

**Call to order:** House of Gordon USA AGM 2011 was held at the Seaside Highland Games in Ventura, CA on October 8, 2011. The meeting convened at 4:07pm, President Kim Gordon presiding.

Members in attendance: 53

Members voting by proxy: 39

Members not in attendance or voting by proxy: 112

Voting percentage: 45%

Opening comments by the presiding president Kim Gordon:

It is my intention to keep this meeting to no longer than 60 minutes long so not interfere with the festivities of the games.

In an effort to stay within this one hour time frame, I propose not reading the minutes of the previous meeting if there is no objection.

Membership has been the focus and will continue to be in order grow our ranks. With a little work, we can be 4 times our current size.

### **Membership Report**

Arlene Adams reported that June30, 2011 there were 204 paid memberships and that during the July membership renewal 114 members paid their dues. Recently another 60 members have paid their dues.

Ken Hendrix made a motion to accept the report as written and Stuart Craig seconded the motion. All in favor, motion carried.

### **Treasurers Report**

Nellie Lowry began by explaining how the membership dues are distributed. \$25 is collected by each member, \$10 is given to National for administrative expenses, \$10 is given to the state or regional convener to fund event displays and \$5 is held in a charities fund.

The treasurer's report is from July 1, 2010 through June 30, 2011 – See attached.

The following is Nellie's summary:

- The board is working towards cutting costs of the newsletter, the price of printing and mailing is greater than all of the other operating expenses put together.
- A bolt of Modern Gordon tartan was purchased to be used in the making of banners and table covers for conveners.
- Merchandise was purchased from Kevin Gordon to build and an inventory of items to be sold during the games.
- Three \$500 scholarships were given out.
- No funds have been given to the Gordon Highlander Museum this year.

Pamela Marbell made a motion to accept the report as written and Clint Waugh seconded the motion. All in favor, motion carried.

### **Merchandise Committee and Book Committee**

Attempting to put together a comprehensive package of merchandise/display material, to be issued to new or existing conveners in an effort to support events. Ultimately to have an online source to purchase House of Gordon USA merchandise that we have exclusive rights (something that is not being sold presently).

Looking at a variety of books unique to our organization. Idea on the table to assist future publications by funding writers with the understanding House of Gordon USA would be given sole rights to sell.

John Lowry commented Southwest approved today in their meeting to produce merchandise with Gordon logos that they have the rights to – John asked to be allowed to further explore this decision, it may prove an opportunity to add new merchandise to our inventory. Kim Gordon would like to be involved since he is on the Merchandise Committee.

Kim Gordon returned to the subject of the Book Committee, stating future publications would not contain generic information as in the past, but more detail/specific information with hopes of assistance from the Chief. A suggestion was made to publish outside the current list possibly on all of the castles. A final comment by Kim Gordon was that the writer of the publication would not be the final editor.

### **Quartermaster Report**

Re-iterated that the tartan purchased would be made into table top coverings and flags for use by conveners. Kim Gordon expressed the need for consistent branding to reflect our strong and vibrant organization. Also by providing conveners with resources and materials they will not feel obligated to invest personal funds to set up a display.

### **DNA Report**

Jim Gordon of Maryland sent a report, email Nellie Lowry for a copy of the current DNA Report.

### **Communications Report**

Lois Todd is working very hard on our Facebook presence. Presently we are roughly at 500 members and traffic is increasing. Facebook membership extends outside the U.S. The newsletter editor was able to explore printing cost and found a company that would print in color and was able to reduce cost of printing and postage from \$6.50 in 2010 to \$3.95 for 2011. We should still consider other cost cutting measures such as a green option of members opting to receive the May newsletter by email.

Lisa Gordon made a motion to accept the four reports, John Lowry seconded the motion. All in favor, motioned carried.

### **Membership System**

Kim Gordon reported that the board is looking for a new web environment in order for members to pay for dues via online and the ability to purchase merchandise online as well. This new web environment would also allow conveners to log in to see latest news and view membership for their area, but all of these opportunities come with a price tag.

Cloud based software provides these service plus a back up and reliability. After reviewing several vendors, one is in contention and the pricing stands at \$6k plus a fee per member. If anyone would like to see a webinar on the product, Kim would be happy to set it up.

David Whiteside made a motion that membership should have the opportunity to approve any future Board action committing the organization to any such expense, Steve Melcher seconded motion. Kim Gordon asked if a 50% majority was adequate.

Jodi Gordon questioned the validity of this purchase, how would it help her better when she could get membership information from the membership chair, Arlene Adams just as easily. Another suggestion was to test the software for one year. Another member questioned privacy issues with viewing member information. The subject was tabled until more information was given.

### **Vice President's Conveners Report**

Creating regional positions to grow membership and involve more people to assist in events. Looking for all kinds of ideas for convener kit items. Trying to continue to grow and seeing better results.

### **New Business**

Nellie Lowry motioned that the hosting of the AGM be given \$500 to help with expenses of the AGM, Lynne Gordon seconded. All in favor, motioned carried.

Kim Gordon made a motion to accept the present slate of board members in lieu of an election process.

Steve Melcher made a motion to follow Roberts' Rules and accept nominations from the floor and to accept proxies submitted and verified.

Kim Gordon in consultation with John Lowry contended that the proxies were invalid. Ken Hendrix reading from the bylaws argued that they were indeed valid. Kim Gordon relinquished and asked for nominations from the floor.

Steve Melcher nominated Roger Mills for president.

Susan Rose nominated Lynne Gordon for vice president.

David Whiteside nominated Laura Whiteside for secretary.

Prior to the actual vote John Lowry stood and explained that he had to prepare for the closing ceremony, but he wanted everyone to understand that we as an organization have issues to resolve and more discussion is needed.

By a show of hands the following members were voted in as the new board of officers:

Nellie Lowry – Treasurer (no contention)

Laura Whiteside – Secretary

Lynne Gordon – Vice President

Roger Mills – President

Kim Gordon thanked everyone present for the opportunity and privilege to serve as president. He called the meeting to close at 5:03pm.

Respectfully submitted,

Laura L. Whiteside