

**Minutes of the Board Meeting
Richard III Society – American Branch
February 11, 2024 4pm EST**

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

Mary Miller
Wayne Ingalls
Deborah Kaback
Carole Bell
Sally Keil
Compton Reeves

The Minutes from the prior meeting were accepted and have been uploaded to the Google Drive.

Upcoming Events

Sally Keil will be giving the next presentation in our Zoom Lecture Series on Sunday February 18, 2024 on Heraldry and Blazonry. Wayne reports that 52 people are currently registered. Philippa Langley will be holding a Q&A Zoom session on March 23, 2024 on her new book Princes in the Tower.

Status: Annual Reports

Annual reports for the year 2023 were due from Wayne, Deborah and Susan as of February 1st. Our CPA prepared a draft Treasurers Report. Susan sent her report to Joan; however Joan has asked that annual reports from now on be sent to Tara who will be taking over from Joan.

Status: Editor

Joan reports that the new assistant Editor, Tara, has picked up the job very well and is now functioning almost completely on her own. Joan has only had to assist with some formatting issues. Tara will be preparing the annual reports for publication. Our new printer is PressWorks in Ohio; Doug Izzard is the owner with Yola to be our main contact for submitting digital files.

Status: Membership & PR

Wayne reports that we have 26 family members and 482 individual members. The UK parent Society is now forwarding membership inquiries received from the US to us. Wayne reports that our new Facebook administrator, Bree Perkins, successfully handled a 250 comment thread about Philippa's new book, so he is confident that she will be able to handle our Facebook page successfully.

Status: Plantagenet Angel Award - Susan sent Pauline Calkin a letter; her award plaque is enroute. A news item will be written by (??) to appear in our Chronicle online newsletter about Pauline's gift. Susan's recommendation that we add the names of all Angels to our website was approved. Susan will advise Cheryl to make this addition. The 'fancy' copy of Philippa's book will be going out to our other Plantagenet Angel Bo Cutter, but Wayne has not yet sent it out. It will go out next week.

Status: GMM The venue has now been chosen: the Drury Hotel in Santa Fe New Mexico. Our special rate will be \$199/night; members who want to take advantage of that will find our special rate is now available for online booking through the hotel. Twenty five rooms have been reserved. This meeting will be hybrid: in person and Zoom. The AV support needed has been retained. Dawn Schafer, the primary

organizer for this GMM, has put together a lovely set of information about the meeting, the hotel, things to do in Santa Fe, getting around, etc that Tara has compiled into an attractive digital file. This will go into the March 2024 issue of the Ricardian Register.

Status: Edward IV Roll Special Project - Susan/Laura Blanchard wrote an article about the project for *The Ricardian* journal - Penn students will submit Final Transcription/Translation by May 1, 2024 - at which time we are free to publish it. Sally Keil has lifted two heraldic images from the roll to include in her upcoming talk on heraldry. There was discussion regarding the substantive piece of research this project represents and its significance as an illustration of the American Branch's active support of its mission. Compton suggested that perhaps a volume could be produced and submitted to the Yorkist Trust. There will be a Zoom presentation on the E4 Roll project on April 12th; information is on our web site.

Items to carry forward to the next Board meeting:

- Policy on how to use the Vanguard Account
- Book Club
- Registered Agent in NY - need to replace the existing one who is no longer a member
- Financial Adviser: still an open question, as Deborah has not had the opportunity to talk to Susan's contact.
- Volunteers needed for Chapter Coordinator

Deleted: & Public Relations

Financial Projections for the American Branch

A working party of Wayne, Deborah and Susan put together a comprehensive report on the Chapter's current fixed and variable expenses, as well as a forecast of future expenses. Against these expenses projected revenues from member dues were presented. This report can be found on our Google docs site; I have also attached it to these Minutes for ready reference. Much discussion ensued and it is clear that the American Branch must raise dues. A number of different approaches were discussed, revolving around the two key questions: 1) do we raise dues one time, or do we incrementally raise dues over time, and 2) to what do we raise the dues.

The next meeting of the Board will be on April 14, 2024 at 4pm.

Respectfully submitted,
Sally Keil
Secretary

American Branch Financial Analysis (as of Feb 2024)

Using a TWO-YEAR cycle since the GMM is only held biennially

Known "Fixed Costs" over 2 Years (data from 2021-22 Treasurer Reports)

- GMM "loss" (\$4,000) (GMM income has never covered all expenses, leaving the members to subsidize the remaining loss)
- CPA fees & tax filing fees (\$3,200)
- D&O Insurance Premiums (\$1,000)
- Zoom subscription (\$400)
- Membership services - Credit Card Processing & Neon database (\$3,000)
- Libraries (\$600)
- Website maintenance (\$500)
- PR activities (\$500)
- Awards to volunteers (\$400)
- Bank wire fees (\$200)

TOTAL FIXED: \$13,800 or \$39/member over 2 years (assuming 350 members)

Comment from Wayne: We now have 480 members, which reduces the per-member cost to \$29.

Known "Sliding Costs" over 2 Years

- UK charge per Individual versus Family membership (currently at £25/member x 2 yrs = £50 or \$63)
- UK direct mailing per membership (£15/membership x 2 yrs = £30 or \$38)
- Producing & Mailing Ricardian Registers (\$6/member x 4 issues = \$24/member)

TOTAL SLIDING: \$125/member over 2 years (assuming 350 members)

TOTAL FIXED & SLIDING: \$164/member over 2 years, or \$82 per member per year

Comment from Wayne: With current membership #s, the cost is \$77 per member

Additional Future Expenses Starting Jan 1, 2025:

Sliding:

- Increased UK dues at £2-3 per year - going up to £35 individual and £42 family
- New Printer expense per issue (30-40% increase - need to confirm this by comparing Baker & Taylor with Pressworks) = \$7.75 per member per issue

Fixed:

- Advancing “Trial memberships” to UK CLG Americans (\$250 over 2 years)
- MailerLite email program (\$100/year)
- Financial Adviser (tbd)

ESTIMATED future extra costs is \$3-\$4/member per year

