

Heroic Girls Foundation Meeting Minutes: December 15, 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 7:35 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 November 17, 2020 Meeting Minutes were up for approval. Patti made a motion to approve the minutes. Jen seconded. All were in favor, none opposed. The minutes were approved.

IV. Reports

A. President

1. Website: The new website uses a lot of memory which has been causing problems. John is working on troubleshooting.
2. "12 Days of Giveaways": John started this last year on the Facebook group. He will be giving things away for twelve days in a row. The long-term goal is to gain more of a mailing list. Each day has brought in more people. John would like to share this as much as possible on Facebook.
3. StreamYard: We are using this platform for the Hero Academy. John purchased an account for HG which will allow us to stream on Facebook, YouTube, and Twitter. The hope is to get a larger audience across other platforms.

B. Treasurer

1. Budget update: With the grant, the City asked for our budget to be reconfigured. All funds must be spent by December 31. Approximately \$2,780 is not currently earmarked. Jen is currently working on getting our accounting system set up with Quickbooks.

C. Marketing & Merchandising

1. New Merchandise: New designs have been launched with the online store, which brought some more traffic to the site. To date, profits from merchandise have been just over \$100.
2. New Store: Once the website is up and running, we will launch the new

store interface. Teespring has been great to start with for merchandise but items with color logos have had mixed results. Patti is currently looking for a new distributor that will allow a drop ship.

Patti participated in a pop-up shop over Small Business Saturday and made about \$50. With a \$5 donation, a person would get a small HG token (pins, etc.). She was able to direct traffic to the website as well.

V. Old Business

- A. Bookkeeping Solution: We purchased Quickbooks to use as our accounting software. Everything has been reconciled and is set and ready to go.
- B. Rewards Bag Update (Patti): Patti is printing a certificate for Hero Academy participants. The bag will include the reusable bag itself, an HA t-shirt, medal, gift certificate for ice cream from Devil May Care, HA pins, and HA stickers.
- C. Book Distribution Issues: At first there was an in-person distribution, but with each pick up day, there were less and less people. We switched to mailing books, however, there have been major issues with the mail. Books are taking close to two weeks to arrive to participants rather than a few days. The rest of the books have been sent out and should be received by students this week.

VI. New Business

- A. Fundraising Calendar:
 - 1. Add More Days/Grants: Giving Tuesday brought in over \$600. We will look ahead to Big Day of Giving in May 2021. We will pick at least one more day to be our own day of giving specific to HG (such as an anniversary of the creation of HG, etc.).
- B. New Grants:
 - 1. Grant List: Jen is looking into a few grants with companies such as Barnes & Noble, Walmart, and Starbucks.
- C. Heroic Girls Best of 2020: John is working on creating a list of top graphic novels.
- D. Strategic Partners Document:
 - 1. Existing: Comic book store owners, etc. We want to utilize our contacts when it would be beneficial to HG.
 - 2. Potential: Learn of or reach out to anyone new who could help further the mission.

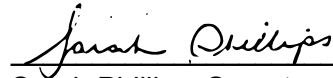
VII. Comments and Announcements

Jen suggested advertising the book club through Google ads. We receive \$10,000/month to use.

VIII. Adjournment

The meeting was adjourned at 8:51 pm. The next meeting has been scheduled for January 19 at 7:30pm.

These minutes were submitted and approved by the Board by a vote at the January 19, 2021 Board Meeting.



Sarah Phillips, Secretary

January 19, 2021
Date