

# July 16, 2024 | WFencing Board Meeting

## Attendees:

<b>Board Members:</b> HAMMONDS, Carissa CHUNG-FEDER, Adeline OLDHAM, Jennifer MILLER, Vickie RANDALL, Cathleen VAIL, Kathy YAMASHITA, Taro SHANKWILER, Heather WEISS, Rich	<b>Others/Guests:</b> Moro, Diana
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## Agenda

Items requiring board action are shown in **boldface**.

Items included for information/discussion purposes are shown in *italics*.

### Standing Items (10 minutes)

- Call the meeting to order (Cathleen) - 7/18/2024 called to order 11:38 am
- Check-in – How are you doing? (All)
- **Review and approve meeting agenda (this document):** reviewed & approved 11:39 am
- **Review and approve meeting minutes:** motion to approve with Taro's edits. Approved, 11:40 am
- **Treasurer's Report** (Jen)

Current balance: \$8,737.84.

Increase in membership & membership payments. Paid for an Athena airfare expense. Call out for expenses (notebooks, tennis balls, additional tools). Will need to support upfront expenses.

Summer Nationals. \$182 earned. \$200 donation, charter memberships. Need to announce new members & renewals (need names and welcome).

Outstanding expenses - banner, but nothing large (\$1000).

Motion to approve report, second. Approved 11:42 am.

250 WFencing stickers - donation from Kathy Vail. Will utilize for Athena Camp; send 50 to Northwest.

Stripe account has been set up to track funds (Athena, tournament registration)

- Chair's Report (Cathleen)

Summer Nationals - thank you for the effort, table staffing and presence. Even with sharing with NCAA coaches, we were able to drive more interest.

We were able to have conversations with more people: promoting Athena, WFencing in general. Face-to-face with at least 50 people over the course of Summer Nationals. Getting the word out on Athena. Table helpers: Cathleen, Heather, Adeline, Kathy, Sandra Marchant, Taro

Stories of impact:

- College junior/Division Chair asking for advice on how to get more participants in women-only events (SoCal). Asked for help and brainstorming, get more women in saber, etc. Connected with a division chair.
- Conversation with our donor (Deb Dobbs) about the work underway and the value.

Need to continue JO and Summer Nationals table presence due to outreach.

Reached out to former/renewing members via email to prompt sign ups.

7 charter memberships

3 independent donations

2 newsletter subscriptions

2 lifetime members

<list from Cathleen>

New donations function on Wix; working with new functionality

Total membership as of today?

54 paid members - voting membership

10 Lifetime - voting membership

18 Newsletter - no voting rights

Need to set up reminders for membership renewal; automailer via Wix that will send emails.

Review overall list to push renewals.

## **Committee Updates (20 minutes)**

- Professional Development Committee (Jen)

Everything focused on Athena project

26 athlete registrations total

14 mentors/mentees

Projecting 40 - 50 participants

Financials - targeting breaking even. Clubs have been able to donate to get athletes & coaches to attend.

Curriculum underway. Adeline - heavily promoting effort.

8 states represented; Forge heavily represented.

Relaunching learning pods. Will be integrated in Athena camp; will need to restart. Will charge for them and launch in Fall.

Need to determine what's next for Athena - need to gather learnings, determine strategy for next. Board discussion:

- What do we do next
- Announce next Athena? Need to scope next event and share with the Board for a strategic plan.
- Lessons learned
  - Vary timing (not summer? Winter? Weekend?)
  - Location
  - Branding - getting awareness of WFencing, Athena
  - Alternate type of event
  - Smaller in scale
  - Aligned with local clubs; more clubs to host and attract members
  - Define demand going forward (where, how, content)
- Core: connected to something larger than themselves. National - and international.
- Asking mentors & mentees - what do they want to do next? Please share debrief with the Board
- Starting to plan for next year. Event that runs quarterly?

USA Fencing not moving forward - how do we forge ahead on our own? What does that path look like?

Colloquium in the place for next year? Alternate camp/colloquium.  
2026 - next camp?

Need to look for potential grants going forward (grant writer)

Explore potential learning platforms, grant sources, funding sources

- Social and Media Committee (Adeline)

Social at Summer Nationals!

Athena - need to interview, get stories & post to highlight the event underway.

We have FB, IG, website - need paid advertising with FB for Athena? Need to explore options and approaches.

- Marketing Committee (Heather)

Website - Heather & Cathleen: month to month on Wix. Need to define migration plan and path.

Renew members- reaching out via email to prompt renewal.

Pushing blogs & articles - need a plan to push content out. Ariana article & Sada interview coming up next

Committee meeting - Heather to schedule for Marketing & Social meetings.

- Allies Committee (Taro)

Rich to replace Taro on the Allies meeting

Minutes to be shared.

- Tournament Committee (Rich)

Cleveland ROCKS tournament - in process.

Need to track expenses and revenue.

Need to promote this tournament; share at Athena. How is this different from a typical USA Fencing RYC/RJCC event?

- Staffing
- Hiring practices
- Outline what is and what is not a WFencing tournament
- November 2, 3 - Cleveland, OH
- Event page on USA Fencing needs to go live - updates soon.

- Executive Committee (Vickie)

Board elections & annual meeting - in Old Business

## **Old Business (15 minutes)**

- Board Elections

Date set: September 8

Process outlined

Need to confirm Board members, members by July 8 can run.

- Annual Meeting

Proposed date:

## **New Business (10 minutes)**

- Other

Need to define meeting cadence: can we define dates for the calendar year to support functions.

### **Housekeeping (5 minutes)**

- Announcements and review of action items
- Date of the next meeting – Quarterly Board Meeting

Ad hoc board meeting: August 22

Marketing to set monthly meeting: Friday, 7/26: noon - 1pm (Kathy, Cathleen, Vickie, Adeline)

Action items

*Adjourned: 12:41 pm, 7/18/2024*

# AGENDA July 18, 2024

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## Standing Items (10 minutes)

- Call the meeting to order (Cathleen)
- Check-in – How are you doing? (All)
- **Review and approve meeting agenda (this document)**
- **Review and approve meeting minutes:** [June 24, 2024 Minutes DRAFT](#)
- **Treasurer's Report** (Jen)
- Chair's Report (Cathleen)

## Committee Updates (20 minutes)

- Professional Development Committee (Jen)
- Social and Media Committee (Adeline)
- Marketing Committee (Heather)
- Allies Committee (Taro)
- Tournament Committee (Rich)
- Executive Committee (Vickie)

## Old Business (15 minutes)

- Board Elections
- Annual Meeting

## New Business (10 minutes)

- Other

## Housekeeping (5 minutes)

- Announcements and review of action items
- Date of the next meeting – Quarterly Board Meeting

Action items

Note – Members who are members by July 8th are eligible to run for Board

11:53

5G UC 68%



Vicki... 11:11 AM



to me ▾

Annual Meeting and announcement of election results- via Zoom - September 19th @ 11:30 am - 12:30 pm EST

Verification of results - September 17th

Board election closes - September 15th

Board elections - via online voting platform - September 8th - 15th.

Board nominations open - August 5th - September 5th

Announce Annual Meeting and opening of Board nominations - August 5th

Call for Board members/promotion - by July 5th