



Friday, August 22, 2025 (10:00 AM)  
#01 MSFV 2025 EXECUTIVE BOARD MEETING

Location: Zoom

AGENDA

Start time: 10:00

Attendace: Susanne Rice, Linda Cabassa, Liangy Calli, Deb Dziena, Sunja Leon, Jacqueline Murdocco, Kendra Campbell Borja, Arlene Zachmann

# Miami Shores Friendly Villagers

## Call to Order

The meeting was called to order with a focus on the upcoming fiscal year budget, marketing initiatives, event planning, and organizational updates. (Some Zoom issues were encountered, working to correct for next time)

## Fiscal Year Budget Review

Jacqui presented the draft budget, projecting a surplus of \$12,000–\$13,000 beyond the 30% retention requirement. The budget includes conservative estimates for events, grants, and scholarships.

The board agreed to make adjustments, including:

- Correcting line items (salary, dues, directory bonus).
- Allocating marketing expenses to specific programs instead of general expenses.
- Clarifying the process for separating and categorizing fashion show and directory costs.

## Action Items

- **Jacqui:** Revise budget with all corrections and distribute before September 2nd.
- **Board Members:** Review revised budget and vote by email before the September 2nd meeting.

## Marketing & Directory Updates

Liangy provided updates on Miami Shores Country Club marketing, directory design improvements, and follow-up with unpaid advertisers. Issues with ad typos and printer coordination were also discussed.

### Action Items

- **Liangy:** Meet with printer to discuss directory improvements.
- **Liangy:** Coordinate payment resolution with Sophia Howard regarding ad typo.
- **Jacqui:** Follow up with Paige Davis and Fran on outstanding directory payments.
- **Susanne:** Reach out to Paige Davis regarding unpaid ad.
- **Liangy:** Share templates/marketing materials on nonprofit Canva account.

## Event Planning & Fundraising

The board discussed the 50th Anniversary Fashion Show, Give Miami Day, and potential GoFundMe campaign. A Pelican Harbor brick purchase for the anniversary year was also considered.

### Action Items

- **Jacqui:** Adjust Fashion Show budget (photographer, DJ, staff donations).
- **Board:** Consider allocating \$200 for Pelican Harbor brick purchase.
- **Kendra, Susanne, Linda:** Develop proposal for legacy/sustainers group before October meeting.
- **Board:** Vote on legacy/sustainers group proposal at October meeting.
- **Board:** Implement sign-in sheet at all meetings.

## Organizational Development

- A LinkedIn page will be created for the organization.
- Bio pages for board members will be added to the website.

- Recurring monthly Zoom board meetings will be scheduled.

### **Action Items**

- **Deb:** Create LinkedIn page.
- **Liangy:** Update website with board member bios.
- **Board Members:** Add Friendly Villagers info to their LinkedIn profiles.
- **Board Members:** Provide bios for team webpage.
- **Kendra:** Schedule recurring Zoom meetings (Tuesdays, 10 AM, before general meetings).

### **Board Approvals & Votes**

- **Robin appointed as Financial Secretary** – Approved by board. Robin will assist Jacqui in budget and financial tracking.
- **Bylaws including 30/70% allocation** – Approved by board via email vote.
- **Liangy's invoice (\$560) for directory work** – Approved.
- **New policy** – All future marketing costs must be pre-approved and pre-allocated in programming budgets (motion by Sunja, seconded by Linda).

### **Marketing & Recognition Initiatives**

Liangy requested her marketing fees be paid for major events due to their time-intensive nature. The board expressed gratitude for her high-quality work and agreed to attach marketing budgets to specific projects moving forward.

### **Action Items**

- **Board:** Vote on Liangy's future marketing fees request (major events).
- **SunJa & Robin:** Develop marketing expense budgeting tied to projects.
- **Kendra:** Speak with Liangy about documenting marketing SOPs.

## Legacy/Sustainers Group Proposal

The board discussed creating a group for long-term members unable to attend regular meetings. This would allow continued participation and grant voting rights with lower in-person requirements.

### Action Items

- **Kendra:** Circulate notes on legacy/sustainers proposal before October board meeting.
- **Kendra, Susanne, Linda:** Meet to identify first core group of legacy/sustainer members.

### Adjournment

The meeting concluded with confirmation of next steps and pending votes by email.

 **Next Board Meeting:** September 30 at 10AM Via Zoom