**Board Retreat Notes and Planning Meeting**

**May 24, 2023**

Introductions:

Each member shared with the group what their responsibility is on the Board and gave a short background on what their first job was.

**Current Mission Statement**

There was discussion on changes to the current Mission Statement. One recommendation was to place the “collective giving” first in front of “volunteerism” and adding “philanthropy.”

***The mission of the Rancho Santa Fe Women’s Fund is to build a sense of community through collective giving, philanthropy, volunteerism, social activities and focused while escalating awareness of local organizations and need.***

Motion to Update Mission: Mary Consalvi

Seconded: Kirstjen Nielsen

Vote: Unanimously approved

**Current Vision Statement**

Adding the word ‘more’ after ‘educate’ was mentioned under the Vision Statement.

* ***We aim to educate more and inspire our members to be well informed, active philanthropists***
* ***We seek to increase our membership by gathering friends and neighbors who have similar goals and ideals***
* ***We collaborate to improve and strengthen lives through charitable grants***
* ***Through our grants, we support innovative approaches to philanthropy***
* ***We serve our San Diego areas by discovering and addressing local needs***

**Board Discussion Topics**

1. Who are we?

Adding a Communications Chair to help new incoming members understand who we are and what we do.

1. Branding

Improving membership bonds.

1. Action Items

Focusing on retaining members.

Member-at-Large - Sandra Coufal noted that traditions are important to all members. Continuing orientations twice per year, conceptualize it. Rule of 3’s i.e., three social events, three volunteer events.

Membership Co-Chairs – Melissa D’Amour and Cheryl Salmen

Goals: Focus, identify, recruit, and retain current members.

Create a solid foundation, making sure to stay in touch with new members and get them involved.

Targeting the communities of Bridges, Fairbanks, The Crosby and Cielo for the upcoming year.

**Challenges & Growth**

Focus on:

* 1. Building endowments (currently we have an ‘Angel donor’ who donates anywhere between $50,000.00 and $100,000.00).
  2. Adding publicity.
  3. Strong communication.

On Growth:

* 1. Having a Volunteer Coordinator to contact and reach out to new and founding members.
  2. Having volunteers at standalone events.
  3. Ongoing opportunities.

Per Cathy Burch, increase the volunteers.

**Logistics**

1. Board Meetings

Work on keeping meetings short.

Divided into two:

Executive Board & Board Meetings

1. Community Room, ‘Zoom’ for those who are out of town.

Board Meetings will be held in the Community Room

The Executive Board Meeting will be held at Nikki’s residence.

1. Board Position Review
   1. Goals & Needs

Build Endowments

Publicity

Communication

Grant Co-Chairs - Cathy and Kathy, continue to streamline, keep it simple. Broaden definition on focused areas. Policy needs to be changed as it appears that Military and Women Services are picked every year.

Finance Co-Chair - Diane Solomon hopes there will be improvement on receiving reports from the Foundation as well as Ruth providing credit card statements to both Beth and Diane every month and in a timely manner for real time expenses, this will allow reports to go out consistently to board members. Having more access will help track grants, accumulation, expenses, and use of credit cards.

Motion to add Finance Reports on RSFWF Board Portal: Beth Terrana

Second: Kelly Stroud

Vote: Unanimously approved

Board Chair – Nikki Carmody Ream noted that a meeting would be held the next day at the Foundation with Jeff, Karen, Diane, Ruth and Nikki to go over reassigning responsibilities and the possibility of opening a bank account for the Women’s Fund.

Program Co-Chairs - Kirstjen Nielsen and Muffy Walker will send out a survey to vote on favorite three speakers to deliver on inspirational topics. One of the current events being considered is ‘Technology A.I”.

It was suggested that it would be good to provide support to members who are entrepreneurs.

Some ideas of events to raise funds were discussed, such as pickleball, wine and tequila tastings, raffle baskets.

Past Board Chair – Susan Hoehn talked about ‘fire side chats’ to highlight speakers – all members.

Publicity – Elia Surran

Communicate with Community through Rancho Santa Fe Review and Rancho Coast Magazine.

Look into SD Tribune in hopes to feature RSFWF current events.

Editorial calendar: six times per year. Write about volunteer activities and impact in the community and show what we do and the partnerships we have.

Write an article/story about the 20th year anniversary and the over five-million-dollar achievement and 500,000/yr goal.

Social Chair – Kelly Stroud

Will look for new venues that will house as many members as possible.

Social Media – Hazel Bentinck

Goals:

Post on LinkedIn.

Run Reports.

Help membership access.

Grow volunteers.

Technology Chair – Mara Buchholz

Continue to clean up WildApricot and Share drive.

Access historical information.

**Suggestions and roundtable discussions -**

Bubbles and Blanca Event – Members only – No Guests.

Considerations are being made to change the name from ‘Bubbles and Blanca’ to possibly ‘Bubbles and Blush’.

Recommendations are being considered for the upcoming 20-year celebration. Find Ways to recognize Charter Members. “Celebrate 20 for 20 more” “Retouch Friendship with Neighbor”.

Cheryl suggested having a sub-committee and photographers, at least two to three at events, possibly Marina Smith and Ann Brizolis.

Nikki mentioned that Maritia has opened her home for the 20th Anniversary Cocktail Celebration, which takes place in May.

1. Calendar

A calendar was provided to all Board members.

There will be a total of:

Five Board Meetings – Foundation’s Community Room

Three Executive Board Meetings – Nikki’s home

Two updates were made during the meeting:

The Board Meeting for 4/22/24 was changed to 4/23/24 due to Passover.

The time for the 5/22/24 2024 Board Planning Meeting was changed from 11:00 -2:00 to 10:45 – 1:45.

1. Foundation Partnership Review

Meeting adjourned at: 12:30 p.m.