas for an appreciation event are welcome. Note that there were a number of judges that are not local but were borrowed from other local groups. Do we also want to do something for those judges? They did volunteer with the National Co-Chairs.

- There are 14 total judges, of which 3 were not local.
- Set up a wrap-up Zoom to see how it went. Linda will check with other judges to see if they are interested in participating
- Melissa motioned to approve \$10-15 gift cards for the judges. Motion carried.

Program Officer (Ken) – We had a program last month, and we had the picnic. Ken put a suggestion in the newsletter to suggest events. We don't really have any SIGs. That was where he got most events in his last group in Minnesota. One of our problems is we are very spread out. We did have a Jeopardy last month. It was not well-attended. It was Zoom, so being spread out was not an excuse.

Also discussed was the game Kahoot. The cheap version is \$10 a month. Melissa already has the teacher's edition, which we can utilize as long as we stay PG.

Lisa is having dinner in Sweden at Ikea, next Wednesday. Also book club. Near Ybor.

Escape Room in a Box is a live event. People will have to travel to Lisa's house. Maybe we could have a prize for the winning team.

Lisa reached out to National to try and get an email list of 18–25-year-old members so we can target them with events.

Rob Bradford did a population density chart. Center of mass is around the zoo or Town or Country. He will send the chart out to us. It would be nice to have an event in each region. Ken would like to see area coordinators. Looking at the map, it would be nice to have 4 area coordinators to plan events. We have tried having area coordinators before and it has been a challenge.

Membership Report (Art) – Already discussed at the beginning of meeting.

Testing Coordinator (Lisa) – So far we have had 3 testing sessions and picked up some new members from those testing sessions. Art, Lisa and Thomas are now current as proctors, and Lisa will try and get Stephanie to proctor some more sessions so she can also be current. She is up north now and is looking for testing locations up there.

Publicity (Open Position)

Community Outreach (Lisa) – Waited too long to get anything set up for Mensa Cares for April.

Loc Sec Report (Lisa) – Lisa found a report that shows the breakdown by gender and age, and the younger group is a pretty big group.

Social Media (Jacki) – A few people have asked to join. Lisa asked Thomas if every member is on Mensa Connect and Thomas says it's everyone who is not a minor or who has not opted out. Jacki is still doing all of her social media work on her phone.

Webmaster – Dan Tabbert (absent. Report posted online).

- We had a minor issue causing the website to go down. Dreamhost had performed a routine upgrade to the hosting platform and one of the plugins we use on our website caused an error with the upgrade. We reached out to tech support and there was already a fix ready to go for that plugin, so we simply accepted the mod to the plugin and site was back up in no time. Going forward, we gained access into backend of site to accept these plugin mods more easily and in advance of future upgrades.
- Also, it was pointed out a link on the Events page said "Click here to register for regional gathering", which hasn't been scheduled yet. So wording changed to "check back for next regional gathering details".
- Overall, site has been working fine, no other issues identified.

Gifted Youth (Melissa) – Melissa had a request to start doing the visits to different sites like the Aquarium. Will start with the Florida Aquarium and will move on from there – museums, etc.

New Business

- Facebook Content Policy
 - This came up due to a post that was reported. When Jacki reached out to the member who reported it, the user said it was irrelevant, not useful information/content and did nothing to benefit the group. We currently don't have guidelines for accepting posts.
 - We have to decide how we want the Facebook group to run. Are we looking for a venue for conversation and relationship building? Or for official events? Any suggestions for whether we want to come up with some official rules for the group.
 - The member who reported the post hasn't even participated on the site.
 - It might be helpful to have some kind of rules posted so that we have it in writing.
 - The reported post was not something that was offensive. It was a pun on a flag. The flag of Switzerland is a "big plus". Lisa actually knows the user who reported the post. He is the deputy membership officer. She doesn't think he realized that when he reports a post, that brings it to the attention of the Facebook police.

- Should we have guidelines, like no political posts?
- We certainly don't want to have moderators.
- Maybe we put something on the page at the top, where there is a description of the web site and who it is for.
- Thomas said he would send what some of the other local groups are using, which he did after the meeting.
- Our guest, Quintin is an ethnographic researcher and is doing a project on Mensa.
- We need to start talking about RG for next year, whether we want to do a land-based or a cruise. Melissa recommends the cruise. It is easier on the group. Now would be a good time to start getting prices. This venue would impose relatively lower stress on the group. A cruise seems to be the way we want to go. Assuming Memorial Day weekend, it would give us a little more than a year to begin planning. Art will reach out to Belinda to see if she is interested in getting involved again. Art has the travel agent's info. It was agreed that the group is not yet ready for a land-based RG due to inflated rates in our area due to COVID.

Next meeting 3:00 PM June 5th. Meeting adjourned at 4:24