

**AAG Board Meeting Agenda  
Tuesday, August 11, 2020  
VH Small Business Incubator**

**Time and Place**

The board meeting of the Appalachian Authors Guild was held on Tuesday, August 11, 2020 at the Virginia Highlands Small Business Incubator from 12 p.m. - 1 p.m., with a workshop following from 1 p.m. – 3 p.m.

**Attendance**

President Vicki Fletcher, Ellen Myatt, Addie Davis, Linda Hoagland, JC Schweingrouber, and Dan Swanson attended the board meeting. For the workshop, the above attended as well as Connie Wohlford and her guest, Molly Keller.

**Call to Order**

President Vicki Fletcher called the meeting to order.

**Business**

1. *Welcome* and opening of the meeting – President Vicki Fletcher
2. *Minutes* for the June 30, 2020 AAG board meeting and minutes for the AAG General Membership Meeting held July 14, 2020 were reviewed and approved.
3. *Treasurer's Report*. Due to COVID 19, Treasurer Jack Rose could not attend the meeting. Vicki prepared the treasurer's report.

Checkbook Balance As of 7/31/2020		<b>\$554.00</b>
Checks written	1420 SCC Corporation- license renewal for 501(c)(3)	25.00
	1422 USPS – P.O. Box Rental	148.00
	<b>Total Checks (Debits)</b>	<b>- 173.00</b>
Deposits (Credits)	For Cookbook sales	90.00
		50.00
	<b>Total Deposits (Credits)</b>	<b>+140.00</b>
	<b>Checkbook Balance as of August 11, 2020</b>	<b><u>\$521.00</u></b>

4. *Pending expenses*. President Vicki noted that \$204.66 will be deducted for the cost of new cookbooks and 7 or 8 anthologies ordered. In addition, approximately \$300 will need to be paid in September for the Website. President Vicki also mentioned that due to being unaware the Guild needed to file annually to receive the Tax Exempt status ID, the cost to refile is \$275, which the organization cannot afford at this time. This status helps when purchasing items for Spring Fling and other events.
5. *Fundraising* was a topic raised by Dan Swanson and the possible need for a Fundraising Committee. While President Vicki noted that usually funds cover the Guild's annual needed,

this year the budget is tight. JC Schweingrouber said options include Go Fund Me and putting a "Donor Drive" on the Guild's Facebook page.

President Vicki was concerned that too much funding might put the Guild in an unfavorable tax bracket, but JC Schweingrouber said that was only if the organization received funds in excess of \$25,000, based on the information he has for his non-profit. AAG still retains a 501(c)(3) status.

JC Schweingrouber and Dan Swanson agreed to look into the two possible funding outlets.

6. *Regarding membership*, President Vicki shared the following report:

<b>Membership Updates as of March 10, 2020</b>		<b>Membership Dues Deposits</b>	
Renewals	31	Deposits from PayPal	\$229.44
New	6	Deposits from check/cash	495.00
Paid 2019	2		
Honorary	2		
<b>Total</b>	<b>41</b>	<b>Total dues paid</b>	<b>\$724.44</b>

7. *Tidings newsletter report* – Sylvia Nickels could not be present for the meeting but did email the Tidings newsletter in July. Linda Hoagland reported she did not see a copy but will double check her email.

\*As usual, Sylvia relies on members to share information about their books, or a book review of someone else's work they feel would be of interest to the membership.

8. *Publicity Report*

- Linda Hoagland said she submitted info to *A! Magazine* and *Voice Magazine* for publication of meetings, which were included in both recent issues.
- JC Schweingrouber said he'll be getting some air time in October.

9. *Presale for AAG shirts* was discussed and the benefits of wearing them to meetings for members next year. Visit the website, [appalachianauthors.com](http://appalachianauthors.com), for details on sizes and prices, ranging from small to 4x, short and long sleeves available as well. President Vicki suggested a possible incentive to purchase and wear the shirts:

- Attend meetings, wear the shirt, and get your name put in the pot for a prize to be awarded during the final meeting (mailed to those who cannot attend). The more meetings you attend, the greater the odds of being selected.
- Jahmal Potter, member of AAG, is making the shirt.
- The pre-sale may be in November and December, with the shirts being worn in 2021.

10. List of 2020 AAG meetings and speakers as of this date:

- September 8** – General meeting at Shoney's from 11:30 a.m. to 1:30 p.m. J.C. Schweingrouber will be the guest speaker.
- October 13** - Board meeting/Workshop at VHSBI from 12 p.m. to 3 p.m. Penny Sansevieri's topic will be "How to sell books on Amazon."
- November 10** - General meeting at Shoney's from 11:30 a.m. to 1:30 p.m. Install officers for 2021. Grab bag exchange and fellowship.

*II. 2021 AAG Meeting Dates and Proposed topics*

Tuesday	February 9	12-1 / 1-3	Board Meeting; Workshop	VHSBI Program: TBD Speaker:
Tuesday	March 9	11:30-1:30	General Membership Meeting	Shoney's Program: TBD Speaker:
Tuesday	April 13	12-1 / 1-3	Bo Virginia Highland's SBI ard Meeting; Workshop	VHSBI Program: TBD Speaker:
Friday Saturday	May 14 May 15	9 -3	Set up for Spring Fling Spring Fling Location:	TBD Jim Minnick, Tammy Robinson Smith, Deliliah O'Haynes, et.al.
Tuesday	June 8	12-1 / 1-3	Virginia Highland's SBI Board Meeting; Workshop	VHSBI Program: Speaker: JCS
Tuesday	July 13	11:30-1:30	General Membership Meeting	Shoney's Program: TBD Speaker:
Tuesday	August 10	12-1 / 1-3	B Virginia Highland's SBI oard Meeting; Workshop	VHSBI Program: TBD Speaker:
Tuesday	September 14	11:30-1:30	General Membership Meeting	Shoney's Program: TBD Speaker
Tuesday	October 12	12-1 / 1-3	B Virginia Highland's SBI oard Meeting; Workshop	VHSBI Program: Research Speaker: Dan S.
Tuesday	November 9	11:30-1:30	General Membership Meeting	Shoney's Program: TBD Speaker: Installation of officers for 2022

President Vicki said she needs to have possible topics and speakers addressed soon so she can contact speakers and arrange dates. She requested members contact her as soon as possible with their suggestions. Below are a few that have been proposed. JC Schweingrouber said he would provide a workshop program in June 2021.

Possible Topics for 2021	Month	Presenter/Speaker
Character Development		
Content Research	October	Dan Swanson
Writing an effective Preface, About the Author, and "Blurbs"		
Marketing on Amazon / Marketing Your Books		
Finding Book Events		

Rose Klix may be one speaker for a general meeting in 2021

12. *Officers for 2021 are:*

- a. President- Vicki Fletcher
- b. Vice President- JC Schweingrouber
- c. Secretary- Ellen Myatt
- d. Treasurer- Jack Rose
- e. Assistant Treasurer- Vicki Fletcher
- f. Tidings Newsletter- Sylvia Nickels
- g. Publicity- Linda Hoagland and JC Schweingrouber
- h. Members-at-Large- Addie Davis, Dan Swanson, and Kari Kilgore.

President Vicki proposed the consideration of a new officer title for Linda Hoagland who assists her and records the minutes when the secretary cannot attend a meeting. President Vicki said she would consult the bylaws and asked if there were any other board positions AAG needed.

13. *Workshop presentations today:* During the first hour, Kathleen Sweeney, Marketing Director for Book Brush shared the features of this graphic design service for authors. During the second hour, Kari Kilgore led a workshop on publishing with Ingram and the differences between this publishing platform and KDP.

President Vicki said she would send links to today's programs to AAG members for review. Members also expressed that they would like to one day see a comparison of these two platforms and Lulu, which President Vicki has used, and any others.

Other online information about these topics can be found at:

1. <https://bookbrush.com/> -

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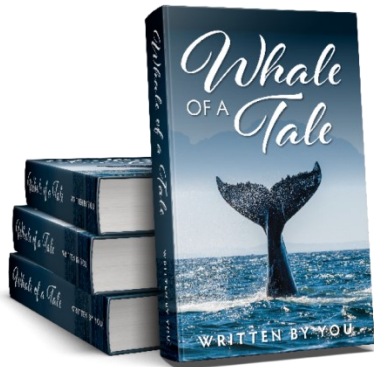
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14. The meeting was adjourned at 3 p.m. by President Vicki.