

## ExComm Minutes for October 6, 2012

ExComm members present: Ronan Heffernan, Barbara Loewe (hostess), Kathy Crum, Art Schwartz, Dan Chesnut, Audrey Silver, Thomas Thomas, Melissa Stephens  
Other: Sylvia Zadorozny (scribe)

Late: Forrest Ford, Amy Carroll (guest)

Absent: none

Meeting called to order at 1:18 PM.

Minutes of previous meeting approved.

Reports:

**Scribe** report, Sylvia: Jay will be a hard act to follow.

**Testing** report, Thomas: (see agenda, appended) Mind Challenge month (distributed bookmarks; also have bumper stickers). October 20 at Holiday Inn Ulmerton road, 2 testing sessions. Two-for-one promotion, get gift water bottle. QR code for phones. One testee in September, none in August. Kay Shapiro will observe tests on October 20. National recommends one proctor for every 50 members. We aren't close to that. Need locations. Can't advertise libraries because of fee for tests. That's why we're renting space at hotel. We can also look at place that RG will be at.

Ronan: Do you want help calling prospects?

Thomas: Sure. List from January 2008.

Audrey and Ronan will help call. Start with newest. What is interest level? Script?

Audrey: Test in schools? Thomas: Don't have contacts.

**Treasurer's** Report, Kathy: 77% of year elapsed, on track for inflows, only 2 socials so down on outflows. Up \$2100 for year. Closed 5<sup>th</sup>-3<sup>rd</sup> checking account, sent \$200 to postage account, which should be good for at least 4 months. Balances, \$40-45 a month for postage. Up from last year, profit from RG.

Expenses, charged \$2 per month from Wells Fargo. Reversed 2 months charges, will have to go back and ask them to reverse again. They are slow. Report sent in Email (appended).

Audrey: Do we need hard copy? Ronan: Per bylaws, we need hard copy.

**Scholarship** report, Forrest: How much is scholarship? Kathy: \$500. Ronan: Also they're entered into national scholarship. Thomas: Are you getting emails?

Forrest: Not yet.

**Gifted Children**, Melissa: Will hook up with gifted program in New Port Richey. Haven't had much chance to do much yet. Thomas: Contact Gerry from Toastmasters? Not yet.

National changed name from Gifted Children to Gifted Youth.

**Publicity**, Audrey: Sent out press releases to media, including Bay News 9, Tampa Bay Times, WUSF, Tampa Bay Online (website, what's happening in area) and Creative Loafing, added location of testing day. Media can test for free.

Dan: We have done this in the past with St Pete Times. Audrey: Tampa Bay Times has PR link, trying to entice to pay for better coverage. Emailed stuff. Ronan suggested WMNF, has community calendars, community volunteers. Forrest suggested Science Center. Thomas reminded tests can only be given to 14 age and older. Ronan: Do we have a comment card? Dan: Promos for National Testing day, can they just show up? Thomas: Walk-ins as space available. Ronan: How many test packets? Thomas: Sufficient. Audrey: Systemized PR links online, not finding that I get to know people the way it used to be. Forrest: Head-hunter companies, so people can put membership on resume. Thomas: Having it on resume hasn't helped. Ronan: Dating sites?

**Programs** Officer, Melissa: Programs have been slow. Art: Maybe combined kids and adults for kayak/canoe on Hillsborough River. Will try to get it on calendar.

**Editor's** Report, Ronan: Should be doing Crewe List in next few weeks. (see written report, appended) Time to update member handbook. Want to add TLC, facebook group, TBM Gifted Youth at yahogroups (need to start).

**Webmaster**, Ronan: (see appended page) Google ad works. Art, Thomas, are asst. webmasters. Steve Shapiro volunteered to be webmaster. Training session needed.

**Membership**, Thomas: Net gain of 20 members since last ExComm meeting. Currently 698 members.

Passed around pretty graphs/reports with trend info. TBM increased since 1999, with one little bump. Growth for past 7 years. Zero new members in September, but got reinstatements and renewals. Not as much prior evidence, SATs and ACTs stopped use in 1994. Facebook group list will be culled, non-members will be removed. 2 threads per week. Much larger than discussion. Kathy: Trivia is cool. Dan: Our numbers reflect national trends. Thomas: We're ranked 23rd nationally in size of groups. Audrey: What drives membership? No one seems to know.

**Circulation**, Art: (see appended printout) Post office is changing barcode requirements, pushing us to do mailing form online. Can't use Scotch tape anymore, have to use round tabs, about 1000 per month. Have 5 clear rolls, which will take up through Feb. Not allowed to use perforated. In December I need someone else to handle post office trip. Ronan: There is a machine for sticking on seals--ask printer? Do seals go in same place?

**Deputy LocSec**, Art: Ronan, are you feeling good? Then all is well

**LocSec** Report, Ronan: Picnic coming up. Mensa Mind challenge month that Thomas mentioned.

**Other reports:**

**RG**, Thomas: Solar-N-RG promoted at SCAM RG later this month. Kay Shapiro, Diane Campo may have speakers. Art has someone that might speak. Working on budget. Discounted prepay? Working on it. Freebie raffle? Probably not. One day free for speakers? Probably. Art thinks it gets more participation. Larger space than last year. Art: New venue should help. Thomas: Not a destination RG, but a nice hotel. New members' promotion—free Saturday—will try again. Gift certificates?

Forrest: When/where is next FSM?

**Summer Social**, Melissa: Attendance nice despite downpour. Science rapper wants to come back. He was fascinated by our other speaker. Sylvia still has 2 umbrellas.

**Fall picnic** coming up. Not doing postcards this time. Segway man? Don't know. It was fun.  
Utensils?

**Winter Social?** Art: Ronan had an idea for a boat from Clearwater. \$1250 for 50 people. \$24 a head for dinner cruise, \$12.50 for afternoon cruise. Split cost with members. Maybe people from other chapters. Maybe other things happen that weekend. Calypso, party boat, intracoastal waterway. Dan: You don't want to go out in gulf in winter. MLK weekend. Melissa: German restaurant turned away people. Art: If we end up overselling it, boat only has a certain capacity. Rent boat cost extra \$1000, plus fees. Think about it before next ExComm. Authorize via TBM-ex? How far in advance do we have to book it? If need to vote online, or call special meeting. Only 2.5 hours. Calypso Queen.

2:38 pm, refreshment/restroom break.

Meeting reconvened at 2:52 pm.

**Old Business:**

Vote to send bylaws to national bylaws committee. No discussion. One abstention. All others, ayes. Passed.

Bank signature cards. Kathy, Thomas, Dana, are signatories now. Change signatures to Kathy, Ronan, and Art.

### **New Business:**

#### **Appointments.**

Appointed Sylvia as Calendar editor.

Doing nothing regarding Circulation Officer.

Strike election committee from agenda, already appointed.

Spring Picnic director—Sylvia volunteered and was appointed.

#### **Membership growth** discussion.

Dan: As we get bigger, we need to start thinking like a bigger chapter. Rent space for testing, do boat trip. New way of looking at things. Ronan: We have too much money in bank. Spend it on growth. Dan: Can't buy volunteers, management of people. Art: We suffer from a lack of volunteers. Ronan: Many jobs don't depend on number of volunteers. Art: People in this room are doing several jobs. Need to grab new people early on. Thomas: They may be waiting for someone to ask them. Dan: People respond to the feeling of being needed. Ronan: We need an editor! Area coordinators need boundaries. Dan: Give them structure; it works in classroom. Job descriptions. Art: For picnic, get people to manage specific tasks. In charge of kids games, for instance. Convince guy with Segway to come back? Audrey: Emissary committee—what are your interests?

#### **Gifted Youth** Coordinator discussion.

Create tbm-gifted-youth email list (yahogroup), moderated and restricted. Let know via direct contact to new members via GYC (list), facebook. Children of members are not being contacted. Siblings? Web contact gets list. Webmaster and web contact are 2 separate positions.

#### **Post Office.**

Thomas moved, Melissa seconded: I move we add a post office insertion point for the Sounding to the Sligh office in Tampa. Cost \$90, one-time fee. Art, it would help getting it to the post office, does it change form generation? Ronan, it's XML file. One abstention (Dan), all others aye. Passed.

**Next meeting:** December 1, 2PM, at Kathy Crum's.

Meeting adjourned at 3:16 PM.

#### **Appended Reports:**

##### **Testing Coordinator**

Testing sessions for Mensa Testing Day are scheduled for October 20, 2012 at the Holiday Inn St. Petersburg/Clearwater on Ulmerton Rd at 10 a.m. and 1 p.m. This session includes a Two-For-One "Bring a Friend" testing promotion (not half-price, they have to be paired with someone), and a free gift (a water bottle) for all prospects who attend.

Kay Shapiro will be observing as a Proctor-in-Training.

National is running a major promotion for "Mind Challenge Month", with a campaign slogan: "Are you HIQH? Just Say Know!" and a new website, [knowmensa.org](http://knowmensa.org).

There are currently 637 candidates on our Prospect list provided by National, some going back as far as January 2008. Eight of them do not have email addresses, and several others have had bounced emails. 77 have requested information in 2012, and 19 have requested in the last three months. 12 are new, probably from the recent promotion.

A new field has been added to the Prospect database, "Interest in Testing". Only the latest have had this included, but the national office is soliciting interest level from the prospects and adding it as (and if) they get responses.

As for our own testing, I tested one prospect in September, and had no one show up for the August session. Jay has been out of town but will be available for testing when she returns.

### **Editor**

The newsletter is proceeding as usual. This month will have the information necessary for the "Statement of Ownership" (as supplied to the USPS with the previous issue). No progress on finding a new Editor, that will likely go on the cover this month, unless something more important "bumps" it.

I have a new script that pulls calendar information from our Google Calendar and formats it (sort of) for the newsletter. This should (hopefully) reduce the number of cut-and-paste errors that we have had, and it will definitely speed things up. I will have to watch the calendar more carefully than usual, until the risks and limitations of the new tool are known. Note: for most calendar events, the body text of the event is **NOT** put into the newsletter; the body text for most events is in the script. The husband and wife who run our printshop got back from their vacation yesterday, so I expect to have the quote on CreweList printing sometime this week, and based on the vote already taken, I will order 40 copies (as long as the price is reasonable and in-line with last year's price).

It is almost time to update the Member Handbook again. We could wait until the new bylaws are approved, but that will be several months. I suggest that we do a small update now, and another after the bylaws are approved. The small update can contain items like "TLC" in the glossary and information about our Facebook group, and perhaps a new "tbm-giftedyouth@yahoogroups.com" email list. Because the Membership Officer currently orders in very small batches (2 months worth?), it will not hurt to have such an interim release.

### **Circulation Officer**

We had our first TLC yesterday and we finished in record time. I think it was less than an hour. The Name change is already paying dividends. Thank you Sylvia for hosting !

I just dropped off the sounding but unfortunately it was not drop and dash it usually has been. I was asked who Mel was, who I was and what had I done to Jay. She requested that I put my name as the official contact in place of Mel's if I was the person to be contacted in case of a problem. She then removed the lie detector. I was reminded about 2 things we already knew about :the new bar codes and filling the forms out on-line rather than pre- printing like we do now.

We have until January to get the new bar codes on our labels, but no date on when we need to switch to online forms. She also told me about a new requirement that we need to have in place by next issue: we can no longer use tape to seal the soundings we need to use circular 1 1/2 inch tabs instead. I suspect this will be much more expensive for us than tape. I will try to do some comparative shopping by next ExComm. so we can estimate how much. I recommend we make a appeal to membership still getting a printed copy to make the switch to electronic.

### **Webmaster**

The website is ticking along. Our Google AdWords campaign cost \$41.37 for the month of August and \$28.92 for the month of September (reminder: the approved amount is \$40/month). [Kathy: I need to gather receipts for reimbursement.]

I need to engage with Assistant Webmasters (Art, Thomas, and Steve Shapiro, who volunteered at the Summer Social to serve as Webmaster). Training can start with the whitepaper uploaded on 8/27.

I have done some minor re-design work, but nothing that has been posted yet. Some of this work is visual improvement (color scheme, more fluid layout, etc.), and it is intended to allow for more changes in the future. In fact, I would like to start a "contest" to see if any of our members would like to submit their own designs (geek talk: CSS-only), with the winner becoming 'permanent'.

### **Membership**

Since the last ExComm meeting, the chapter has grown from 678 to 698 members. Reductions came from 5 move-outs and 1 death. Increases came from 7 move-ins, 9 lapsed member renewals, 3 reinstatements, and 7 new members. The new members are all from August. September marks the first time in 35 months that we have not registered a single new member.

Our membership is down 8 members since this time last year. In order to catch up, we will need to gain 12 members by the end of October, or 27 members by the end of November.

Note: End-of-year (March 31) figures show that Tampa Bay Mensa has had uninterrupted growth for the past seven years, and except for a slight dip in 2004-2005, has been climbing consistently since 1999.

Working to clean up lapsed members on Facebook. Our Facebook group currently has 256 members, but only 206 of them are current members. Once this cleanup is finished I will send invites for new members. The Facebook group is fairly active; with a couple of new threads added each week.

**Fall Picnic**

The Fall Picnic is on-track. The September newsletter had a teaser ad (and mention in the LocSec column), and a larger ad and the cover in the October issue. This will go out to our Facebook and email groups shortly. We are not doing postcards for this picnic. I have a large collection of utensils from previous picnics. If anyone has any other tools or equipment that we should have for the picnic, please let me know.

**Treasurer**

See the files Kathy Crum sent to the ExComm. Because of the formatting, I was unable to copy her files into this document.