

Glen Ellen Forum
Steering Committee Informational Meeting 2/7/19
Meeting Summary Submitted by Melissa Dowling 2/14/19

Attendees:

Alice Horowitz	Co-Chair, SDC/Eldridge Committee
BJ Blanchard	Chair, Projects Committee
Emily Robledo	Resident, Glen Ellen
Jim Burch	Commodore of the Jack London Yacht Club)
Laura Schermeister	Businesses of Glen Ellen group
Margie Foster	Treasurer
Melissa Dowling	President, GE Forum Board of Directors
Nick Brown	Co-Chair, Traffic and Safety Committee
Oz Robledo	Glen Ellen resident
Poppy Darby Mann	Chair, Steering Committee
Rob Schermeister	Businesses of Glen Ellen group
Shannon Lee	MAC Exploration committee

1. Welcome and Introductions
 - a. All attendees introduced themselves and shared their role/interest in the Glen Ellen Forum
 - b. Jim Burch provided an overview of the evolution, purpose, and events of the Jack London Yacht Club. More information is available at www.jacklondonyachtclub.com

2. Purpose of meeting
 - a. The purpose of the meeting was to provide information about the Glen Ellen Forum and the Steering Committee to members of the community who may be interested in becoming more involved in the Forum and possibly serving on the Steering Committee.

3. History of the Forum, and where we are today
 - a. Melissa provided a brief history of the Glen Ellen Forum with input from Margie Foster.
Summary: GE forum formed about two years ago by Jim Shere and Leslie Vaughn in response to a request from Susan Gorin regarding “who speaks for Glen Ellen”. Since

then we've established active working committees, held monthly community meetings, achieved non-profit status in January of 2018, and established our Board of Directors in the Summer of 2018.

4. How we work with the MAC (Municipal Advisory Council), the Historical Society, and the Businesses of Glen Ellen group.
 - a. The creation of the MAC, spearheaded by Susan Gorin, Arthur Dawson, Shannon Lee, and others is still in the formation stages. The GE Forum and MAC will continue to work together to define how the two groups cooperate, communicate, and collaborate as the MAC is formed.
 - b. The Historical Society, Glen Ellen Fair, and other community non-profits in the community are independent of the Forum, but we do communicate with them actively.

5. Responsibility of the Board and info on upcoming elections
 - a. The Board of Directors is the governing body of the Glen Ellen Forum and holds all executive and management authority over all actions and initiatives of the Glen Ellen Forum. Reference the bylaws at www.glenellen.org for more info.
 - b. Board elections for new and returning board members will be held in April this year – date TBD.

6. Steering Committee Roles and Responsibilities

Coordination and facilitation of monthly Forum meeting

Communications and Social Media

The Steering Committee membership consists of:

-Chair

-Vice Chair

-Communications Chair

-A Chair or representative from each of the Committees

Margie Foster pointed out that members and chairs of the committees already have to attend two meetings per month, so asking them to attend the Steering Committee meeting as well is asking for a lot of time. The meeting attendees therefore concluded that the Chairs are invited, but not required to attend the monthly Steering Committee Meetings and may submit input by email or phone prior to the meeting.

8. Other items discussed

- a. BJ of the projects committee and Laura of the Business Group will meet to discuss current projects and project ideas.
- b. Melissa brought up that the Mayflower Hall is available for us to have our monthly meetings. It is a better space than the Garden Court Cafe, can hold more people, and is still centrally located. The challenge is that it is not available on Mondays. Melissa suggested moving the meeting to the first Tuesday of the month, Poppy and others expressed concern that Tuesday would conflict with the Sonoma Farmer's Market. The meeting date and location is an open discussion. Poppy also pointed out that the Forum will need to fund the \$50 per meeting to use Mayflower Hall, where the Garden Court is available at no cost.
- c. Jim Burch provided information on the Yacht Club and is interested in how the Forum and the Yacht Club can work together.
- d. Laura, Nick, Melissa, and Rob, who are all also members of the Businesses of Glen Ellen group are exploring the BGE group possibly joining the Forum and a reactivating the Commerce and Tourism Committee.
- e. Melissa shared information about the new Fundraising Committee that is forming as a response to a vote to form this function in the last Board Meeting. The function and membership of the fund raising committee is currently in discussion and development.
- f. The Forum is forming a Communications Committee that will coordinate:
 - website updates and maintenance
 - Social media posts to Facebook
 - emails and other communication sent by the Forum
 - posts to Facebook
 - Posts to Nextdoor (who and how)
 - Send welcome notes to people who are new on Next Door
 - other responsibilities to be defined
- g. Shannon Lee proposed forming a "Volunteer" committee within the Forum, which would be a pool of people who are interested in helping with projects for the Forum or other non-profits. The Forum will continue to explore this idea.

9. Follow-up Items

Those interested should review the website at www.glenellen.org to give suggestions on improvements. Ideas that have been mentioned to date:

- More high quality photos
- Rework the text boxes for better fit
- Fix DONATE button on glenellen.org website