

Heroic Girls Foundation Meeting Minutes: January 19, 2021

*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 7:38 pm.

II. Approval of the Agenda

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

III. Approval of the Minutes

The December 15, 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. Treasurer

1. Financial Status: General bank balance is \$3,666.22 in checking and \$25 in savings. We have received some donations through Facebook this past year. Jen is working through categorizing Quickbooks to coordinate a budget. Each year we will approve a budget. Jen will prepare that and bring it to the February meeting.
2. Tax Prep: John set our fiscal year to end on December 31. He will confirm when our taxes are due, but we are preparing for April 15.

B. Fundraising and Merch

1. Store Plans: We have \$140 sitting with Teespring to pay out (it will go into our PayPal). In January we sold 10 units. Once the website is in a good place, we will make the transition from Teespring to the HG website.
2. Merch Plans: Patti is researching other vendors to create our products. Zen Threads is a local business that is a possibility for small orders if we had a "one off" design. They printed our Hero Academy shirts as well. We would like to continue to create more designs that stay on brand. Patti and Gerine discussed possible fundraisers and goals to reach towards. We will discuss further under "New Business".

V. Old Business

- A. Hero Academy Post-Mortem: The program wrapped on December 30. John sent out a survey to participating families and we received lots of positive feedback

from parents, school administrators, teachers, and moderators. The biggest frustration was that the last two books weren't received by many students due to a holdup with the post office. Patti has a ticket with USPS to keep track of the remaining 10 parcels that haven't been delivered. We will try out different delivery methods in the future.

John and Patti delivered all the congratulatory swag bags to participants. There were many items inside, some donated by local businesses: a shirt, medal, pin, gift certificates from Empire Comics Vault, and a gift certificate from Devil May Care Ice Cream as well as a certificate from Heroic Girls.

Attendance was spotty. We had roughly 40% attendance overall. Again, something to look into for the future for improving attendance.

With the extra books leftover, HG was able to make donations to school libraries, including Leataata Floyd Elementary in Sacramento.

The hope is that once in-person programs are allowed, this may solve many of these issues. It would be ideal to partner with a library or create it as an after school program.

- B. Fundraising Calendar: We will create a calendar to keep track of fundraisers we would like to put on, as well as other important dates/information related to those fundraising events.
- C. Grants Calendar: We will create a calendar to keep track of any grants we would like to apply for, as well as other important due dates related to those grants.
- D. Strategic Partnerships Document: This document would be one place to keep a list of all partners that we know in the community to help further the HG mission. We would like to list those people/businesses we already know as well as those people/businesses we should reach out to.

VI. New Business

- A. New Grant Opportunities:
 - 1. Library Grant: The idea is to have a "Hero Academy-Approved/Heroic Girls" station in a library. We would like to specifically apply this to school libraries (and perhaps even during school book fairs). Receiving a grant would enable us to donate the books to the library.
 - 2. First Five: First Five California puts out community grants to fund enrichment programs for children ages 0-5. They look for parents in neighborhoods to put on programs. Grants are roughly \$5,000 to put on a program for two months. Gerine looked into this and thought it would be a great way to reach out to younger children. Putting on a storytime via zoom or in person (once that's allowed) would be a great way to reach out

to those families.

- B. Fundraising Ideas: Gerine is managing the new Devil May Care Ice Cream location. One idea to partner is to have a new ice cream flavor contest. Sales from that flavor would come back to HG.

We would like to reach out to corporate sponsors to help to fundraise the Heroic Girls organization and/or the Hero Academy specifically. Gerine and Patti made a list of sponsors to possibly work with.

Currently, we are looking into anything that can be done virtually. One idea is to have a virtual movie night, selling concession boxes to patrons as a revenue stream or allowing people to make a straight donation.

Another option is to have a virtual teaching night, such as a cookie decorating or drawing. The limitation with that is that it would have to be a local host and participants.

Once the Oak Park Farmers' Market is open again in May, it would be great to have a table there again to promote HG.

- C. Reseller License: If we would like to sell more items outside of Teespring (as they have worked in the sales tax, etc.), we will need to procure a reseller's license. John will look into getting a licence.
- D. International Day of the Woman Plans:
 1. "My sHero is...": John would like to have a video challenge to ask folks to state their female hero, challenging someone else to state their "sHero". He would like to align it with International Day of the Woman on March 8.
 2. Book Collection Display: John would like to partner with comic book shops to have a small table set up with Heroic Girls-approved books to help honor International Day of the Woman. It would be great to have a table at a library as well for folks to be able to check out books ahead of International Day of the Woman. We could also create a list of comic books shops to help direct folks there. That list could be sent out to our HG supporters.

VII. Comments and Announcements

No additional comments or announcements were made.

VIII. Adjournment

The meeting was adjourned at 9:09 pm. The next meeting has been scheduled for February 16, 2021 at 7:30pm.

These minutes were submitted and approved by the Board by a vote at the February 16, 2021 Board Meeting.

Sarah Phillips
Sarah Phillips, Secretary

February 16, 2021
Date