

Heroic Girls Foundation Meeting Minutes: October 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 7:35 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 September 21, 2021 Meeting Minutes were up for approval. John made a motion to approve the minutes. Sarah seconded. All were in favor, none opposed. The minutes were approved.

IV. President's Report

- A. Girl Scouts Heart of Central California Update: John will continue to follow up with the Girls Scouts about events.
 - 1. Hero Academy "Lumberjanes" (November 6): Attendees are slowly coming in. We are hopeful for more participants.
 - 2. Comic Art Badge (January 22): John was able to reschedule this event with the artist. The hope is that the class will fill quickly.
- B. #morethancute: John has received some photos for #morethancute and will continue to post them. Andrea is hoping to flesh out the characters in the #morethancute logo. We will work on these throughout this next year.
- C. Birthday Fundraiser: There is currently about \$1,600 raised on the facebook fundraiser for John's birthday. We would like to raise \$2,000 as a minimum to take advantage of the matching funds. Andrea suggested posting on facebook at the end of each month to say "thank you" to all those who donated and encourage folks to follow suit.
- D. Trademark Update: Sarah spoke again with Steven Smith at O'Banion & Ritchey to determine costs of a trademark application. He stated that the \$1,500 retainer generally covers the cost of one trademark application. He also suggested that we start with the organization's name, then logo, then other items. We will continue to reach out to contacts before signing a contract or cutting a retainer check.

V. Treasurer's Report

- A. Financial Report: We had a bookkeeper look over the finances and all the books

are caught up.

1. Financial Picture: Facebook donations are currently at \$1,500. Total donations are at \$2,500. The \$500 PG&E grant is forthcoming.

VI. Grants

- A. SHINE Grant: No updates yet, though we hope to hear in November.
- B. Books Grant: The Whitney Pinkerton Fund will award \$750 to school libraries to purchase books in categories of nonfiction, biographies, art, and humanities. John and Sarah are working to get a proposal with David Lubin to start, hopefully adding in additional schools. John is working on a list of books to present in the grant proposal.

VII. Open Forum

John would like to do something around the holidays. Jen suggested pushing HG merchandise as gifts. John would like to post merch on Google ads. Sarah suggested putting the HG stickers and pins into local stores. We have previously worked with Strapping in Sacramento and we will reach out to other stores. John will also retool the website to make things a bit more streamlined. John would like everyone to think of programs that could be ongoing and cost friendly. Jen suggested speaking to local PTA's to get the Hero Academy into schools. Jen also suggested possibly making an HG calendar. Discussion followed about how something like that should be meaningful, perhaps taking pictures of cosplayers or girls dressed as their heroes.

VIII. Adjournment

The meeting was adjourned at 8:28 pm. The next meeting has been scheduled for November 16, 2021 at 7:30pm.

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

Sarah Phillips, Secretary/s
November 16, 2021