



WCR Minutes for Board Meeting

Date: 4/07/2022 **Location:** RRAR **Time:** 11:30am- 1:00pm

- Meeting called to order at 11:52 am
- Attendance: Fara Pourshariati, Marcia Baltimore, Talvia Peterson, Brett Clark, Lisa Sutherland (ARW Home Warranty)
- **Secretary's Minutes** (Secretary Not Present, Talvia Peterson took minutes)
 - Approved as is
- **Treasurer's Report** (Treasurer Not Present)
 - No formal report
 - Healthy Balance
 - All paid up
 - Requested that treasurer send a formal treasurer report at least a day/week prior to the meeting.
- **Membership Report** (Reported via email-see below)
 - Membership Count: 85
 - Renewals: reminder text messages sent on 3/30 and personal emails sent on 4/6.
 - I have been personally texting, emailing and messaging my sphere, one-by-one, regarding benefits of membership, answering questions, etc to attract new members.
 - Objection I am hearing time and time again is they don't have the time to attend the events. *See note below about this.

Social Media Update

- I know I need to post more frequently. I have put a schedule in place for the following posts:
- Monday - motivational quote or board bios
- Wednesday - benefit graphic of WCR with CTA or sponsor highlight
- Friday - upcoming event, meeting, social or list of upcoming events.
- Needs to maximize my time with working on WCR items
- Upcoming events to be finalized. Date/time/location/instructor & more information is needed to attract people in and make it worthwhile to put the events on their calendar. This will help with

current members and attracting new members. Sponsors can be added at a later date as we have them.

- **Recommended: Utilize a texting system to remind members of events and socials in advance.**
- **President-elect** (Not Present/No Report)
- **Strategic Partners-Sponsors Update** (Report sent via email)
 - 2 Annual Level Sponsors
 - Sponsor for each event
- **Programs and Events Directors** (Reports presented by Talvia Peterson & Marcia Baltimore)
 - **April 18th - KEVIN SNYDER**
 - Time: 9:30 – 11:30 am
 - Flier and promotion is current and posted on facebook



- Waiting on confirmation of Sponsorship for breakfast
- Setup: Banner, Membership Table
- Budget: \$20 (2 x \$10 Starbuck Giftcards) Giveaways
- **April 30th - KOMEN TRIANGLE RACE FOR THE CURE**
 - **Team Name:** WCR Triangle-Walkers for Knockers 😊
 - **Link to the Website:** https://secure.info-komen.org/site/TR/RacefortheCure/DUR_NCTriangleAffiliate?px=26339376&pg=personal&fr_id=8896&fbclid=IwAR07INUqZaHnkuOCiTmEPQBbIvxhqCIt-fq1IWfhcqpECDv1H66SpUFf4QQ
 - We would like for people to register at our own "landing page" so we can collect their t-shirt size and their donations outside of the website. Our goal is to collect a greater "minimum amount" from them than the Susan G. Komen website will ask them for (currently \$35). We would like to ask for a minimum \$50 donation. This will cover the \$35 registration fee for Susan G. Komen and leave \$15 for the WCR.

- T-shirts will be given to everyone who registers. We are limited to 50 wristbands.
 - Hashtags for Social Media are:
 - [#WCRTriangleWalkersForKnockers](#)
 - [#WCRFightsForTheCure](#)
 - [#WCR2022Rocks](#)
- **May 5th - CINCO DE MAYO**
 - Time of the event will be 6-8pm
 - Location is still TBD
 - Theme for the event is "Cinco De Mayo" (so VERY fun & festive!)
 - Jimmy will let us know who the sponsor is for this event
 - Sponsor to fund appetizers for the event
- **May 18th - MIND, BODY, AND WELLNESS**
 - Time of the event will be 9:30-11:30
 - Location will be RRAR
 - First Hour - Panel Speakers: Trina Clayeux PhD, CEO of Give an Hour (confirmed); UNC Professor (unconfirmed); Tainisha Bolden, MD (unconfirmed)
 - Second Hour - Health/Fitness Practitioners: Simone Pollard, The Stretch Room (unconfirmed); Specialist on Fitness/Yoga (TBD); Specialist on Stress (TBD)
 - Food Truck: Buoy Bowls (unconfirmed)
 - Jimmy will let us know who the sponsor is for this event
- President's Report
 - Overview March Networking,
 - Fall PMN course, Date and Sponsors
 - Let's continue to look for sponsorship (examples: Junk Removal, Cleaning, etc.)
- Other business:
 - Lisa Sutherland presented goodie bags and shared her services with ARW Home, 919-740-4821, email: lisas@arwhome.com
- Adjourned: 1:34 pm