

## Heroic Girls Foundation Meeting Minutes: May 18, 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. Patti seconded. All were in favor, none opposed. The agenda was approved.

### III. Approval of the Minutes

The April 20, 2021 Meeting Minutes were up for approval. John made a motion to approve the minutes. Patti seconded. All were in favor, none opposed. The minutes were approved.

### IV. Reports

#### A. President

##### 1. Podcasts: John would like to add podcasts to HG.

- a) Recruiting for more diversity in voices and backgrounds: John would like to involve more people of various backgrounds and genders to give a broader view, different perspectives, etc. for the podcasts.
- b) Spoke to new individuals interested in participating: Bushra Burney, an Islamic playwright, has agreed to participate. Kimmy, aka "Golden Lasso" cosplayer and maker of tabletop games, has also agreed to participate. Two academics: Sydney, who is doing her master thesis on romance comics, and Allison Palumbo, who wrote a book on superheroes and romance comics, and is a professor on English and gender studies, will also be participating.

##### 2. Interviews:

- a) Interviewed Tamara Robertson/Myth Busters: John interviewed Tamara and she would like to partner with HG in the future.
- b) Feelers out for 1-2 more celebrity-types: John would like to reach out to others, such as Fionna Staple, Gail Simone, or Afua Richardson, to interview.

John would also like to interview teachers and Hero Academy participants.

##### 3. Charitable Trust - renewal complete: We have renewed with the Attorney

General's office.

B. Treasurer

Nothing new to report.

C. Marketing & Merchandising

1. Attempted Facebook Ad Buy: We paid \$15/day for five days to advertise the merch store and received one sale from it. We may try a different method of paying \$10/month to advertise the store, though we may need to sign up for a year.
2. Promote the Store: If there is a store item you would wear or purchase, promote it on social media.

D. Fundraising:

1. Organic birthday fundraisers: Folks have set up birthday fundraisers on Facebook all on their own. One has raised \$90, another has raised \$45.

E. Grants:

1. Golden 1: The award announcements will be made on June 30, 2021.
2. Walk 4 Literacy: The award announcements were on May 6, 2021. We have not yet heard back.
3. Two more potential opportunities added to spreadsheet through Humanities for All: One has a grant window that opens in June and will award up to \$50K. Another is a "quick grant" due June 14 that will award \$1,000 - \$5,000. The latter is intended for a short program, for example, a one-time book club about promoting diversity in California.

V. Old Business

A. Alternate Hero Academy Funding Models:

1. Partnering with schools: John has previously had conversations with Leataata Floyd and David Lubin to have the Hero Academy in schools. If it's possible for school funding or have HG support the program in schools, it can happen.
2. Getting companies to donate books: John emailed contacts he has at Marvel and Image. He will continue to look into companies that give community donations, such as Pony Press or First Second Books.

B. Women's Mini-Con: John did a live stream with Empire Comic Vault to promote HG. People were commenting nice things on the Empire page.

VI. New Business

- A. Exploring partnerships: Continue reaching out to businesses, individuals, etc. to seek out partnerships.

John also suggested partnering with the Girl Scouts. John will chat with the local organization/charter about that.

- B. Board appointments: Board members should send a letter to John if they would like to change their position or intend to keep their same position.

VII. Comments and Announcements

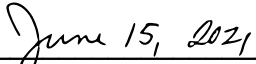
Gerine asked about recruiting new volunteers. There are many jobs that could be done that may speak to someone's strength who would like to help but not be a full Board Member. We will look into feeling out interest for volunteers.

VIII. Adjournment

The meeting was adjourned at 8:23 pm. The next meeting has been scheduled for June 15, 2021 at 7:30pm.

These minutes were submitted and approved by the Board by a vote at the June 15, 2021 Board meeting.

  
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Sarah Phillips, Secretary

  
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Date