

Heroic Girls Foundation Meeting Minutes: July 19, 2020

*This meeting took place over a Google Meet video conference due to the COVID-19 pandemic

I. Call to order

The meeting was called to order at 2:15pm.

II. Approval of the Agenda

John made a motion to approve the agenda. Patti seconded. All were in favor, none opposed. The agenda was approved.

III. Approval of the Minutes

The June 20, 2020 Meeting Minutes were up for approval. Patti made a motion to approve the minutes. John seconded. All were in favor, none opposed. The minutes were approved.

IV. Reports

A. President

1. Need for "Point Person" on items: John would like to have a point person for any action item to ensure those items are done or at least started by the next Board meeting.
2. Social Media and Website statistics: John has been tracking the statistics on social media and the website. The past month was very good. There were 250,000 visitors on one day on the Facebook page. The website has, on average, 10,000 visitors a day.
3. Fundraising:
 - a) PayPal: HGF has an official PayPal account with a donate button. We already received our first donation of \$60.
 - b) Amazon Smile: HGF is also on Amazon Smile.
 - c) Facebook: John is working on getting a way for people to donate through Facebook. Gerine has been through this process. As HGF is already on Guidestar, Gerine said that that should help to expedite the process.
4. Book Club: The book club has been going well. John is looking for a way to

reach out to more people to join on the actual day. The July book is “Hot Comb” by Ebony Flowers and will be discussed on July 26. Gerine and Iris will be leading the conversation (along with John) for the book.

B. Treasurer:

1. Bookkeeping Update: Jen has been working on keeping things up to date.

V. Old Business

A. Fundraising Update:

1. Masks: Patti has been looking at various companies; one such company is Printify. With Printify, the cost of one mask is \$4.91, but if we could sell for \$10, we could make a great profit for fundraising. The process is very easy to set up. It is ideal to use a company that will offer drop shipping. **ACTION ITEM:** Patti will continue to look into companies.

2. T-shirts: This item will be tabled until there is a new logo in place. John also suggested possibly having a t-shirt with a great feminist message and then a small HG logo attached.

3. Grants:

- (1) COVID Grant: The City of Sacramento is offering grants to help with education or other items affected by COVID. John has looked into this. A part of the application requires a year's financials. We will figure out how to proceed. **ACTION ITEM:** John will continue to look into the grant.
4. Fundraisers: We will continue to look into other ways to raise money.
5. Fireworks booth? Another possible way to raise funds, but it is a great deal of work and the actual percentage received is very small. This item will be tabled until HGF is more established.

B. Web Hosting: Not much progress has been made. John has investigated a number of sites, nothing right now will work for our needs. **ACTION ITEM:** John will continue to look into website hosting options.

C. Logo and Branding: Gerine's contact came back with an \$800 quote but we would need to fundraise to do that. Iris' contact came back with a pro bono quote. It is hoped that Iris' contact could do another aspect of HGF (#morethancute or Half the Shelf).

1. Uptown Studios: Uptown Studios came back with a \$2,500 quote. John said we would have to fundraise to do that, but they returned stating they would do this project pro bono. Tina at Uptown Studios offered up her contacts with other women's groups and is heavily invested in the community. **ACTION ITEM:** John will have a virtual meeting with Uptown so they can get a better grasp of the mission for HGF. Uptown will handle the main logo and website overhaul.

D. Programs:

1. Teacher's Kit to Promote Gender Equality: A small group met with teachers and experts to discuss the program. A big part of the success of this is to develop pre and post questions for children (assessments) and to meet benchmark standards. John will work on a prototype for this. Additional items to include: posters for the classrooms, etc. We also discussed proper age groups and what is appropriate. For example, allow younger students to create drawings vs. in person discussions. It would be helpful to have a list of prompts or guidelines for running the program so any teacher can implement the program in their classroom.

E. Half the Shelf:

1. Database: John found an internet database on books. He is checking it out to see if there are aspects helpful for a Half the Shelf database.

F. Podcasts:

1. Lady Comic Book History: Looks at the history of female characters in comic book history. HGF will sponsor her podcast and help to publicize it.

2. Heroic Girls Podcast: It has been a while since the last HG podcast. John is looking into starting it up again. John's friend, Aiyana, will co-host and then guests will be brought in. A podcast will help to get the word out on HG.

VI. New Business

A. Video Series: perhaps start a series on youtube.

1. Comic Books 101: a history of comic books discussing interesting points; helping to give a general education on comic books.

2. HG Kids Investigate: (Pink Tax, What % of Shows Star Female Characters, etc.): Have kids look into various topics and act as reporters.

3. Social Experiments: (Give kids fashion doll and action figure, etc.): Allow kids to run the experiments.

B. #morethancute/Halloween: This year will be a "lockdown" Halloween so we need ideas kids can do at home. Gerine suggested interviewing cosplayers to give tips or tutorials on DIY costumes. Patti suggested a young girl in Ohio who is a very talented cosplayer. Gerine suggested hosting a virtual Halloween party. Sarah suggested asking families to also post their costumes and tag HGF and morethancute. **ACTION ITEM**: John will start to reach out to various cosplayers.

C. Podcasts: this item was discussed under Agenda Item V.F.2. Finding a sponsor for the broadcasts would be most helpful, especially as our incoming donations are low. **ACTION ITEM**: John asked everyone to think about local business that would make a great sponsor. Gerine will also come up with a list of women who could help take on co-host duties.

VII. Comments and Announcements

John has started to compile a spreadsheet of studies that focus on gender/gender assumption in children. He would like to include that on the HGF website.

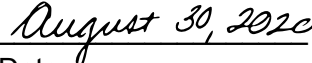
VIII. Adjournment

The meeting was adjourned at 3:21pm. The next meeting has been scheduled for August 30, 2020 at 2:00pm.

These minutes were submitted and approved by the Board by a vote at the August 30, 2020 Board Meeting.



Sarah Phillips, Secretary



Date