

***Empowering women in the environmental field through***

***education, encouragement, outreach and networking.***

**Call to order**

* Terry Shultz called to order the regular meeting of Women in the Environment at 8:30 AM on March 8, 2023 via Zoom.

**In attendance**

The following persons were present:

* Terry Shultz
* Kelly Murphy
* Melinda Rushing
* Samantha Reynolds
* Amelia Hudson
* Alyxes Martinez
* Pharr Andrews
* Faye Davis
* Linda Pavlik

**Approval of minutes**

* Terry read the minutes from the last meeting. The minutes were approved.

**Business**

* Marking & Media
	+ WE has brought on an intern, Aminata Manneh, to help with marketing. She will be paid $100 per project/event for media/graphics creation.
	+ Myra is working on an update of LinkedIn page, to merge previous page with newer professional page
	+ Web hosting and site updates—addressing website maintenance, timely updates, cost. Also, adding blog/media portion to site for growth and organic SEO. (Terry and Samantha)
* Introduction of new Board Members:
	+ Kelly Murphy, Trinity River Authority
	+ Alyxes Martinez, EarthX
* Planning for Events
	+ Consider adding corporate hosts for events to help offset costs of hosting events.
	+ More notification reminders prior to an event (people need to see something at least 5 times before they will remember to register)
* Membership Recruiting 2023 (Melinda, Terry, Aminata
	+ Design and send out invoice for renewal and interested corporate members.
	+ Email and marketing campaign
	+ All board members should have current membership
	+ Samantha helping with invoices for recurring members
	+ Faye to coordinate a group photo

**2023 Events**

* February: Networking event and luncheon went well, lots of enthusiasm
* March 31 11:30 AM--1:30 PM: Audubon Center (Amelia Hudson)
	+ Topic: Environmental Justice History of Illegal Landfills
	+ Event will include box lunch, documentary viewing, and opportunity to walk trails afterwards
	+ Waiting on contract to sign and confirmation of picnic tables (max attendance 40 people)
	+ Recruitment and upcoming event email/flyer through Eventbrite and Mailchimp (Faye)
* April 13: Oncor-Lancaster Facility (Jamie Vineyard & Samantha Reynolds)
	+ Topic: Women and their various roles in environmental work within Oncor
	+ Organization underway, room is booked, presenters are scheduled
* April 19-23 EarthX
	+ Earth Day Celebration—Expo and programs free and open to all. 9 paid conferences available (contact Alyxes for discount codes). All take place at Fair Park, Dallas.
	+ Volunteer Opportunities—community activities, registrations/booths, opportunities for group activities, may be opportunities for individuals who are also representing their work organization to represent WE as well.
* May: Champion Waste (Melissa Rushing)
	+ Tour/Info about new organic facility
* Fall: Diversity, Equity, and Inclusion (Alana Taylor and Amurta Saklker
	+ Location: TWU
	+ More information coming

**Adjournment**

* Our next meeting will be April 12, 2023 at 8:30 AM
* Terry Shultz adjourned at the meeting at 9:30 AM

**Submission and approval of minutes**

* Minutes submitted by: Kelly Murphy (3/8/2023)

**Post Meeting update from Terry Shultz**

* No financial report – Samantha and I were on the phone after the meeting getting her logged into our bank.  She will now have full online access as well as the PayPal account.
* Samantha is also pulling a summary report of what we have paid Leslie Lee, to compare as we look at other options for website management.
* For invoicing, Samantha is working on a template for future use.  If you and Kelly can think of anything we should have on the invoice template please share.  We thought that our 501c3 status should be shown – but do we show our TIN number?  Our logo, our president’s info, my address is used as WE official mailing location and to receive checks, etc.  There will also be the Eventbrite link for online payments.  I will be providing a list of past members for the last 2 – 3 years and what they should be invoiced for.  The invoices will go out directly to each person, then can be part of group emails and/or phone calls if needed.
* Kelly and I will be getting together to review the best way to pull all of our 20 years history together with an online central storage point.  What to get, how to organize, etc.
* Faye will be sending out at least 2 more mass emails for the March event and Aminata will be working on our mass marking for 2023 membership recruitment.
* \*\* Should Faye go ahead and reserve a meeting room at one of the colleges for our April Board Meeting, May 12th?
* Should we add Sabrina to our group email for WE’s board?  That will make it easier for her to reach out to different board members directly when needed.

Sabrina Trujillo

Office Administrator

Pavlik and Associates

1200 Summit Ave., Suite 770

Fort Worth, TX 76102

(817) 332-2972 office

(817) 913-1446 cell

sabrina@pavlikandassociates.com

PavlikandAssociates.com