

## SPEED CITY SISTERS IN CRIME EXECUTIVE BOARD MEETING

APRIL 12, 2022

Meeting called to order by Janet Williams, President, at 6:07 p.m.

Present for meeting: Janet Williams, President, Carol Paddock, Vice President, Brigitte Kephart, Treasurer, Hawthorn Mineart, Membership Chair, Elizabeth San Miguel, Media Chair, Stephen Terrell, Program Director. In absence of Secretary, Stephen Terrell was appointed to take notes.

**Marketing Committee:** Carol Paddock gave Marketing Committee Report, followed by extensive discussion of marketing issues. Next Marketing Committee Meeting set for April 18 at 7 p.m. Committee is working on New Member Kit, including a welcoming letter and resource guide. Committee is also working on a general chapter press release. Janet Williams volunteered to prepare a draft of the general chapter press release.

Carol added that the focus of the Marketing Committee is working on marketing to libraries and bookstores. Hawthorn has prepared a comprehensive bookstore spreadsheet, and is working to add additional information. Carol is collecting information on past successful Sisters in Crime events from those who have participated.

In light of the recent Fishers Authors Fair experience, Carol is working on a list of items needed to improve future events. Those are:

- Tiered book rack for display (Janet agreed to facilitate purchase through Amazon)
- Consistent book price list for events
- Preparation of Inventory spread sheet of available Sisters in Crime anthologies
- Email Sign Up sheet available at each event
- Need to follow up on joint play book with Deadbeat and play written by Crystal Rhodes and Lillie Evans.
- Purchase by credit card

The purchase by credit card, Paypal or other electronic means generated significant discussion. It was determined that some type of credit card and/or electronic purchase system would facilitate additional sales and should be in place by the Elwood event on May 21. Hawthorn brought up that electronic purchases had been previously looked into, that Carol previously had done significant investigation, and that the Club did have a Square system available, as well as Paypal, although Russ cautioned about use of PayPal.

**Media:** Elizabeth had no report on Media and Website

**Membership:** Hawthorn had no report on Membership. However, Roberta Barmore became a new member in March, and seven persons attending the Fishers Authors Fair indicated an interest in joining. Catherine Clark, a former member who had a booth at the Fishers Authors Fair also expressed an interest in re-joining.

**President's Report:** Janet advised the group that there had been further contact with Prime Crime about seeking the Columbia Club's policy on non-discrimination, but that there still was no response. At this point, it does not look like Speed City Sisters in Crime, as an organization, will participate as a sponsor or otherwise, in Prime Crime this October at the Columbia Club.

The next Strategic Planning meeting will be held April 26, 2022 at 7 pm by Zoom. Purpose is to discuss next steps forward in strategic planning for the Chapter.

Next Board meeting set for May 17, 2022 at 6 p.m.

**Other Business:** Ross stated that three members – Michael Dabney, Diana Catt and himself – had been interviewed by Maccabee Griffin for the Beyond the Pen Podcast, which will air soon

Hawthorn discussed some enhancements to his bookstore list, including specifically the online bookselling services available to some local bookstores. He is including that information on his bookstore spreadsheet. He additionally encouraged the Chapter to contact those local bookstores with online selling ability with regard to handling Chapter anthologies.

/s/ Stephen Terrell