

Minutes

Appalachian Authors Guild
A Chapter of the Virginia Writers Guild
Board Meeting
Tuesday, October 13th, 2020

Time and Place

The board meeting of the Appalachian Authors Guild was held on Tuesday, October 13th at the Virginia Highlands Small Business Incubator from noon until 1 p.m.

Attendance

President Vicki Fletcher, J.C. Schweingrouber, Addie Davis, Linda Hoagland, Dan Swanson, and *Kari Kilgore were in attendance for the board meeting. Attending the workshop were the board members and Tammy Robinson Smith, Jason Houghton, Emily Houghton, *Greg Lilly, and *Wendy Dwyer. * via Zoom. Penny Sansevieri conducted the virtual workshop.

Call to Order

President Vicki Fletcher called the meeting to order.

Business

1. Minutes of the board meeting in August and general meeting in September were approved.
2. Treasurer's report: \$152.49 was noted as the balance.
3. Tidings newsletter report- material is needed by the end of October for the November newsletter. This is the last newsletter of the year. Be sure to send Vicki or Sylvia any news you want included.
4. Website report: Vicki Fletcher: Website is doing well and updated when possible. Our Facebook Lives have gotten several hits and thank yous from the group to make these available during this time.
5. Membership report: We are up to 45 members at this time.
6. JC Schweingrouber will be working on setting up our fundraising page. He was sent amounts of expenses we usually have throughout the year in which to base our total goal at. Dan Swanson told JC he would be glad to help.

7. Kari Kilgore brought up the idea of doing another anthology which she would gladly take care of for us. More info will be coming as the new year gets under way.
8. Penny Sansevieri, Amazon Marketing Guru, led a workshop via Zoom on how to help our books on Amazon get more sales using keywords and book descriptions. She also said the cover was very important. I hope to compile the list of notes I took as well as the video package info that I am taking with Penny and make that available to AAG members in 2021.
9. The next meeting is Tuesday, November 10th, 2020 from 11:30 am to 1:30 pm at Abingdon Shoney's. This will be the installation of officers for 2021 and our grab bag gift fellowship. Please let Vicki know if you can attend by Friday, November 6th.
10. Meeting was adjourned by Vicki Fletcher.