

Call to Order: 6:44 PM

Attendance: (On the phone): Lisa, Nicole, Tiffany,

(In Person): Crystal, Ruby, Glennette, Chasity, Jonella, Christina, Sibyl, Ruxandra, Satina, Elizabeth, Kathy, Rigina, Estela, Gauri, Michelle, Naomi, Sarah, Trecia

Announcements: Welcomes, Roll Call & Introductions

Procedures

1. Who to CC on emails - in Lists folder (Ex: if it's related to logistics, workshops or events, cc: Estela; Operations questions (business cards, contact info, taking time off) cc: Karen; Treasury duties: cc: Karen & Christina; Communications: Comm Team, cc: Estela, Karen & Sibyl; Outreach: Naomi & Ashley, cc: Sibyl & Karen) Sponsorship: Misty, Elisa & Sarah, cc: Karen or Estela
2. Vacation Time on DCWW Calendar - let Karen know so that you can be added to the calendar: Email Karen, Estela & Karen about it.
3. Balancing committee duties: If you need to take time away from DCWW, let the leadership team know AND create a plan
4. Update contact list with current emails and phone numbers

Committee Updates

1. President's Report
 - 1.1. Foundation paperwork is almost done! (GROW and the DCWW Foundation)
 - 1.2. Foundation will allow DCWW to offer micro-loans, scholarship
 - 1.3. GROW (while under DCWW,) people can't donate money to it, which is limiting sponsorship to the organization
2. Treasurer's Report
 - 2.1. Fiscal Year starts October 1, ends September 30
3. Events (Estela)
 - 3.1. **Code(Her) Conference:** we estimated 120 people, there were 180 in attendance. 197 tickets were sold, and 'half' were free tickets. For next year: promote earlier, set aside tickets that will be complimentary tickets and other operational expenses. Promotion: @DCWW was trending in DC (woot!)
 - 3.2. **Tech the Halls: December 3, 2014** at Capitale (6:30 - 9:30pm); sales and sponsorship goals are set (total of \$16,000); Adobe is a platinum sponsor (\$4,000); Rock Creek is a silver sponsor (\$500); two bronze sponsors (\$200); Early Bird tickets ended 10/25; Tickets are now \$60 (promo code 10/27 until 10/31 at midnight - HALLOWEEN14); there will be two more promotions; Communications: "Twitter blasts", Google Ad words; Twitter Ads. We're looking for sponsors! We're asking for potential groups that are semi-tech related to participate, let us know!
 - 3.3. **Jobs Fair: February 21, 2015** at Pepco Edison Place Gallery. Selling tables for \$35 and \$65 respectively; more details to come

3.4. DCWW 20th Anniversary in June 2015: It's going to be a gala; still need to pick a venue - that's it for now.

4. Sponsorship
 - 4.1. Sarah's on board to help Misty and Elisa
 - 4.2. Looking for more corporate sponsors. If you know of any? Send them to Sarah ASAP
5. Outreach
 - 5.1. Awards for June 2015 (Ashley and Naomi)
 - 5.2. Looking for committee members!
 - 5.3. Code for Crittendon Hackathon: 6 teams competed, the winner is currently being worked with. We need to choose another organization (preferably dealing with girl and STEM)
 - 5.4. Two more events before the end of the year (one panel at a university, one event with young people)
6. Communications
 - 6.1. Google and Facebook ads
 - 6.2. "Twitter Blast"
 - 6.3. Promoting the job fair and 20th anniversary gala; for next year's anniversary, find the first DC Web Women
7. Technology - Co-Director positions
 - 7.1. Both directors have taken a leave of absence; [WowLookArt](#) will take over and we'll pay them a monthly retainer (Jobs board, Newsletter, new website and website maintenance); WLA could potentially create us a jobs board that will allow us to own it

Previous topics:

1. Newsletter launch
 - 1.1. Very simple layout, launch it November 1st
2. Events Promotion Coordinator - Sohini is now in this role, promoting emails with upcoming events
3. Job Board policies vote
4. Update of 501(c)(3) Foundation filing

New Topics

1. Meetup Group for DCWW? Could be used as another marketing tool, but we do already have the Reload Happy Hours; we could potentially take advantage of other groups and their Meetup platform to promote our events
2. Speaker Series: the structure is changing; we need to continue to fill a need for women in technology here in The District

Close

1. Many thanks to the directors that are stepping down: Tech directors, Exhibit director
- 2.