

WLOV Board Meeting

January 22, 2018

3373 Ivory Lane, TV

7:00 pm

Board members present: Rita Boehm-President, Millard Johnson, Angela Love, Larry Martin, Phil Walker and Verna Walker

Invited: Jim Meyer and Mark Newhouse, Expo Chairperson

Before the start of the regular meeting, Mark Newhouse and Jim Meyer gave an update on the Book Expo.

Newhouse:

- Thanked the Board and Jim Meyer for their support.
- Noted that a lot of publicity had been done for the Expo, almost all the 5,000 bookmarks have been given out. Advertising also included newspaper and radio.
- Feels the efficiency in planning this event is at 100%
- The next Book and Author Expo is scheduled for December 8, 2018 and Jim Meyer will be the chairman of that Expo's committee.
- In a cost saving measure, the winners of this month's Book Cover contest will be announced at noon at the Book and Author Expo on January 27th.
- WLOV membership information will be at the EXPO information table. Plan is for that table to be staffed by library volunteers. Newhouse will confirm.
- Total cost of advertising for Expo is not yet determined
- Rita Boehm requested a summary of costs vs income from the Expo

Meyer:

- Tax forms for participating authors will be attached to the after action survey each author receives
- Working on a single application for both the December Book Expo and Book Cover contest.
- Planning a hospitality room for the December Expo.
- Plans to start taking reservations for December Book Expo on May 1.

Start of Regular Board Meeting

Membership Report – Phil Walker

- Paid members – 92
- Members, not renewed to this date (may still renew) – 35
- Millard Johnson volunteered to e-mail reminder to the 35 non-renewing members. Phil Walker will provide content for e-mail.

Treasurer's Report – Verna Walker

- Current balance - \$4170.90
- Book Cover contest - \$40 profit
- Rik Feeney program- \$72 loss
- Rita Boehm requested brief accounting summary report for each event in the future

Valentine's Day Love Story update – Millard Johnson

- Event is being held February 14 at the Fenney Recreation Center. Seating is cabaret style and can accommodate 240 people.
- Sixteen of the twenty-one submissions will be read
- This event is being advertised by Fenny as one of its required socials. Minimal advertising has been done by WLOV for this event.
- Old-Time Radio Players of the Villages is providing sound system and directing the show.

Programming

- The Board approved the following programs:
 - February - Chris Coward, *Writing Contests - What's in it for me?*
 - March – John Prince, *Humor: Why it's important and how to inject it in your writing*
 - April – Penny Thomas, *Writing an Effective Back Cover Book Blurb*
- Discussion for future programs included a law enforcement panel.
- Discussion regarding not being dormant for two months resulted in Mark Newhouse being asked and agreeing to plan a July event for the WLOV.

Newsletter and Website – Larry Martin

- Additional contributors are encouraged for the Newsletter
- February Newsletter will be sent to members on January 29 or 30
- WLOV's website is running well. It runs on Weebly platform. Anyone with Weebly (or general website) expertise is welcome to help manage the website

Brochure

- Board members offered edits and suggestions for improving the tri-fold WLOV brochure being produced by The Villages.
- The Board was in agreement for Phil Walker to take it home and make edits, returning it to Rita Boehm by January 23 for final edits. Brochure will be returned to Jan Zahorian for presentation to Villages media folks for update. Once updated, Rita Boehm will review before it goes to print.

Meeting adjourned at 9:00 pm.