



BOARD MEETING MINUTES

January 3, 2022

Call to Order by Madam Deja Vu Deux at Little Lilly's Deli 6:03 p.m.

Attendance: DJ Ruscik, Tara Efrid, Deb Syring, Jill Filgut, Chris Buntin, Linda Bohacek, Natalie Gazda, Michele King, Lucinda Good, Anita Jannotti

Online: Beth Nelson, Joanne Correia, and Julia Simpson

Absent: Terry Batdorf and Monica Kochel

Swearing in of the 2022 Madam – Tara Efrid

Swearing in of the rest of the Board of Directors – Madam DJ Ruscik

BOARD REPORTS

Madam DJ Ruscik

- a) 50/50: Habitat for Humanity – This item will be placed on the January Agenda
- b) Fundraising: Darcy Connor – Travel Raffle- Natalie Gazda volunteered to contact Darcy and move forward with the Raffle
- c) Financial requests: None
- d) IRS Update – No new updates
- e) Bylaws Update- Our Attorney Kevin Kyle received the request to update the Bylaws in mid-November. In addition, he must change language to be in compliance with new state and federal guides as it applies to 501c.3 organizations.
- f) Winn-Dixie Community Bags – Continue to purchase bags until end of January. The Hookers is the recipient of \$1 per bag purchased.
- g) Donations – Additional \$1,000 for caroling and general guidelines.
 - 1. Total Caroling money raised was \$4,4497.00. This includes a \$1000 donation via the scan code.
 - 2. 15% goes back into the general fund and the remainder goes to F.I.S.H.
- h) 2022 Event Board Co-Chairs- DJ lead the discussion about procedures and responsibilities of board members. Michelle Long agreed to co-chair Bag and Tag committee. Natalie Gazda agreed to co-chair Scholarship Committee. Linda Bohacek agreed to co-chair Merchandise Committee. Others were asked to review responsibilities of various committees and report back to next meeting of their interest.

The Board does not have a Secretary at this time. Linda Bohacek agreed to do the minutes at this meeting and recommended we take turns until a Secretary is elected.

- i) P.I.E. Derby – November - Final Numbers not available pending Terry's input.

Vice Madam, Julia Simpson

- a) Membership report:
103 members to date. Those who purchased name tags in December will receive them at the next meeting in January. Membership packets are being updated with new brochures and calling cards
- b) Matlacha Hooker business awareness campaign – Calling cards are being designed for members to pass out to businesses they frequent to hopefully increase the awareness of how we are out in the community supporting businesses.
- c) New member mixer date changed to January 21st – details to follow.
- d) Goldies meat raffle and 50/50 will be this Sunday, 12:30 pm. Anita Jannotti and Lucinda Good volunteered to assist Natalie Gazda. Super Bowl Sunday will be a Seafood Raffle.

Secretary, Linda Bohacek temporary

- a) Review and approval of board minutes
 - 1. **Motion**, by Jill Filgut, to approve December Board meeting minutes. Approved
- b) Online Votes
 - 1. **Motion**, by Joanne Correia to approve the December General Meeting minutes. Approved
- c) Read Mail – Linda Bohacek picked up mail from Monica as she could not make meeting and Linda will bring mail to general membership meeting.
- d) Hooker Heralds-issue date and submission deadline for next 3 issues – 6th, 18th, and 28th

Treasurer, Deb Syring

- a) Review and approval of financial reports
 - 1. **Motion**, by Tara Efrid, to approve the November financials. Approved

Chaplain, Anita Jannotti

- a) Chaplain report -no report
- b) Outreach report – no report

At this time Tara, Terry (absent), Beth, Jill and Chris are excused from the remainder of this meeting with our most sincere gratitude for their service during their tenure. Thank you!

2022 Board of Directors – DJ

- a) Responsibilities of the 2022 Board of Directors – Update Procedures (2012)- Madam DJ lead the discussion so that new directors could ask questions and get clarification.

- b) Conflict of Interest Documents – Board members were asked to sign and turn into Madam DJ.
- c) Dedicated email addresses for Board Members – Board members were asked to email Madam DJ an email address for Board contact use and to update on the website.

EVENTS AND ACTIVITIES

1: Fundraisers

- a) ArtFest – Feb 4-6th Volunteers still needed. Lorie Tidwell and Theresa Kramer will be on hand at the next general membership meeting to sign people up.
- b) Wine Event – Feb 27th – 170 letters were mailed out to business. Those who had emails, a second request was sent. Database is continuing to be updated. Sponsorship money and gift certificates are coming in the mail!
So far, we have \$1,100.00 in sponsorships. Hibiscus Sponsors also receive 2 complimentary tickets to event and Linda Bohacek is sending those out with donation tax receipt. There will be a solicitation orientation meeting Friday, January 7th at 9:30 am at Nick B's in Pine Island center.
- c) Bag 'n Tag – March 12th January 22nd is first sorting day. Location is 7830 Lobeau, Bokeelia at 9:00.
- d) Scholarships – May – Chris Buntin is resigning as Chair. Natalie Gazda discussed selling coolies for \$5 to support the Krissy Frohm scholarship thru Beacon of Hope. More fact finding needs to be done.
- e) Merchandise Report: December gross sales were 643.72(includes deduction for credit card fees) Total for year is 11,233.30 – expenses and fees= \$5,441.01 total net income which is 54% profit margin. Would like to be at 60% margin so we need to be judicious about giving away free merchandise for other organizations or Hooker events. For every \$100 we give away, we need to earn \$200 to break even, and \$300 to make the desired profit margin.

2: Community Support

- a) Adopt-A-Road: no date set at this time
- c) Blood Drive: Next drive Saturday, February 22nd location TBD
- e) Pine Island Food Pantry needs: Please check the Herald for those items.

OTHER:

Next Board Meeting: Monday, February 7th at Little Lilly's at 6 pm.

Next General Meeting: Tuesday, February 15th due to Monday, Feb 14 as Valentine's Day at 6:30 pm, House of Omelets

Meeting adjourned at 7:40 pm. (Did not catch who made the motion or was it by general consent)

Respectfully submitted,

Linda Bohacek, temporarily acting as Secretary