



Saint Andrews Society of Los Angeles

Minutes of the General Board Meeting April 24, 2022

Conducted via ZOOM

Officers

- Kimberlee Bradford - President
- George Mitchell - 1st Vice-President
- Richard MacKenzie - 2nd Vice-President
- Sallie Olmsted - 3rd Vice President
- Heather Griffith – Secretary
- Kim Attebery – Assistant Treasurer

Trustees

- Ian Skone-Rees - Past President
- Charles Hay
- Shawn Ledingham
- Ann McBride
- Neil Steven
- Susan Craig Winsberg

Not Present

- Jody Kershberg – Treasurer
- Steve Adams – Trustee

Also Present

- Eileen Skone-Rees

The President and the Secretary confirmed a quorum, based on the number of members present.

The AGM was called to order by Society President **Kimberlee Bradford** at approximately 11:04 am and she welcomed our board.

Minutes of 2022 AGM – Heather Griffith

The Minutes of the **2021 AGM** were presented. A motion was made to accept the minutes, motion was passed.

Treasurer's Report – Jody Kershberg (presented by Heather Griffith)

Our Treasurer, Jody Kershberg, provided her report. Our Vanguard account balance remains very healthy. Events didn't break even, but this was expected as we work to get some of the newer events up and running. A motion was made to accept the report. Report accepted.

Membership Report – Heather Griffith & Kim Attebery

Membership is healthy and continues to grow through outreach and events. Sallie Olmstead asked for a breakdown of where the membership dues go, and it was reported that all dues go into the member dues fund. There was discussion around potentially allowing payments or installments for life memberships in order to appeal to SASLA's younger members who may be put off by the lump sum and find this option more convenient.

Post Events Recap – Kimberlee Bradford

□ **Burns:** The choice of the Fairmont was made in order to make a big splash after two years away due to the pandemic. This year, the decision was taken to add the cost of the Bard Box to the ticket price and most of the product within was donated. The Glencairn glasses were purchased.

The boxes were a huge hit! The raffle was a success, with about \$500 raised. Whisky tasting was popular and successful – as always – as was the option to live stream the event. There were some questions as to the placement of the video and sound equipment on the live stream, and we may use another streaming platform for future events, or have it taped, edited, then aired later.

□ **AGM:** Went off well. Streaming wasn't the best but will hopefully get better.

□ **Curling:** A very enjoyable event that should be repeated. The whisky tasting may need to have tickets handed out next time to avoid people going in for repeat tastings.

□ **Tartan Film Festival:** Did very well virtually last year, but this year required dealing with the challenges of theaters and after parties. This was the first time having both in-person and virtual screenings, with in-person opening and closing events. Virtual seems to be selling better with many events all across the country, not just ours. The directors whose films were screened covered their own flights and catering was negotiated to reasonable levels. Discussion around promo expenses for next year and members being urged to share announcements on their social media pages.

Upcoming Events

□ **Costa Mesa Games:** Plan is to promote this on all platforms. We need board volunteers to run the SASLA table. This will be combined with the KiltKrawl event.

□ **New Member Reception:** A possibility at the end of summer.

□ **Garden Party:** Theme of climate change initiatives with the British Consulate. Prior fee to use the residence was about \$3000, and the suggestion was to budget anywhere from \$6-8000 for entire event. Raffle items must be of a higher caliber for the regular raffle and silent auction. Discussion around pushing the date a couple of months for more effective planning which also might allow incorporation of the queen's platinum jubilee.

□ **Polo:** BABC would like to join forces with SASLA to do a larger polo event and it would be helpful to split costs with other orgs. Kimberlee has reached out to Whisky purveyors regarding potential sponsorship. Dr. MacKenzie suggested that for a bigger event we should reach out more into the polo world itself.

Potential Events

□ **Film events:** As SASLA begins to get requests from Scottish filmmakers to screen their films, we may want to schedule a few screenings on the new platform. We may have opportunity to screen a new film with Alan Cumming in June/July. Vote taken to budget \$4,000 for the event if it is offered to us. Motion was passed.

□ **British Home Fair:** In Sierra Madre in June.

□ **IT Conference:** Feature Scottish technology and the Silicon Valley of Scotland. Perhaps partner with St Andrews of SF for this event. Some focus could be put on the huge Scottish gaming industry. Sallie Olmstead, Neil Steven, and Charles Hay all submitted very good ideas for Consideration.

□ **Tartan Day 2023:** Discussion.

Graphics Discussion/Art Direction

Our Art Director does a lot for us with graphic design and running/designing our website. Therefore, discussion was had, and a motion was made to offer an amount to our Art Director to cover costs. Motion was passed.

Media

All social media accounts going well and growing! FB pages are above expectation and are growing at a healthy rate. Our Podcasts are doing extremely well with a lot of views and likes.

Merchandise

Merchandise sales are not selling as well, perhaps time for a revamp? New version of society tartan to be discussed with George Mitchell. Also, discussion with our quartermaster about holding off on a reorder.

Audit Report

Neil Steven reported that this is still under construction as he continues to seek and interview resources.

AOB

Discussion about “incident” at Burns with former members and how we will proceed.

The AGM was Adjourned at 3:30 pm.

Respectfully Submitted by

Heather Griffith

Secretary

Saint Andrews Society of Los Angeles