

## **Westchester County (NY) Chapter, The Links, Incorporated**

Westchestercountylinksinc.org PO BOX 631 White Plains, NY 10602

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*Linked in Friendship, Connected in Service*

Chapter meeting – 5/31/18 - DRAFT

A Chapter meeting of the Westchester County (NY) Chapter of The Links, Incorporated was called to order by the Vice President Yolanda Kelley-Cannick on May 31, 2018 at 7:28 pm. A quorum was not present. Recording Secretary, Mary L. Graves was present. Attendees: Links Yolanda Kelley-Cannick Traci Alexander, Jackie Boucher, JoAnn Dudley, Barbara L. Edwards, Mary L. Graves, Dozene Guishard, I. Javette Hines, Terrilynn Jenkins, Penelope J. Moore, Anika Kahn, Belinda Miles, Marilyn Price, Delores Scott Braithwaite, Mary D. Spells, Ginger Waters, Quay Watkins and Dianne Young.

### **Linkspiration – Link Mary Spells**

Volunteerism – read an excerpt from Link Pat McCloud. Human Contributions, people matter, motivation; Do you maximum your full potential?

### **Call to Order – Link Yolanda**

### **Correspondence – Link Jackie**

- Thank you note from Strings Orchestra at the Performing and Visual Arts Magnet School of Mount Vernon.
- Strings Orchestra at the Performing and Visual Arts Magnet School of Mount Vernon won first place.

**Approval of Minutes** – Quorum was not present, could not approve minutes. There were no changes to be addressed.

### **National Update - Link Yolanda**

- May 31<sup>st</sup> deadline for National Assembly in Indianapolis. Cost to increase to register onsite is \$1,000.00.
- Grand opening of Links boutique is online
- Mention of the White Rose Ball
- Amendments to Bylaws were sent

Discussion of Organizational Effectiveness – Highlight the positive we do as a chapter to make things better.

### **Membership – Link Yolanda**

- June 6, 2018 – service project at New Rochelle High School with Girls Inc. at 3pm, fifty young ladies expected to attend.
  - Link Dozene suggested using moneywise going forward.
  - Link Ginger suggested asking students who received scholarships to participate.
- Induction luncheon June 23, 2018, cost is \$80.00 non-chapter members, \$40.00 Alumna members in our chapter as well as children under twelve years old.
- Membership suggested chapter members we wear a fascinator at the luncheon.

### **Financial report – Link Mary G.**

- As of May 1<sup>st</sup> no new checks received, no new report. Report can be found on chapter website.

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Lengthy Discussion of fundraising – Chapter needs \$48,000.00 to operate our program year. Concerns of who will be the fundraising chairs for 2019 Java and Jazz; lack of enthusiasm; not enough time to prepare a successful fundraiser next year; taking away from people's fundraising base. Other members stated that chapter should have a small fundraiser for branding purposes as well as for financial reasons. Link Terrilynn expressed her desire to shadow the co-chairs. Link Mary G. informed members that Link Terry has members researching a smaller scale fundraiser later this year.

**Committee Reports – none were received.**

### **Strategic Planning – Link Dianne**

**Branding: "The significance of it"** - Being able to convey who we are and what we do.

- **Branding Strategy** – conveyed through communication using symbols, messages and images
- You want to have an emotional connection
- **Building the Brand** – All communication associated with Links Inc. brand including logos, websites, and promotional materials should reflect our mission and message.

Link Diane posed the question to members "What are we know for in our community?" Eight feedback responses were given.

### **Organizational Effective Moment – Link Mary Spells**

Everything begins with a thought. Our thoughts determine our destiny.

The meeting adjourned at 9:10 pm

***Respectfully submitted: Recording Secretary, Link Mary L. Graves***