

# Second Pride Board of Directors Meeting Minutes

November 10<sup>th</sup> 2018

## I. Call to order

The Chairman called to order the Second Pride Board of Directors Meeting at 12:34 PM SLT on November 10th, 2018 at Second Pride Headquarters in Second Life.

## II. Board and Committee Members

### A. Board Members Present:

Chairman - REZ VALE-STARFALL™ (DJReZ Cyberstar)  
Secretary – Mikey Vale (MikeAdam Resident)  
Treasurer - Bock McMillan  
Events/Marketing Director - Nicky Windstorm (DunceMidwest)  
Community Relations/Marketing Director - iOn (AlPrunty)  
Security Director - Tootsie Nootan  
Building Director - Стаятя Евеηстаая (starter232)  
IT Director - Lee McKay

## III. Approval of minutes from Second Pride Board and Membership Meeting

The adoption of the Board Working Minutes from October 14<sup>th</sup>, 2018 were tabled until the Board has time to read them. To be voted on upon the next meeting of the Board of Directors.

## IV. Dates and Theme: Holiday Event

### A. Item 1 – SP Holiday Event

The Chairman asked for updates from the Event/Marketing Director, Building Director and Community Relations/Marketing Directors.

Floor given to the Events/Marketing Director - The Events/Marketing Director preface by informing being extremely busy in real life, therefore haven't had much time lately. The Event name this year will be Happy Holidayze. This should run from Christmas through New Years. Sponsor pricing has been established, but have not seen details.

Floor given to the Building Director - The Building Director first started with thanking Chance Dreamscape and Gab Minotour for the photo shoot provided for our SP Halloween Event. Those were wonderful as well done in a very short notice.

My group is planning to put together a Winter sim, and hopefully have it open for people to visit through out the month of December. Skating and fun activities will be in place for our visitors. The main build shall be done within the next 2 weeks. Currently planning on the location of the dance area as well.

I would also request to have in place a Photography Event where members could post Winter Scenes and perhaps have these posted somewhere in the build.

I also would like to address the budget issues - I have spoken with the Treasurer briefly asking what was the build budget allocated from last year, and have not seen anything. I am therefore assuming the purchases were made as one went along, as needed. The Chair informed that last year all expenses towards build were paid out from Jak and his own pocket.

The Building Director followed with asking that perhaps it would be a good thing to visit our we do budget from our Departments. See how much we want allocated towards builds, parties. It just seems logical as well giving flexibility as a point of practicality. The Chair suggested to the Building Director to meet with the Treasurer in order to come with guidelines.

Floor given to Community Relations/Marketing Director - Hanukah this year is early it runs between December 2nd-10th. I propose we do weekends through December that way we can cover all cultures and etc. Have giveaways for the vendors all month but we have to cover Hanukah and Kwanza Dec 26-Jan 1 and then Yule is covered on the 21st. This really needs to be all month to accommodate all cultures the southern Hemi celebrates the holidays same dates regardless of seasons... just their season is not Winter. We have to be culturally sensitive to all groups.... so the season is pretty much the whole month this year.

I am in the same boat as the Building Director. I have no idea what was spent on anything in marketing and community relations last year. There are no open treasury records of expenditures... nothing from the outgoing department heads. I am flying blind as blind can be and I'm the one who should be fielding the communities questions. In regards to the Trevor Project... it's awesome we are donating to them but how much has our SL lindens impacted RL in donations? Things like this are GOOD things I can use for public relations and building trust.

Floor given to the IT Director - I wanted to apologize for not making it to the Halloween event. I had to do my regular gig which got cut short in the login mess and then couldn't get back on at all....that's one thing... I also wanted to propose that we attempt to do at least one or two regular parties every month....without a formal theme. Just at a "standard" venue that we keep up all the time. It keeps us in people's minds and keeps a path for donations open. This also ensure visitors on the sim.

The Chair like the proposal from the IT Director and was voted on to have bi-monthly parties on the Second Pride Sim. Proposal passed.

Floor given to the Treasurer - First of all, I support the Community Relations/Marketing Director idea of a month long event in December to get more creaturely diversive. Second, I would like to address the points made by both the Community Relations/Marketing Director and Building Director on budgeting. Budgeting is a guesswork for the coming year based on historical experiences and the goals set for the coming year. The historical experience handed down to us is meager and therefore can understand some of the reservations both the Community Relations/Marketing Director and Building Director have raised. I propose we give the Treasurer the authority to discuss with each director and agree upon a limit. No deadlines where they don't get any money. The Chair stated that as relayed from the previous board members the treasurers at the time did not allow for any type of budgets. If you wanted something you paid for it or got someone to donate it to you or the SP Avatar when it went into service. Therefore there hasn't been one single budget ever proposed or written.

The IT Director alternate a motion to direct the Treasurer in creating a budgeted using processes and procedures he sees fit. The Chair agreed that the Treasurer has the right to work

with each Directors in order to establish budgets and added that no requirements from the Board's blessing. The Treasurer thanked the Chair and will go along with it with the Directors.

Floor given to the Event/Marketing Director - The term "Holiday/Holidaze" is a blanket term covering all December holidays, secular and non-secular. While sensitive to our community, programming for each individual's faith is impossible. We will make every attempt to have all faiths represented on the sim, ie menorah, etc. The first DJ for the first monthly event was volunteered to the IT Director. The IT Director accepted. The Duration for the events will be as follow: Sim open on December 1<sup>st</sup> until January 6<sup>th</sup> with parties set for December 23<sup>rd</sup> and December 31<sup>st</sup>.

Floor given to Chance Dreamscape - I know I am not part of your board and I probably don't have the authority to really address any of the points you raise. However, I have a bit of friendly advice. The Chair stated that input from membership is always welcome.

If you are not currently tracking attendance per event, I suggest that you install a system to do that. Second, A well crafted sponsor agreement that spells out what Second Pride will do in service of any donation of goods and services will go a long way toward enhancing vendor relationships. Being able to provide solid, accurate attendance numbers will also help in that regard. Finally, I would recommend finding the broadest possible communication channel you can muster to promote those events. Not necessarily the ones we all rely on day in and day out. These steps in concert could build event attendance and the confidence of your sponsors they are being heard when and seen when they sponsor an event here.

The Chair thanked Chance Dreamscape for his good suggestions.

Floor given to the IT Director - Okay, I'd like to piggyback off part of what Chance was saying and take a quick inventory of Social Media. I know I got access to the Flickr account....so I want to ask about where we are on the others once by one. I don't have an SL Facebook so I can't admin that one....do we have access to it? The Chair informed having access to Facebook. The IT Director followed with Twitter and was informed we never were given any password to access the account. The IT Director concluded in informing he will see what he was sent as it may already be in his possession. If you think of any other social media we have ....please let me know...the back end of that falls under my area....not the posting side.

**B. Audit Committee**

The Treasurer informed all present that LEdge Eames and Petr Hastings Vanbeeck have accepted to be on the committee. I have two more invitations out but no firm response yet.

**C. Trevor Project Donation**

The Treasurer followed with the donation to the Trevor Project. At the last meeting we were promised by the Chair that I would get documentation of the full amount November 3rd. I still haven't received any documentation I would therefore formally request that documentation in full – or in those parts completed – be supplied to me at the latest on Saturday November 17th 2018. The Chair informed the Treasurer he would send him the screen shots for the donation but not the personal information that it includes.

Floor given to the IT Director - I want to ask a specific question to clarify the answer to one the Treasurer asked. Mr. Chairman, based on your answer, specifically and for the record, has the promised donation of \$2,243.00 been made, in full, to the Trevor Project? The Chair stated that this amount ain't accurate. The IT Director then stated that: It is the number from the minutes of the meeting on July 14th 2018, and was adopted into the formal record as being the valid number. It was also provided by you.

The Chair informed that after the LL conversion and fee the amount is \$2169.25 USD. The IT Director realize buy/sell rates will affect the numbers somewhat. He then followed by asking if the donation in that amount been made in full to the Trevor Project as of today's date? The Chair informed that the payment was completed and screen shots would be sent to the Treasurer as well the IT Director for posting on the SP Website.

The IT Director thanked the Chairman and also proposed that going forward, and as a change to the bylaws, we stringently attempt to avoid paying any donation in US currency. We should go back to approaching the proposed charity to create their own avatar, receive the donation in Linden currency, and cash out on their own. We will try to accommodate other methods, but that should be the preferred. Proposal passed.

#### D. Kiosks

The Treasurer asked that the kiosks be reset to show the current amount. The Chair informed may not be possible to reset them as he attempted it last year and was unsuccessful.

The IT Director will look into it and see if scripts can be reset on them.

## V. Adjournment

The Chairman move to adjourn this meeting. The meeting adjourned at 14:11 PM.

Minutes taken by Mikey Vale (MikeAdam Resident)