

April 4, 2019 Business Meeting Notes & Minutes

Highlights:

Election of Eleanor (Kelly) as Chatelaine

Pre-register for Dining with Henri!

Gold Key Fashion show and Photography April 18th, Coventry Mall Community Room, 6-9

Discussion of River Wars scheduled on the same weekend as Shire wars, recommendation to move Shire Wars to 2nd weekend in September (traditional River Wars date).

Send Ideas for the website to Sarah (webminister@hartshorn-dale.eastkingdom.org)

There is beginning discussion in the Kingdom of creating a regional principality in the southern region.

I. Officer Reports

A. Exchequer

1. \$5,094.62 in bank. Received Check for Shire Wars VIII. Payments due Fencing January/February

B. Dance: March 8th; 15th; 29th (Fifth Friday Ball)

1. Class canceled on 1st due to weather; No Class on 22nd

C. Chamberlain

We continue to have stuff. Eryn just picked up some more stuff from Mike; it has been added to the list on the website. It is now at Kelly's house. Nothing more at Eryn's house.

D. Web Minister

We have a website! I have defeated the backup plugin, backed up the site, and updated WordPress.

We have a new homepage! Thanks to Kelly for writing it.

We have a picture ad for Henri right on the homepage!

Minor updates continue to be made to the rest of the site.

From last **MEETING RESULTS**: Add to Fencing and Dance along the lines of "spectators welcome" -- make it clear these are our social meetings. Also, need to be clearer that business meeting is open to all.

Ideas for the website to Sarah

E. Social Media

Facebook:

The Shire currently maintains two presences on Facebook, a closed discussion group and a public page.

Public Page: Shire of Hartshorn-Dale

Our page currently has 84 'Likes' and 88 'followers'. That means four people are following the page (they get updates and notifications) but they did not like the page.

Overall the page seems to be doing well, people are engaging with it and continuing to see posts from the page.

The posts which received the most engagement for the month of March were the Announcement of the third business meeting location, the Gold Key 'fashion show' announcement, and the short video from the Dance practice ball.

No demographic data is currently available for the Shire's page.

Keep encouraging people to Like the new facebook page. (187 people from the discussion group have not liked the new page yet)

Goals: Post a picture or video from something each week, encourage Fencers to post pictures and videos to the page as well as the group, encourage Shire as a whole to post things they are working on (projects etc) to the page. We need to keep building interest and traffic on the page.

Close Group: Hartshorn-Dale Discussion Group:

The Discussion group has 275 members. 52% are women, 43% men, and 1% other. Members of this page fall mostly between the ages of 35-55. The majority of the group's members come from Philadelphia (33), then Pottstown, New York City, King of Prussia, Phoenixville, Lansdale, Royersford, Norristown, West Chester, and Coatesville. (Note: these numbers don't add up to the full 275 because not everyone gives facebook their hometown).

There were 28 posts in the discussion group over the last month, 93 comments, and 268 'reactions' (likes, hearts, etc).

Overall, there is far more action in the discussion group, we need to encourage some of the 'informational' action to also appear on the page as well. Encourage members to share some of their activities and projects on the page as well as the group.

Dining with Henri Goals: I plan to start doing some kind of 'countdown' to register for Henri. Still working out how I want to do this. I will cross post it to other local group's pages as well.

An announcement (post) was made to all the neighbor's facebook groups about our new page, but while people liked the post, I don't think many like our page.

From last **MEETING RESULTS**: I will do email approving her.. Officers, please email social media @hhd with your facebook info to be given editor info on the page. Kelly Smith is her FB info.

F. Fencing

My days are mixed up this week, forgot it was Thursday. I'm in a different store this week...

Anyway fencing happened a couple times in March and I have money that'll be turned in eventually. I think we at least broke even.

OK, we met March 11, 18, and 25th and collected \$154/120. No one died, nothing broke.

Unless Shire Wars is a guaranteed RP, River Wars will murder it for attendance. Trying to compete with River Wars would be a bad idea.

H. Domesday (Nothing)

I. Herald (Nothing)

Working on heraldry for baronial. Most looks good except for the hartsease flower. Conflicts with Rose. Maybe differentiate it by putting it in something.

Some discussion of badges.

J. Secretrarie Reminder to officers to send reports to both Seneschal and Secretarie.

K. Chancellor Minor

I am in the process of putting together prizes and games for Henri. I will have the oh deer game and will try to have a set time for that game so it doesn't overwhelm other activities that I have planned. I will have a schedule by next meeting.

L. Seneschal

Shire seems to be running well. I need a deputy. Really. Doesn't have to be someone thinking about running this fall, but a deputy would be excellent.

II. Events, meetings, activities

A. Dining with Henri

Mentioned about Restaurant Depot.

Posted Menu & Schedule

Will Post Menu description
More Information on Schedule, tourneys,
Will advertise to EK Wiki etc
Two meetings to be planned in March:
Session to stamp site tokens
Session to review menu, do mushrooms,
Plan production schedule, shopping list

Site toke and general work Saturday April 13. Sashes for staff.

B. Future event questions: Are we considering a service university in the fall??? Or winter next year???
Who will autocrat. Can we get Maol Eion on board??? Regional effort???
Aislinn is willing to run Games and Gailliards. Dates??? March 2020???

C. Barony progress. Meeting April 28 at Aslin's 2:00
Spoke with Countess Honig, new new groups person. Going to send new groups packet. Wants us to think about a mission statement. Why? We want to be able to have more pomp and to be able to recognize people for cool stuff. She seemed to like that response. Might attend the meeting. If you know people you know to hold memberships not playing locally. Engage in conversation, where are they with it, what do they think. What concerns? How can we address them?
Possibility of a comment plug in on the website? Annonomous notes.

D. Shire Wars: - Conflict with River War - their site not available their usual time, and they chose "our" weekend. Options discussed have been looking for a new date for Shire Wars, or go ahead and conflict. My personal opinion, offer to look for a different date in the interest of regional harmony. Conflicting would just hurt both. Plus, if River War is an RP, as it has often been in the past, it will *really* hurt Shire Wars. If both were to be held the same day, which would you go to? [KAF note, I bet I can guess....] We believe the September 6-7 date would be good.

1. Diana asks Planning for events in the fall and next winter -- Possibility of Games and Gailliards between Aslin and Naomi.

E. Election of Eleanor as Chatelaine

IV. Discussion of Regional Principality - this has just begun in the Kingdom and people should be aware that it is being discussed. The East Kingdom is very big and requires a lot of events of the monarchs.