

Heroic Girls Foundation Meeting Minutes: September 22, 2020

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

*It was rescheduled via an electronic vote on September 20 to be moved to September 22.

I. Call to Order

The meeting was called to order at 7:34 pm.

II. Approval of the Agenda

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

III. Approval of the Minutes

The August 30, 2020 Meeting Minutes were up for approval. John made a motion to approve the minutes. Jen seconded. All were in favor, none opposed. The minutes were approved.

IV. Grant Update

- A. CARES Act Grant: Our contract for the grant was received and finalized. We should receive a check 10-21 days after signing the contract. Unfortunately, the book club timeline will be pushed back. John and Jen attended a Zoom call on September 21 to go over how to fill out the fiscal spreadsheet for tracking grant funds. There are certain reporting requirements per the grant stipulations. Everything must be tied back to mitigating events of COVID. We will also be receiving monthly support from the city.
- B. Workshop Update: John went to the first workshop on September 1. John and Sarah attended the second workshop on September 22. The focus was starting something from nothing. There was a huge emphasis on networking and using your contacts and attending events.

V. Hero Academy

- A. Teacher Contacts: Sarah reached out to various schools to ask teachers to help identify students. Elementary: Pacific Elementary (never heard back), Leataata Floyd Elementary (made contact with the librarian, Jondell) and David Lubin Elementary (made contact with many teachers and the librarian). Middle: Sutter Middle (made contact with two teachers) and Kit Carson (made contact with one teacher). High school: Hiram Johnson (haven't heard back) and Kit Carson (made contact with one teacher). Sarah also recently reached out to the School

of Engineering and Sciences and Luther Burbank High School. She may still reach out to Leonardo da Vinci (K-8), Mr. Kearsy at Cal Middle, and Rosemont High School. We are also still waiting on the students from Leataata Floyd to be contacted and confirmed for the club.

- B. Update on student counts: We have 12 confirmed students so far as well as a handful of students who were nominated by teachers but have not yet confirmed. Sarah is following up with all schools this week. We may do an open invitation on neighborhood sites to reach students that may be interested.
- C. Book List: John and Patti have completed the list. The list was carefully cultivated to ensure a very even mix of genders, races, abilities, as well as at least one superhero. The book order is being placed with Empires Comics Vault. Any books that cannot be ordered through Diamond Publishers have already been sourced elsewhere (Amazon). We should be able to order books needed from various sources, but will be flexible in case books need to be changed.
- D. Logo and Promo Materials: Uptown Studios created a sub-brand for The Hero Academy. It will be the infographic that will go with the books, bookmark, and membership ID card. Fruitridge Printers have a good relationship with Uptown Studios and will create all the items. We must order a minimum of 150 items. The plan is to hopefully purchase additional items so we can give away small items such as stickers and bookmarks.
- E. Swag Bag & Reading Kit: Each participant will receive a bag and reading kit which will include the book and questions for the book discussion. K-2 will also get an activity book, crayons, notebook and pencil. Older students will receive a notebook, pencil, small post-its, and stickers. We are hoping to have a special prize once students have completed the six book challenge. Ideas are a book light, timer bookmark, ice cream gift card, and medal.

VI. Website

- A. The new website is currently on hold until the grant money comes through to move to the designated server.

VII. Merchandise

- A. Teespring: Patti has been working on this. The online merch store is live. More designs are being added each week. She will narrow down items being offered to focus on the most popular searches. <https://teespring.com/stores/heroicgirls>
- B. Everfan: Jen has done research to get together a cape and mask set with #morethancute on it. They are excited to partner with us. They may even put a page on their site to promote Heroic Girls in the future. If we choose to move forward, we would need to collect the orders and money and then pass this along to Everfan. We would need to have a minimum of 25 orders. Jen suggested setting up a type of kickstarter account to help elicit sales.

VIII. #morethancute

The first set of videos has been received. Sarah has followed up with the cosplayers to remind them of the due date for videos (September 27). Sarah also reached out to Keira Wiele who would like to participate. Jen suggested reaching out to other local theatre folks near her. The hope is to launch the video series on October 1st and then parcel them out through the month. We will have a separate #morethancute meeting to find a strategy for kids to share their Halloween costumes.

IX. Open Forum

No additional business.

X. Adjournment

The meeting was adjourned at 8:51 pm. The next meeting has been scheduled for October 20 at 7:30pm.

These minutes were submitted and approved by the Board by a vote at the October 20, 2020 Board Meeting.



Sarah Phillips, Secretary

' October 20, 2020
Date