**Women’s Club - March 11, 2024**

**Meeting start time: 8:04pm - Started by Angela**

**Meeting end time: 9:18pm - Adjourned by Angela**

**Chairperson(s):**  Pat Degnan

**Officer in Charge:**  Mike Ilardi

**Attendance:** In Person: Jenny Meyers, Frances Zegar, Danielle Ronay, Laura Eory, Kerry Rivelli, Amanda Alessandra, Alisha Desai, Lisa Dispenza, Joanne Machalaba, Jenn Gotzon-Chandler, Angela Quant, Molly Reynolds, Kate Zambarano, Mike Ilardi, Karyn Brodman, Inga Donskaya

Online: Tangelin Rivera, Jasmine Vargas

**STUFFING EGGS 7pm - 8pm -** thank you to the teen volunteers! We stuffed over 4,000 eggs!

**WELCOME New Members -** no new members

1. **Logistics**
   1. **Treasurer's Report** - Danielle - Recent spending for Winterfest, Lights on the Lake, Spring Parties, Egg Hunt and Yard Sale Signs - $5,197.40 for community events.  Balance of $9,302.60 in the Community Line.  Activities for the remainder of the year we still have Fall Festival, Sundaes by the Lake, Witches Paddle, Halloween Parties, Menorah & Tree Lighting.  Scholarship Events: Nashville Nights and Pub Night generated $10,627.22 for scholarship!

1. **Dance & Acro/Tumbling for Tots** - Krista/Francesca **-** Survey results came in after the last TFT session.  Unanimous positive feedback about Ms. Christine, & affordability of the program.  Biggest opportunities for improvement is a demand for more availability of classes and a request to split the classes between age groups (currently it’s 0-5 but requests were made to split it between 0-2.5 years and 3-5 years. Concerns about safety of young toddlers in class with larger children).  Francesca met with Suzie to go over the budget.  Next step will be to discuss with Ms. Christine about adding another date on the schedule for D&A or TFT.  Registration for the next session will be in August, so the schedule/decision to add a 2nd class has to be made by 6/10/24 so it can be in the July newsletter.  Frances: Question about splitting the classes, some families have multiple children of different ages but it’s more convenient to have both children in the same class regardless of age.  Francesca said that would need to be discussed but it comes down to the safety of the children in the class.

1. **Old Business**
   1. **Pub Night** - 3/2/24 - Pub night was amazing, brought in profit of $6,253.60 Outstanding!  That’s the highest we can remember it being.  We paid the band more this year but we also increased the number of tickets to be sold.
   2. **Spring Parties** **ALL** - 3/8 - Tangelin (Beansprouts) SOLD OUT!, Kerry & Tangelin (K-5) SOLD OUT We had to reopen the link to sell more tickets!  Thank you Kerry, Laura & Tangelin.  Kerry used a new pizza vendor who was great (Pizza HQ), $10 per pizza.  DJ was great!  2nd party got a little hectic with drop offs and the older kids.  They had to shut the doors to the ballroom to keep the kids in one place as they were playing hide & seek and running throughout the clubhouse, attempting to go outside onto the deck.  The party will need another person here to be a guard or safety person/chaperone to help keep track of everyone and maintain safety.  Parents who dropped their kids off went to the Gold Lounge so kids kept trying to run into the gold lounge.  Laura suggested for kids who are dropped off, we should implement a sign in/out protocol - parents sign it so they understand the responsibility for their child is on them.  Laura is not doing the Halloween parties this year, Tangelin may do it. Kerry volunteered to do K-2 and 3-5.  There are 3 parties all together, just on different days. Angela has secured 2 volunteers to run Beansprouts.

1. **Pre-School** - Mary/Kate - Kate: surplus of money in their fundraising checkbook.  They have a large wish list of items from preschool, so they are going to start purchasing off of that.  She needs a roundabout balance from Ryan and then they can start.  April & May graduation plans are starting.  There was a substitute this past month while Miss Kate was out and the kids’ feedback was great.
2. **Scholarship** - Karyn & Amanda - no update for now.  Karyn hasn’t checked with the office because they don’t typically have any submitted applications this early.  She hasn’t checked Going Merry yet.  Applications aren’t due until 4/16/24 so they have plenty of time.  Before April’s meeting, the scholarship committee has been asked to suggest a total giving level for the 2024 scholarships based on the total in the scholarship account prior to the next meeting.

**NEW BUSINESS**

1. **Scholarship Fundraisers**
   1. **Porch Sign (Sip & Paint)** - 3/13/24 - Francesca - SOLD OUT!  Net profit: $2,216.94   It was brought to her attention on Monday afternoon (3/11/24) that Zumba canceled their class.  Patrizia advised nothing else was scheduled in the ballroom for that night so we were able to open up 10 more spots and we can now utilize the entire ballroom for seating.  Francesca is letting Laurie know on Tuesday because the vendor needs to know how many boards to buy.  Francesca will meet with Kurt on Wednesday at 1pm to assist in setting up the tables since the last minute change increased the space we could utilize.  Jen (vendor) has a following around Rockaway now from doing other events in the area.
   2. **Egg your Yard** - 3/30/24 - Amanda - as of 5pm today 25 dozen sold, w/4 special deliveries, $376 gross - Amanda will discuss with Chris how she wants to handle the bunny houses.
   3. **Spring Market** - 4/28/24 - Karen/Lisa - as of 6pm: 27 spaces indoors, 14 spaces outdoors (41 total) $1,620 total; we still have time for vendors to sign up.
   4. **Women’s Club Merch Sale** - Coming Soon!Danielle - Scott hasn’t gotten back to her yet with the new mockups we talked about.  2 different styles: lake silhouette more geared toward women and fish design more geared toward men.  Sweatshirts, t-shirts, tanks.  We’re still in timeframe to open the website to sell, then have them delivered to pick up at the spring market.  We can order more of the best selling item from the presale to sell at the market.
   5. **WML Necklace -** update from Jenny - we have one in production!  Jenny bought the image, jeweler sent it to his designer.  It’ll attach “east/west” on the chain so it won’t slide, it’ll be attached at both ends.  1” 1/4 in length. Once jeweler has the final weight of the jewelry, he can determine what metal he can use.  The sample will be plain sterling silver with a base price point.  Once we have the one sample, and price point, we can take pictures of it, build a Jotform for sales, and advertise.  Once the sale closes, we’ll have the final amount of necklaces purchased, we’ll place the order and then set a pickup date.   Moving forward, we can do this sale once per year or change it into something else (WML disc, etc).  Jenn is hopeful to have sample by next meeting.
   6. **Wine Glass Painting -** 5/2/24  7-9pm - Alisha & Francesca. Eventbrite page needed.  Suggestion to sell 2 glasses as a set rather than splitting sales 1 glass vs. 2.  Vendor’s price point is $20 so if we do $25 we’re not making much, selling a set allows us to charge more and bring in more income.  We have 24 glasses downstairs that they don’t need for the bar. Patrizia can order more but we’d need to know one month in advance.  We can always buy a case on Amazon, but they need to be the same ounces as the ones we already have.
2. **POA/Community Events**
   1. **New Homeowners -** Francesca - 200 brochures were ordered to print.  Next thing we’re working on are new sling bags.  In talks with DMC Productions to get a quote for next month.
   2. **Egg Hunt** - 3/24/24 12:30pm - Danielle & Angela - thinking we have about 4,000 eggs after tonight’s stuffing.  3,000 pieces of candy and 1,000 toys.  10 volunteers came at 6:30, big help!  We need volunteers for the day of checking in, someone sitting at the allergy trade-in table.  We have the speaker to use, no DJ.  Kerry has agreed to be the bunny!
   3. **Sundaes By The Lake -** 6/23/24- NEED Volunteer!  Amanda ran it last year but she can’t run it this year.  Includes: contracting a band, ordering ice cream, getting volunteers, it’s usually outside, weather permitting.  We would ideally need to know by 4/10/24 if someone was taking this on because it’d have to go into the May newsletter.  If we don’t get a volunteer we just won’t do it this year.  We can see if others are interested on Facebook.  Laura can’t do it the day of but she can assist prior to.
   4. **Community Wide Garage Sale -** 5/18 - 5/19 - Frances - we found the 6 signs downstairs, if we get the new signs, we should put those in the lake and put the old ones out around town.  We have a $13.95 price for 10 signs.   If participants don’t get their houses signed up by 5/15 then they can’t have their house on the list.  Angela is going to check on a generic email address that we can give out to the public instead of the participants emailing Frances, directly.
3. **Newsletter - April Items -** if you want to have something in the April newsletter, let Francesca know asap.  It was due yesterday, 3/10.  Scholarship ad will be run w/same verbiage again.  Spring Market and Wine glass events will be included.  Newsletter is not going public until the end of the month, so we can include the Eventbrite/Jotform link as long as it’s ready by the date that the newsletter is released.
4. **POTENTIAL FUTURE ITEMS:**
   1. **Mom’s Night Out/Girls Night Out/Date Night** - Angela/Molly - June-ish - instead of doing this as a Mother’s Day fundraiser, we are shifting this to a build your own terrarium event.  We have old glassware in the basement that looks like it would work great for a terrarium.  We need to get pricing and find availability in the ballroom (potentially a Thursday night in June - fun night out for people to do something).
   2. **Additional porch sign painting session -** Francesca - Vendor who is doing porch sign painting also does “Paint the Lake”, and “Paint Your Pet”.  Asked for committee feedback:  are we saturating the market?  Will people be receptive?  Feedback is that they’re different enough.  Mike suggested we ask attendees at the paint the porch sign night.  If the dates are staggered out enough, it doesn’t feel so cramped.  “Paint the Lake” is popular with the committee. We send her pictures of the lake, she sketches it, and then we buy the sketch to paint.  Paint Your Pet: you send her a photo of your pet and she sketches it, and then you paint it - more money because it’s more involved, yet more personal.  Jen (vendor) is having back surgery in August but we can wait until the fall when she recovers and we can schedule something for later this year.
5. **Unsung Heroes Ideas -** we’ve been doing this for the last couple of years, recognizing monthly or quarterly.  Last year we waited until the end of the year.  Wanted to get feedback: would you rather be recognized on a monthly basis or wait until the end of the year?  Mike suggested quarterly.  Joanne suggested more frequently, closer to the timeframe of when the event was, based on what happens that quarter. Angela stated that we will do an award each quarter based on the events that happened within the quarter.
6. **Good & Welfare/New Ideas! -**
   1. **Nashville Nights**: going to happen next year, Laura will be in charge.  Francesca can help on the day of.  Angela can help with contracts.  Lisa volunteered to help with decorations.  Will book the band and set a date for next year.
   2. **Women’s Club Wine Outing**: Overwhelming yes to do another wine trip again.
   3. **Babysitting class or CPR**:  Angela’s neighbor does CPR instruction - wanted to find out what it would be to plan, for community, etc.  Will have more info by the next meeting. Laura has a friend who is a doula who will do a baby CPR course but it’s not a certification.  Joanne said the Civic Affairs Committee is also looking for things to do like this for the community.  Angela to connect with Civic Affairs.
   4. **WML Book**: Jenn Gotzon Chandler has some ideas for the WML book suggestion from the Feb. meeting.  Board book - peek-a-boo WML, scavenger hunt book - kids can find something in the community that’s in the book, it’d be a rhyming book.  9 page board book, 1,000 quantity for $3.99 each. She was thinking sponsors could help fund it and get a shout out at the end.  If we self-publish on Amazon direct buy, $4-$5 a book, but she would have to get more info on that.  That’s also an option - it wouldn’t be a board book but it would be a paperback.  Hardcover would need 32 pages to bind it.  For writers: two of Jen’s friends said they could consult.  Can get quotes for formatting. Board books would most likely last longer and be higher quality.  Do we want something more arts & craftsy or polished and evergreen?  Concerns were raised that we would never sell 1,000 units in the entire community.  Francesca polled on FB: “what’s everyone’s favorite thing in WML?” so we have some ideas we can go by.

**Minutes Submitted by:** *Molly Reynolds (WC Secretary)*

**Minutes Approved by:** *Mike Ilardi (OIC)*