

**WLOV Board Meeting Minutes**  
**March 28, 2022 – Meeting via Zoom at 3:30 p.m.**

**CALL TO ORDER**

Meeting was called to order at 3:30 p.m. by Linda Keenan, president

**ROLL CALL**

Roll Call by Susan DeLay, secretary

**Board members present**

Linda Keenan, Rita Boehm, Shari Cohen, Larry Martin, Betty Frankfather, Paula Howard, Susan DeLay, Tweet Coleman (joined at 3:57 p.m.)

**Board members not present**

Nancy Pflum

**Approval of Meeting Minutes:**

Rita Boehm made a motion to accept board meeting minutes for 2/28 as revised.  
Betty Frankfather seconded the motion.  
Motion carried.

Rita Boehm made a motion to accept the general meeting minutes for 3/9.  
Betty Frankfather seconded the motion.  
Motion carried.

**Treasurer's Report (Betty Frankfather)**

- Bank balance: \$5, 5,413.78
- Memberships: \$1,074.19
- Book Expo returned \$1,544.19

Motion to accept the Treasurer's Report was made and the motion was seconded.

**COMMITTEE REPORTS – 2022**

## **Programs (2022) Report** (Linda Keenan)

April: Penny Thomas Laurel Manor "Writing the End Doesn't Mean You're Done"

May: Jack O'Brien regarding his experience in writing/launching/promoting his book

June/July: No General Meetings

August: Penny Sansevieri regarding Selling/Promoting your book (Meeting via Zoom)

Sep 14: John Prince regarding how to make a professional book presentation

Oct. 12: Leaders of the writers critique groups in The Villages present details of their groups and how to join

Nov. 9: Vote for board 2023. Meet your characters.

Dec. 14: Installation of board, holiday party game time/continental breakfast.

2023 Book expo from 12-4 p.m. on Sun Jan. 29 at Eisenhower Recreation Center

## **Membership Committee** (Shari Cohen)

- To date 195 paid members. Fifty-three (53) have still not responded.  
Shari will send out a reminder to unpaid members.  
Six people who said they do not want to resign are still on the list.
  
- Discussion on Mailchimp
  - Mailchimp has an outside mailing list for all events for people in the community
  - The list for non-members was created five years ago to reach non-members and encourage them to join.
  - Mailchimp costs WLOV \$204/year
  - Shari Cohen offered to extract list from Mailchimp and import into Google docs, which would allow WLOV to unsubscribe from Mailchimp.
  - Paula will update the membership list on the website.

## **Historian** (Nancy Pflum)

Linda has spoken with Nancy about how to post on social media. (Nancy was absent at February and March board meetings.)

Someone may need to help her or take over uploading to albums.

## **Communications** (Rita Boehm)

- WLOV fundraiser event listed on radio as a public service event.

- B&N sold seventy-nine (79) books in the first quarter 2022.
- Fifteen authors will be featured for the second quarter 2022, bringing a total of fifty-five (55) authors to date. Three authors have declined to be featured.
- In a newsletter article, we'll ask people who have not been featured to step forward.
- In a newsletter article, we'll remind people about free publicity. If they don't understand how to get their picture in the Daily Sun, here's how to do it—send to Daily Sun and put on WLOV website.

#### Advertising in Daily Sun

- Advertise Meet Author event 4/9 at B&N and at All Booked Up on 4/12

#### Lake Sumter Author Fair on Sunday 4/24

- There is still room for authors to sign up. The maximum number of author tables is fifty (50).
- WLOV will have a table in the lobby and not in the authors' rooms.
- Betty Frankfather, Shari Cohen and Susan DeLay will man the WLOV table.
- Linda will be present.
- Suggestion to place a banner or sign at the Waterfront on the day of the event to make people aware of the event. Paula Howard suggested an A-frame that stands by itself at a retail price of \$200. Paula has a coupon from Office Depot that offers 30% off, bringing the total to \$140. The frame will advertise the event and can be used for other events (with new signage). Paula will order and store the A-frame. Sign will read: Lake Sumter Author Fair 12-4 p.m. April 24

Paula Howard made a motion to spend \$150 on A-frame signage for Lake Sumter Author Fair  
Tweet Coleman seconded the motion.

Motion carried.

#### **Newsletter (Larry Martin)**

Newsletter will archive articles. Don't mix with minutes/agendas. Need one link to the items.  
Add link to local publishers.

Update critique group list and add to newsletter. Paula will update on website.

Linda will send pictures from Short Story Night at Mystic Ice Cream.

Add something to the newsletter on the fundraiser

Newsletter will go out for distribution on 3/31.

Paula Howard will add to the website wording about services that were in last month's newsletter.

### **Scholarship** (Tweet Coleman)

A table will be set up outside the general meeting where people may buy seats for the fundraiser.

Currently, there are 49 seats sold.

We will reach out to critique groups to remind them of the event.

Linda will add information on the fundraiser to Next Door Neighbors

Paula will include language on fundraiser link about buying a seat in exchange for a donation.

### **Webmaster** (Paula Howard)

A few people from last meeting have submitted the names of their books to the WLOV email address. Only new books (books published in the past year) of writers with multiple books will be listed.

Paula is taking her info off the WLOV email and is placing the info in a folder.

List of emails is getting longer. No one is cleaning up emails. Shari is putting membership info into a folder. Clean up emails from inbox.

Shari is keeping her stuff and Betty is keeping her stuff.

Paula will reconnect with Sandy about helping with website.

### **Old Business**

- The WLOV author services offering added last month is being added to website.
- AmazonSmile: friends and relatives can also sign up.
  - Larry put screen shots of AmazonSmile in newsletter.
  - In the president's message will have a line about SMILEAMAZON.COM
- Paula has two boxes of historical documents. How much (notes, minutes, agenda) do we want to keep. How much is saved electronically?

- Rita has notes (treasurer's reports, minutes, agenda) from 2018. Paula has documents back to 2015.
- Linda will compile her documents from 2022.

## **New Business**

### **Ads**

Rita spent \$65 in March in Daily Herald's Club Connection (\$585 total over the next nine months).

Rita Boehm made a motion to spend \$65/month for one monthly ad.  
Larry Martin seconded the motion.  
Motion carried.

### **Masterclass**

- Approximately 10 people attend the weekly Masterclass on Zoom.
- Shari can send out an eblast regarding the event.

### **Next board meeting**

The April board meeting is on Zoom on Monday, April 25 at 3:30 p.m.

Rita motioned to adjourn the March meeting.  
Susan DeLay seconded the motion.

Linda Keenan adjourned the meeting at 5:03 p.m.

Respectfully submitted,  
Susan DeLay  
Secretary