

### Note from the President

President's note:

Happy new year again! Welcome to our first meeting of the new year. Thank you for all of your hard work thus far with Marketplace and Luminary Night. We are halfway through our year with Kitchen Tour and Wonder Run coming up in May. Committee chairs and members have been hard at work to lead us into two more successful events.

February's meeting will feature guest speaker, Theresa Levy who is membership VP of the Wellesley Service League. This is particularly relevant for 5<sup>th</sup> years as you consider your volunteer options after graduating from WHJWC.

Hopefully you all had a chance to participate in the Survey Monkey regarding feedback of your WHJWC experiences to date. I will be sharing the results of the survey and we will spend some time deep diving into some of the comments you raised. You will also have an opportunity to address these comments with your suggestions. My hope is that we can discuss what is working and celebrate the positive feedback. I also want to directly address the areas for improvement and walk away with a plan of action based on your collective feedback.

As we move into the second half of the year, please make sure to invite your friends to meetings. We will close the February meeting to guests so we can focus on the survey results discussion. March, April and May will be great opportunities to bring guests. I would like everyone to consider bringing at least one guest to one or all of the next 3 meetings. Our continued success is directly impacted by each new class, and you are the best ambassador for the club.

Best regards,

Janice

#### Agenda for Business Meeting

February 5, 2018

Social: 6:30-7:15 pm

7:15pm - Call to Order

Call to Order and Welcome

Guest Speaker: Theresa Levy, Wellesley Service League

VP MEMBERSHIP: Membership Report

VP COMMUNITY OUTREACH : DSP Highlight: ABC

VP CHARITABLE GIVING Donations & Scholarships

VP FUNDRAISING: Marketplace, Luminary, Kitchen Tour, Wonder Run

VP MARKETING & COMMUNICATIONS

PRESIDENT: Survey results

NEW BUSINESS ANNOUNCEMENTS

ADJOURNMENT

If you would like to speak at the February meeting, please contact Janice Kwan.

## ***Bring to Meeting***

Please bring in laundry detergent and paper towels for the Food Pantry, thank you!

## ***Post-Meeting Social***

Please come for a post-meeting social at Alta Strada following our General Meeting on Monday, February 5th. Please join us for a drink while catching up with friends after the craziness of the holidays.

## ***Membership***

### ***ATTENDANCE***

Please remember that attendance at our monthly meetings is required. If you are unable to attend a meeting, please call (415-596-9015) or email Lauren Cofiño at laurencofino@yahoo.com. As a reminder of the club by-laws, members who miss more than two meetings will require reinstatement to the club from the Board.

### ***GUESTS***

As you know, each prospective member should attend one monthly meeting and there are only three more opportunities to bring guests to a General Meeting this club year (March, April & May)! **We are asking that no guests attend the February meeting.** Attending a meeting and socializing with other members is a fabulous, low-pressure way to introduce prospective members to the Club and fellow Juniors. If you plan to bring a guest to the meeting, please call or email Lauren Cofiño in advance so we can plan to have enough space at your table.

## ***Fundraising***

### ***KITCHEN AND HOME TOUR***

Advertising is a huge part of the revenue the Kitchen Tour brings in each year. Our Ad Sales team is gearing up to solicit advertisements for the Tour guidebook, and we need your help!

We are looking to add to our list of those in the home service industries. Please add any of your own personal service providers or contacts we should know about. We promise not to use your name in our outreach unless we have your permission to do so. We'll have questionnaires to fill out at the meeting, or you can email Steph or Caitlin directly.

**Kitchen Tour Team** - please remember that we will be meeting briefly as a team right after the General Meeting on **Monday, 2/5**. Then, we will have our next official longer team meeting on **Friday, 3/2 at 9:00am**.

Thank you!

Steph Flynn and Caitlin Guigli

## **WONDER RUN**

We are in the midst of organizing a FUNdraising workout-y event set up in advance of the Wonder Run. This is a chance to bring a few friends (perhaps introduce them to Juniors) and get in a workout all for a good cause! More details to come as they are finalized. Also, don't forget to mark your calendar for the morning of May 20th and start talking up the actual race (5K and Kids Fun Run). Registration is coming soon...

**Wonder Run Team** - please remember that we will be meeting at the Community Center at **6:30pm on Monday, 2/5** (right before the General Meeting).

Thanks,  
Torrey

## **MARKETPLACE**

We are still looking for vendor co-chairs for this years Marketplace. This month we are opening the application for this years show, so it's a great time to join the team!

Thanks,  
Jen and Amy

## **Community Service**

### **ABC**

The sign up sheet is out for spring driving shifts! For those of you who have not yet had a chance, please sign up for your remaining volunteer shifts of the year.

Many Thanks!  
Kerry Earley, Chair

### **FAMILY PROMISE METROWEST**

- The Day Center will be moving to its new home at 4-6 Mulligan Street, Natick (just across 135), tentatively scheduled for the end of February. Please be sure to double check the location when you sign up to volunteer. All Juniors are welcome to come tour the new Day Center - please let me know if you are interested.
- Save the date for the 9th Annual Walk to End Homelessness 2018 to be held Saturday, April 7th at the Natick Community Senior Center. This 5K event is family-friendly and open to all ages. Registration starts at 8 a.m. and the walk begins at 9 a.m. There will be music, children's crafts, face painting and much more! The walkathon website, [www.walk.familypromisemetrowest.org](http://www.walk.familypromisemetrowest.org) is now accepting registrations!

If you are unable to walk on April 7th, you can still participate by being a virtual walker on the day of the Walkathon.

Let's try to form a WHJWC Team to participate in this event. If you are interested, please email me at [jenperry725@gmail.com](mailto:jenperry725@gmail.com).

Thanks,  
Jen Perry, FPM Chair

## ***Charitable Giving***

### ***SCHOLARSHIPS***

The Scholarships committee is gearing up for another great season and has lots of meetings planned.

### ***GRANTS***

The Grants committee has already met once and has been enjoying looking over the grant applications thus far. They are excited to be giving away Junior's hard earned money to those less fortunate.

## ***First and Second Year Reps***

A huge congratulations to Adela and Michael Tarshi, who welcomed their son Brayden on December 30th and to Kara and Matt Mandel, who welcomed their son Brody on January 13th. Both Mamas are doing well and enjoying lots of cozy snuggles with their newest additions.

## ***Sustainer News***

Please support fellow WHJWC Sustainer, Dr. Femina Ali, by attending a Blood Drive, Tuesday, February 20, 11-4 at the Wellesley Community Center, 219 Washington Street.

Mark your calendars for an evening sustainer get together Thursday, March 1, 8pm at my house, 34 Crescent Street.

Please feel free to contact me anytime! Phone, 781-801-0069, dawnmcgrew@comcast.net

Best,  
Dawn

## ***December Meeting Minutes (January Meeting Cancelled Due to Weather)***

WHJWC General Membership Meeting Minutes  
December 4, 2017  
Wellesley Community Center

Call to Order - 7:20pm - Janice Kwan  
President: Call to order - Janice Kwan

Janice welcomed everyone and expressed thanks for the detergent brought for Food Pantry donations tonight. Ann Baisley said the coupons on tables were donated by Jesamondo Salon in Natick, and encouraged members to support the local business.

## Recording Secretary

Janice requested a motion for approval of the minutes from the November 2017 meeting. Emily Nardone motioned, Torrey DiPietro seconded. Motion passed.

## VP Membership: Membership report and upcoming events - Lauren Cofiño

- 50 members in attendance
- No guests in attendance due to the financial presentation
- Yankee Swap is scheduled for Thursday December 7<sup>th</sup> at the home of Sue Kilbride
- Members are encouraged to bring a guest to the January meeting

## VP Fundraising and President: Marketplace Results- Sabreena Kropp and Janice Kwan

Sabreena shared memories and thanks for her amazing Marketplace (MP) experiences; it was one of the main reasons she joined Juniors and she learned a lot through shadowing and chairing. Jen Bonniwell, Meryl Glassman and Amy Baugh thanked an extensive list of Juniors for everything done to make MP successful. Their common theme about chairing MP is the experience is worth the hard work. It is a big effort in organization with reward in positive responses and getting people together to support great organizations and amazing students. Anyone interested in becoming involved with MP should reach out to Jen or Amy who will chair for 2018. The event date will return to the weekend before Thanksgiving at Wellesley High School without space conflict.

Janice presented MP 2017 Financial Overview slides, detailing this year's results compared to prior year's and budget. 2017 MP raised \$85.6K, which is very successful and rewarding in consideration of the factors impacting both revenue and expense. Direct comparison with 2016 to current and other years is difficult due to 2016 being first year at the high school (larger space) and without space conflict. MP details include:

- 356 vendor applicants
- 213 vendors (35% new, 76% from MA, 98% from New England)
- ~1,700 attendees (1,105 regular admission and 571 premium)
- \$85.6K Net Revenue is ~ (\$5.7K) from budget and ~ (\$31.3K) from 2016
- Factors impacting revenue: decreased attendance due to date change (to Veterans Day from weekend before Thanksgiving) and parking logistics with main lot closure to accommodate WHS musical; decrease in number of booths (discussed previously as intentional move due to both vendor and shopper feedback to better flow); decrease in booth fees (both in number of applications received and discounts given to accommodate early closing time in gym); no raffle (discussed previously due to financial onus on Juniors)
- Most significant factor increasing expenses was due to parking logistics (incurring cost of shuttle transportation to off-site lot) though impact was offset by decreased advertising expenses per excellent publicity management)

Learnings from 2017 MP were presented as feedback from vendors, shoppers and Juniors:

- Vendors were positive about booth space/layout but would like improvement in parking logistics for setup
- Shoppers were positive about the quality of vendors but frustrated with parking logistics and date change
- Juniors want to "own" the weekend before Thanksgiving, and provided suggestions for parking and food seating

After concluding the report on MP financials, Janice addressed WHJWC Fundraising and Membership details for 2017 as follows:

- Revenue for each of the five fundraisers (to include Phonebook) was shown for years 2013/2014 through to current service years' budget
- Across the five fundraisers, 75% of revenue is generated from Marketplace and Kitchen Tour
- The calculation for charitable giving is not to exceed 80% of prior year fundraising revenue was explained, as was the Club's current position to give \$143K this year
- Active membership is 71, a (15%) from prior year and trending down from 92 members in 2013/2014

Janice asked Juniors to consider the strategic vision of the WHJWC and impact of membership count on fundraisers. Per a Strategic Plan, all fundraisers should be re-evaluated every three years to ensure they generate enough money for charitable goals and meet member satisfaction/engagement. To gather member feedback, an anonymous satisfaction survey was sent on December 2<sup>nd</sup> in an email separate from The Gavel. Janice asked everyone to respond, then the Board will analyze and put forth recommendations.

Janice thanked Farrell Crowley for her years of service and gave her a green apron, as she is moving and this is her last meeting.

Sabreena introduced Fundraiser chairs for individual updates as follows:

Kitchen Tour- Steph Flynn asked any catering or food service suggestions be sent to her or Caitlin Guigli.

WonderRun- Sabreena said the committee will meet following adjournment.

Luminary Night- Adrianna Bertucci and Gina Beauvais thanked the committee for their hard work on the upcoming event, specifically Brandi Dean for photography and posts. Reminder to those who signed up for sales that shifts are at Roche Brothers on Tuesday through Sunday from 10am to 2pm. All Juniors are asked to promote the event throughout the community because on-line sales are down from prior year. Janice mentioned The Gavel includes an email sample for luminary sales that can be distributed to friends and neighbors.

**VP Community Outreach - Pam Webb**

Members pledged \$2,500 for the Second Step Toy Drive. The list of requests will be emailed out shortly with gifts due December 13<sup>th</sup> at either Pam or Ashley Hirsh's home.

**VP Marketing & Communication - Emily Nardone**

Emily asked for any information about a missing shopping bag from Marketplace and reminded members that lawn signs should be returned to her after Luminary Night. She also made a suggestion that luminary kits make great welcoming gifts to new neighbors.

**VP Technology - Amy Baugh**

No update at this time

**Second Year Rep/SOS**

Janice shared condolences can be offered to Debbie Leibole for the loss of her mother.

**Motion to adjourn - 8:15pm**