

RICHARD III SOCIETY BOARD MEETING  
SUNDAY MARCH 4<sup>th</sup> 2012 4PM ET

Present: J. Bloomquist, D. Hoffman, A. McVey, J. Hayes,  
N. Musgrave, L. Holt-Jones, W. McVey, D. Luitweiler

The meeting was opened at 4:04pm by chair, J. Bloomquist.

Minutes: Several changes were asked for by Diane Hoffman, after which the minutes were approved as changed.

AGM: The date will be 28<sup>th</sup> - 30<sup>th</sup> September.

Since we will not be having a fundraiser breakfast this year, as breakfast is included in the roomrate, it was suggested that the American Branch run a raffle instead. (The Canadian Branch had said they would not be having a raffle) Nita will contact Victoria about this.

Jonathan wanted to know about public transportation from the airport to the hotel. Dave will pursue this with Victoria.

There was a suggestion that if the Canadians end up losing money perhaps we should donate something to them. No action taken at this time.

Some people thought we should mail out the registration information and not rely on putting it in the Register.

Dave suggested that some people may want to consider flying to Buffalo, then rent a car and drive approximately one hour to the hotel.

(Dave Luitweiler had to leave the meeting at this point, 4:55pm.)

Website: Lisa talked to the Board about her experience trying out various hosting sites. William also talked about what he saw as the pros and cons of each site. After a discussion William said he would look into staying with Dreamhost and setting up a content management account. Before Lisa can take over there has to be a certain amount of technical work done. Lisa requested that this be

done by April 14<sup>th</sup> as her business starts to become busy in May and she hopes to have a lot of work done on the website by then.

New PR Position: It was felt that we should let Joyce go ahead and evaluate as we go along.

Diane wanted Joyce to let us know what she thinks is the most effective PR strategy:

- Facebook

- Website

- Advertise in the magazine of the Medieval Academy of America

- Renaissance Magazine

- BBC History Magazine

- Society for Creative Anachronisms (Jackie said she will check her

- Local chapter)

Judy Pimental is donating a large number of books to the society. We should ask for a list which can be circulated to the librarians who can tell us which titles they would like. We would like them shipped in sturdy boxes and sent by USPS media mail.

The meeting was adjourned at 5:40pm ET, The next meeting is scheduled for Sunday April 22<sup>nd</sup> at 4pm ET.