

Minutes of the Board Meeting
Richard III Society – American Branch
April 23, 2023 4pm EST

The meeting was called to order by Susan Troxell, Chair. The following were in attendance:

Mary Miller
Wayne Ingalls
Joan Szechtman
Susan Troxell
Deborah Kaback
Carole Bell
Sally Keil
Compton Reeves

The Minutes of the previous meeting were approved.

Gift Policy

The Board voted to accept the Gift Policy as defined in the Agenda for this meeting and as stated below:

The American Branch is an all-volunteer organization that is supported through annual membership dues. Donations, bequests, and beneficiary designations are welcomed for the following:

- Cash and its equivalents
- Books - please contact our librarians first, as books are maintained by volunteers in their homes,
<https://r3.org/contact/>

- Marketable and unrestricted securities

All cash gifts and distributions go into our general operating fund unless the donor explicitly restricts them to one of our special funds (McGee Speakers Fund, Weinsoft Library Fund, or Schallek Special Projects Fund). For more information about these funds, see <https://r3.org/about/>.

Regretfully, we are unable to accept the following:

- Antique or Collectable items
- Real estate
- Office hardware or equipment like computers
- Tangible personal property or archives

The Gift Policy will be uploaded to the Governing Documents section of our website.

Per the above Gift Policy, the Board voted to respectfully decline Ann Howe's kind offer of a donation of a letter by Sir Laurence Olivier. Susan Troxell will be advising Ms Howe of this decision.

As clarified by Mary Miller, the Gift Policy will not prohibit gifts to the GMM for the purpose of a silent auction, raffle, etc.

Treasurers Report

The Treasurer's Report was attached to the Agenda for this meeting. It was requested that such attachments not be included a second time in the Minutes of the meeting, so it is not included herein. The report was prepared by our accounting firm with input and edits from Susan Troxell and Deborah Kaback.

Deborah reported that she has asked our accountants to confirm the address they have for her; she had no updates specifically regarding the taxes due on May 15, 2023.

The Membership Chair report

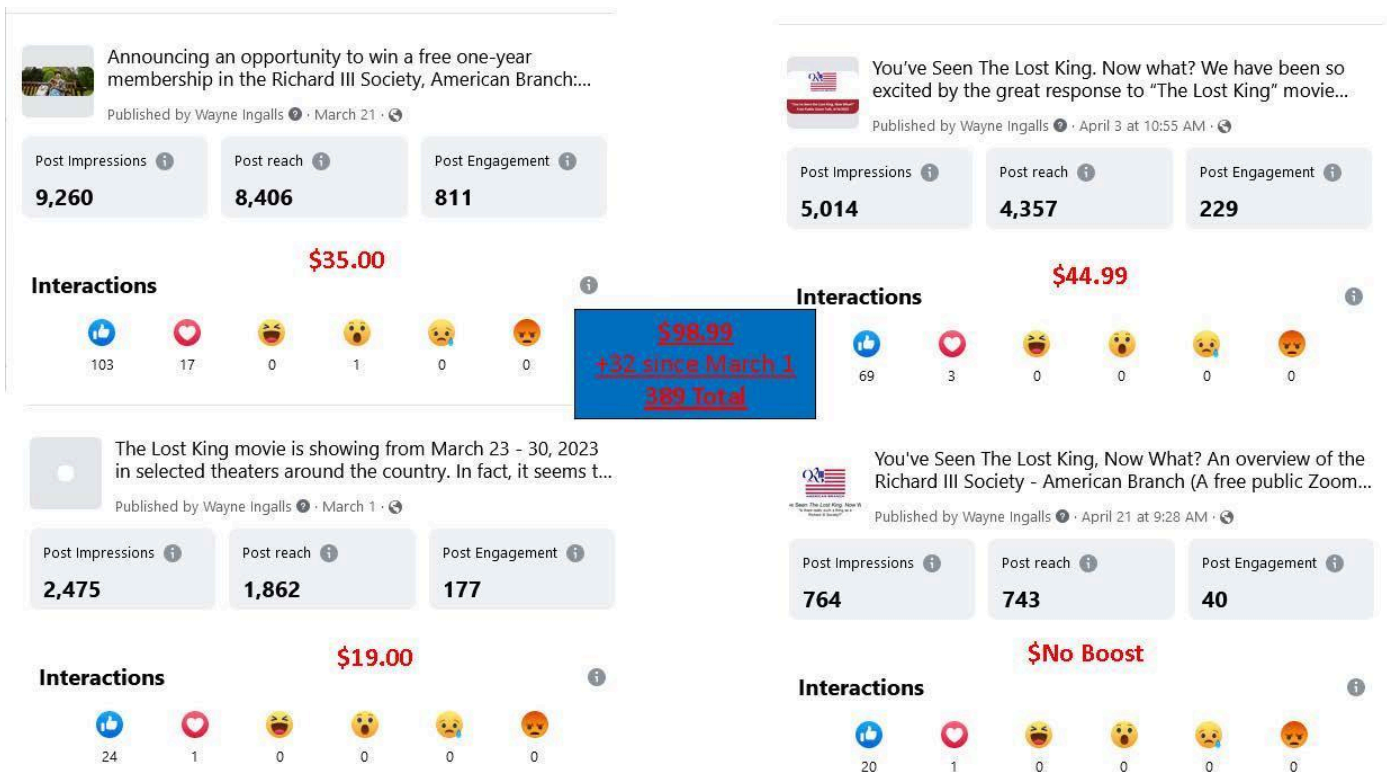
Wayne Ingalls reports that the current number of members is 389; he reports that we have seen 32 new members join since March 1, 2023. Wayne reported on “The Lost King’ TixPix membership promotion:

Improved Website traffic:

- All users up nearly 57%
- Unique visitors up 125%
- Lost King related searches were among the top 5 search queries that led people to the site
- Lost King was also in our top 5 most visited pages, and for what may be the first time, the ‘How to Join’ page was also in the top 5

Facebook traffic:

Wayne provided the Facebook statistics for our three campaigns:



The definitions of the terms used above:

Impressions

The number of times your post was on screen.

Reach

The number of people who saw any of your posts at least once.

Reach is different from impressions, which may include multiple views of your posts by the same people. This metric is estimated.

Engagement

The number of times people engaged with your post through reactions, comments, shares, views and clicks

The American Branch's Zoom 'Lecture Series' Review

Statistics for our Zoom Lecture Series:

1. March 26 Lecture: (50 attended; 67 registered.)
2. April 16 Lecture: (45 attended; 77 registered)

Susan reports that we received many positive responses to both talks.

A discussion ensued regarding the manner in which people registered for the talks. If they do so via signing up with Wayne, he has the ability to keep a list of the email addresses so as to send out reminder notices, which was agreed by all to be a helpful activity to boost attendance.

The Branch's Private YouTube Channel was discussed. This channel offers 'members only' access to our video library. Cheryl will be uploading the additional videos that she has from our Zoom Lecture Series. The Public YouTube channel, reachable by searching for The Richard III Society American Branch on YouTube, offers (at present) the one video that is available to the public: the 'What now?' Zoom lecture that was directed towards people that saw the movie and were curious and/or interested in Richard III and/or the Society. Administrative privileges for our YouTube account are held by Wayne Ingalls, Susan Troxell and Cheryl Greer.

At present, our policy for our Zoom Lecture Series is to try to offer 4 per year but more definite policies will be developed as we move forward. Regarding recording: if the speaker agrees to be recorded, the recording will first be stored in our Zoom account, but then uploaded to our private YouTube channel by the administrator of our YouTube account. Once uploaded successfully, it will be deleted from our Zoom account storage. (Specific responsibility for these tasks presumably rests with Wayne Ingalls at present.) Yet to do: offer a link between our Members Only pages on our web site to our private YouTube channel.

The Chair's Report

The request previously sent to us by Kim Harding to solicit donations, take receipt of the funds and manage the distribution of those funds to her for the 'Windows for a King' fundraiser, was denied. However, we agreed to solicit donations via our web site 'News/blog' area. Susan will inform Kim of this decision (if she hasn't already, prior to this meeting). Cheryl Greer will be tasked (if she hasn't been already) with adding this copy to our web site. Wayne will also send a blast email to members and create a FB post about the campaign, to raise awareness about it.

Dr Wilson, our featured speaker for the December 2023 Zoom Lecture Series, has agreed to reduce his fee from \$600 to \$500.

Wayne Ingalls will be writing up the American Branch's content for the Ricardian Herald publication, with a due date of May 14th. He will be highlighting our 'TixPix' campaign.

The Sharon Penman archive has now been successfully transferred to the UK/Matt Lewis.

In conversation with Cheryl Greer, Wayne Ingalls, and Pauline Calkin, Susan promoted the idea of a Ricardian 'Book of the Year' award. Susan is in the process of writing up the idea.

We have been asked by the UK Society to advise what our plans are for the 100th anniversary of the Richard III Society, to be 'globally' celebrated on July 6, 2024. In short, we have none at present. Discussion ensued and ideas were thrown around but we have time to come to some sort of action plan on this. It was decided that Susan would talk to Dawn Schafer who is coordinating the next GMM in 2024, to include the anniversary celebration into the agenda for this meeting.

Wayne will write up a proposal on how a 'Refer a Member, Get a Discount' program might be structured, and how it might increase membership.

It was agreed that policy statements are needed by the American Branch in order to define how we are to operate as a Board, to assist future Boards. One area needing such policy statements revolves around our Vanguard account. These funds have been essentially untouched by previous Boards and it is felt that guidance needs to be created to direct the use (if any) of these funds. Susan also raised the issue that donations earmarked for specific funds are not being segregated. No further action steps were defined. Per the Agenda, Susan received the Board's approval to speak to the accountants regarding our Vanguard and Schallek funds, but noted that it would probably have to wait until after Tax Preparation season for non-profits, i.e., June at the earliest.

Laura Blanchard is still working on finding qualified individuals to do the work needed for the E4 Roll Digital Mapping project. The ball remains in her court while we wait for her updated request for funding from us.

Secretary's Report

The Board declined the offer to buy the paperweight from Ms Chris Weckman. Sally Keil will inform her of this decision. Susan Troxell and Wayne Ingalls agreed that the Branch will purchase the Richard III Society banner from the UK Society.

The next meeting of the Board will be on June 18, 2023 at 4pm.

Respectfully submitted,
Sally Keil
Secretary