

Heroic Girls Foundation Board Meeting

Agenda: July 13, 2022

- I. Call to Order - called to order at 7:05 pm
Attendees: John, Jen, Janelle, Iris, Andrea, Jasmine
Absent: Sarah
- II. Approval of the Agenda
Motion: John
2nd: Iris
Yes: 6 No: 0
- III. Approval of the May 2022 Minutes
Motion: John
2nd: Iris
Yes: 3 No: 0
- IV. President's Report
 - A. Introduction of New Board Members
 1. Jasmine Wade
 2. Janelle Asselin
 - B. Comic-Con
 1. Pre-advertising and promotion
 - a) Social Media and Constant Contact
 - b) Need to put together graphics
 2. Panel
 - a) Need additional tickets
 - b) John will email CrockerCon about buying daily passes
 - c) John will email panelists to confirm plus 1's and days attending
 3. Networking Opportunities
 - a) We need to create a Heroic Girls "fact sheet" of our program and needs to leave with the vendors so we can have something in their hands
 - b) Jenelle will take a look at her contacts
 - c) Andrea suggested Artist Alley, will reach out to Kayden Fenix
 - d) Laura Dean Keeps Breaking Up with Me - Good opportunity to connect
 - C. Sinister Creature Con Post-Mortem
 1. Brought in \$136.62, we need to tailor our approach better to this type of event (horror), strong women in horror
- V. Treasurer's Report
 - A. Jen went over financials and will email out this update
- VI. Secretary Report (No Sarah)

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- A. Trademark Update - still waiting on final approval
- B. Raffle Update - Sarah filed paperwork for the year so we can now host raffles.

VII. Programing

- A. Scholarship Program (Iris) -
 - 1. Iris shared preliminary outline, need to finalize and put together scholarship committee (bring in volunteers)
 - 2. Janelle took a look at some of the exhibitors at SDCC and have started to reach out to see who I know who would be useful to us who is there. I'll let everyone know who I hear back from.
 - 3. target October, Everyone needs to provide input over the next month
 - 4. Add Janelle to google doc for scholarship
- B. Hero Academy (John) - john gave overview and had reached out to roller derby - they want a writeup - john will do that this weekend. New update next month.
- C. School Curriculum - good topic for Iris and Jasmine to connect on

VIII. Advertising/Brand Awareness (Jen)

- A. Newsletter - You can donate to us on ebay if you sell there
- B. Brand Awareness Series of Emails/Posts
 - 1. Janelle and Jen will work on
 - 2. Need to boost engagement

IX. Editorial

- A. Copyright Infringement -
 - 1. received copyright infringement letter, john consulted with a attorney and sent a response letter, photo was removed from the website
 - 2. Resources for free creative commons license photos:
 - a) Canva
 - b) Movie Studios
 - c) Pictory.ai
 - d) Google
 - e) Tiny Wow
- B. Website Content
 - 1. need to write our own content
 - 2. Janelle has SEO background
 - 3. Need to put together a list of people by areas of expertise
 - a) John - pop culture
 - b) Jen - STEM and government
 - 4. Put together a cache of articles/write-ups at the ready
- C. Social Media Channels - need to get a better queue going
 - 1. New Social Media Manager - need to find one person to manage queue of posting
- D. Studies

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1. John would like to conduct our own studies or do updates on old studies
 2. Jen will look up old study on gender stereotypes
- E. Book Club
1. Is there a better way to do book club? Need to brainstorm ideas, not getting the engagement we need
- X. Adjournment - Iris left at 7:07 PM, adjourned at 7:24