

Heroic Girls Foundation Board Meeting Minutes: August 11, 2022

*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 6:08 pm.

II. Approval of the Agenda

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

III. Approval of the Minutes

The July 13, 2022 Meeting Minutes were up for approval. John made a motion to approve the minutes. Iris seconded. All were in favor, none opposed. The minutes were approved.

IV. President's Report:

A. Comic-Con Port Mortem:

1. Panel Recap: John said the panel went fantastic. Iris said there were 200+ people in the room. The panelists were very engaging and the audience engaged. There were a lot of calls to action and a lot of encouragement. Frankie did a great job as the host.
2. Networking Opportunities: Iris and John spoke with a lot of people and made some great connections. "Girls Drawn Girls" is one group they spoke with that could be a great partner with us. John has already spoken with Melody (Girls Drawn Girls rep) on that. They also spoke with Penguin Press and Random House (Josh) getting preview work on some youth literature. They were excited to possibly have a group pre-read some of their materials. It would be great to be able to review these books.
3. Recording of Panel (Jen): Jen's cousin Alec and friend Mike are working on the recording. They've already sent John a rough video of the panel.
4. How We Get Badges and Who Can We Give Them To: this was an issue and something we need to address for the future. Getting them at \$350 per badge is an issue. We get a certain number of badges per panel and can buy additional badges at a discount.
 - a) Panelists: Each gets a pass. We will set a definite deadline for potential panelists to respond to participate on the panel as well as include their "plus one". We don't want to overbook the panel and have to ask for more badges.

- b) "Plus One's": Each plus one gets a pass for those panelists who RSVP.
- c) Our Staff: Perhaps a limited number of HG Board members there.

V. Treasurer's Report

- A. Financial Report: Jen sent out the Financial Report for July. Not a lot of updates. Current balance is \$5,458 but we are still waiting for the BDOG check to clear. We lost access to Adobe Creative Suite. If we wanted it again we could get it through a non-profit program route but it could be roughly \$300-\$400 per year. Jen is going to ask a friend about other options. There's a lot we can do in the meantime through Canva.

VI. Secretary Report

- A. Trademark Update: No updates as of today. Sarah emailed USF to check in.

VII. Programming

- A. Scholarship Program (Iris): Iris shared a document with information on the scholarship. She would like any feedback on it. Primarily, it would be great to have a snapshot of what the money would be used for.
- B. Hero Academy (John): John connected with the Roller Derby again and will send information to them again. John is considering adding cheer to the program, too. He was also contacted by the head coach of the CSUS Lady Hornets. He could possibly get tickets to see the basketball games.
- C. School Curriculum (Jasmine): Jasmine was unable to make the meeting tonight but she is working on getting materials together. She and Iris will meet to discuss the curriculum. We think focusing on 3rd - 5th grade is the best place to start. What would be the best thing to put forth to schools? Would we like to include teacher training?

VIII. Editorial (Janelle): Janelle wasn't able to make the meeting but she and John have discussed this.

- A. Story Spreadsheet: She and John discussed this at Comic Con and have created a list of story ideas.
- B. Ongoing Columns: We would like to have some regular ongoing columns to have every week or month. Perhaps book reviews, podcasts, etc.
- C. Multimedia:
 - 1. Podcasts: John is still hoping to find women to host a podcast, preferably on women in media.
 - 2. Videos: We would like to produce more videos to send out on social media as that may get more tread than articles.

D. Social Media Channels:

1. New Social Media Manager: John is looking into a better program to use for multiple people to post to social media.

E. Studies: We would like to do academic studies (children at play, etc.) to have Heroic Girls-based research. Doing a “best of” list of various graphic novels or children’s books is something that could give Heroic Girls more traction.

IX. Advertising/Brand Awareness (Jen)

- A. Newsletter: Jen will be sending out the newsletter at the end of this week. She, Janelle, and Sarah will meet later about this.

- B. Brand Awareness Series of Emails/Posts: Jen is making sure that any new venture always points back to Heroic Girls and our mission. She also wants to make sure we have a schedule to post various items on social media so it’s steady.

X. Open Discussion

Girl Scouts contacted John again and would like to keep moving forward with events. We will also keep moving forward with #morethancute. We will need to schedule individual subcommittee meetings.

XI. Adjournment

The meeting was adjourned at 7:25 pm. The next meeting has been scheduled for TBD at 6:00 pm.

These minutes were submitted and approved by the Board by a vote at the ____, 2022 Board meeting.

Sarah Phillips, Secretary/s
____, 2022