

Board of Directors' Meeting Minutes

NAMI Whatcom

July 14, 2022

Virtual (Zoom)

Approved by Motion 2022-09-08.1a

Present

Board: Brian Estes (President), Mieka Rhoades (VP), Tom Scott (Secretary), Kim Brown (Treasurer), Rosemary Webb and Blaire Sebren.

Staff: Kim Sauter (Executive Director), Brylie Taylor..

Volunteers: None.

Guests: Joel Bergsbaken, Hearing Speech and Deaf Center.

Absent

Board (Excused): Chris Ohana.

Called to Order by Brian 12:08am. Brian facilitated.

Brian read the Mission Statement and Kim B. the Land Acknowledgement.

Supporting Those with Hearing Impairment

– Joel Bergsbaken, Hearing Speech & Def Center

Joel provided general information about virtual meeting technology, strategies and tactics supporting those with hearing impairments.

Ice Breaker (One Word, One Story) – Brian

Each board member and Kim S. shared their word.

Marketing/Social Media (One Word, One Story) - Brylie

Brylie related about the OWOS video project compilation to date. NAMI Whatcom has started the campaign and the word is getting out. Board members are encouraged to get the word out to their contacts. Facebook currently at “30% reach.” Instagram reach is also up with 53 organic followers to date (“not bought”) over a month’s time. TikTok and Twitter are showing some engagement but more can be generated.

Posting two to three times a week and working to be “consistent” to keep building the following, et cetera. Targeting upcoming some in-person events as well, such as “tabling” at a local Pride event. Project will be monitoring efforts to determine most successful tactics.

Brylie has been monitoring engagement reports.

Board members asked about how the public may access content and/or see advertisement.

Tom suggested adding OWOS to the “Presentations” page on NAMIWhatcom.org.

Kim S. asked for a picture of the “work” to share showing “getting involved” to generate more volunteerism.

Tom asked about Social Media interaction going forward. Brylie responded that the initial and current focus is on OWOS but hopes to see it broaden into a long term effort.

Consent Agenda: Motion 2022-07-14.1 Accept the Consent Agenda as amended. **Moved Rosemary, Kim B., Passed unanimously.**

- **Motion 2022-07-14.1a** Approve June 9, 2022 Board Meeting Minutes as amended;
- **Motion 2022-07-14.1b** Approve March 16, 2022 Special Board Meeting Minutes as presented;
- **Motion 2022-07-14.1c** Accept the June 2022 Treasurer’s Report as presented.
- **Motion 2022-07-14.1d** Accept the Quarter 2, 2022 Executive Directors’ Report as presented.

Brian asked about the attendance numbers. He said he would address that later. Kim B mentioned that some names were repeat in attendance

Major Issues for Discussion/Action – Kim S.

Pride Tabling, July 17th.

August 6th, Fairhaven Green fundraiser for NAMI.

August 7th, Volunteer form 1pm to 3pm.

“Birchwood International Market” 6pm-8pm Third Friday of the month, June, July & August.

Looking for folks to volunteer at tabling et cetera at these events.

Brian asked that we put these events on our calendars.

Finance/Fundraising Committee – Kim B., Rosemary & Kim S.

A work in progress.

Bloom Consulting Grants – An opportunity for grant writing. Rosemary is helping. Kim S. is asking for assistance from others as well.

Rosemary questioned if the Bloom grants costing \$2,500 will have sufficient return. Kim S. noted that all will be itemized including costs and returns in advance of making purchase(s) or commitments.

Rosemary has a number of inquiries out. A professional packet has been created. Rosemary is looking for more Board Members to engage in outreach to more potential donors.

Brian asked that we coordinate with him and Kim S. before making contacts with potential donors.

Kim B. said that no banner is being purchased for Stigma Stomp this year. T-shirts are in a pre-design phase.

Tom had a contact for possible volunteer for T-shirt design (he is a corporate professional in such design work).

Rosemary noted that we are \$10K down “in the bank” from the first of the year.

Health Department – Brian

Brian discussed a possible fundraising from the County to be issued to the county to hire a Spanish speaker/translator and possibly for some of our new outreach work for the 2023-2024 biennial budget.

EDI/Strategic Plan Hispanic Outreach – Kim S.

Kim related progress of the Club House Committee.

Discussion ensued regarding Spanish facilitation and Spanish translation in general.

A number of contacts and contact prospects were exchanged and/or mentioned.

Kim B. mentioned a Ken Burns documentary, “*Hiding in Plain Sight*”, available on PBS. Kim S. said if you can only watch one, watch the second part.

Next Meeting August 11 (Brian, Rosemary will likely be gone.)

Chris to facilitate. Mieka taking Ice Breaker.

Birchwood International Market – Brian

June 17th @ NW near “Big Lots”, arriving at 5:30 to setup – NAMI to have a table – Brian, Kim.

Hispanic possibly some Sikh outreach, among others.

Discussed resources/needs. Brian will follow up.

Adjourned 1:39pm (Mieka, Kim B.)

Supporting/Related Resources

- None.

Respectfully submitted,

Thomas R. Scott, Secretary