WLOV Board Meeting

October 15, 2018 / 7:00 pm

3373 Ivory Lane, TV

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

**Meeting Agenda**

**Special Report**

**Book Expo update - Jim Meyer**

* Currently 92 authors are participating. Three publishers are participating. Their tables will be in separate rooms. Book covers will be displayed on the stage.
* Author tables have been assigned; pending approval by management in the recreation department at Eisenhower. Table assignments will be e-mailed to authors and printed in the newsletter.
* The WLOV board voted unanimously to pay the $170.00 charge to supply Wi-Fi to non-villager participating authors.
* Children’s authors are being e-mailed with a request that they donate ten books to be part of the gift giveaway for attending children. Books not given away at the Expo will be donated to the Marine Corp Toys for Tots.
* Advertising will include flyers provided by the recreation department to be posted in the regional recreational centers two weeks prior to the Expo and a direct marketing piece scheduled for the end of October. This year there will not be an ad in the Daily Sun.
* Phil and Verna Walker volunteered to participate in the Villages Christmas parade to advertise the EXPO.

**Treasurer’s Report**

* Balance as of 10/15 - $6,330.24. Breakdown: $2042.24 - regular treasury; $4288.24 - EXPO.
* Verna will zero out the final balance by the end of December.

**Membership Report**

* Members – 153
* Membership has increased 22% thus far in 2018.

**Newsletter**

* Paula suggested a printed newsletter.
* To see if there is a demand, Paula will have sample copies of the newsletter available at the November and December meetings.
* Incoming officers need to submit a picture and brief bio to Larry for the newsletter.

**October Meeting**

* Phil Walker and Dave Bishop were commended for a job well done.

**November Meeting**

* “Successful Marketing for Self-Published Authors” Speaker: publisher Greg Sharp

**December Meeting**

* Continental breakfast and Elvis performance.
* Count is needed for the food. WLOV members will be asked to RSVP. Paula will send a write-up about the event to Millard for Simplelist. Members will be asked to sign up at the November meeting.

**2019 Meetings**

* Paula will bring suggestions to the November WLOV board meeting.

**Group Marketing**

* Don Canaan has formed a committee. They plan to meet immediately following the regular WLOV monthly meetings.

**Love Stories Project**

* Tickets will be available for purchase at regional recreation centers.
* Seating capacity is 120.

**New Business**

* A designated person to handle AV was suggested. Board agreed to discuss this need in more depth at the November meeting.
* MFA Scholarship – Paula will summarize the opportunity and send to Larry for inclusion in the newsletter.

**Meeting adjourned at 8:30 pm.**

**Next Board Meeting: TBA**