

Minutes of meeting dated Jan 28th, 2018 at the house of Renu Bajaj by Smita and updated by Debjaya and Renu

Attendees: Shipra Gupta, Bindu Komalavally, Debjaya Misra, Meena Narsimhan, Lakshmi Garimella, Renu Bajaj, Smita Carneiro, Uma Peeta, Kumari Govindaraju, Deepa Divakaran, Anisha Singhal, Rwitti Roy, and Sangita Handa

Welcome party:

A clarification email will be sent out to explain the theme.

Decorating committee: Uma, Anisha, Sangita, Rwitti and Kumari

Food Committee: Lakshmi, Debjaya, Bindu and Shipra

Menu:

Sabudana kichdi- Anisha and Meena,

Dahiwada - Renuji, Green Chutney - Sangitaji, Imli Chutney -Shipra Yogurt -Kumari

Icecream-Rwitti, Debjaya and Lakshmi

Jalebis- Kumari will order

Tea and plantain chips.

Renuji will introduce the board, and will give a preview of the year ahead. Will emphasize the extra impetus this year on community outreach.

Shipra and Rwitti are in charge of games and gifts.

Holi:

Holi celebration invitation detailed e-mail will be send by 1st week in Feb.

A husband and wife performer duo will be coming, and the cost is \$500.00 for everything. (Debjaya will confirm).

Details will be discussed later.

Membership: So far 76 people have paid. Meena suggested we have a script to use when we call people to tell them how they can use IWA as a platform for their talents. Meena to come up with the script.

Regarding auto-renewal of payment, we cannot store credit card numbers. Smita to check with Paypal whether this option is available.

Directory:

Renu will send e-mail for directory advertisement call out.

The directory will have just a few advertisements as usual. Just the regular advertisers will be asked. Renu will ask the pictures from the board members. The directory should be ready by middle of march.

Shipra to work on directory cover page. Renu will work on directory and get help from Debjaya.

Spring Newsletter:

Rwitti will work on the news letter and collect the articles for it.

Renu and Debjaya will give some write up for news letter. Pictures from end of the year party, COI and may be welcome party.

Smita will work on a Spring newsletter interview.

The newsletter should be ready by middle of march so that we can distribute at Holi event.

Annual Sanskriti Magazine:

We need to start getting advertisements for the annual Sanskriti magazine by February end.

Rwitti will write out the letter soliciting advertisements for annual Sanskriti Magazine.

Kumari and Uma will ask Vinya Sagi for sponsorship for Sanskriti

Cookbooks marketing:

Debjaya will create a FB page for it.

Smita will go ahead and work on the ISBN.

If we ask retailers to sell the book, they get \$2 per book, which is 20% of the book value.

Anisha to check with Barnes and Nobles about the cut they would expect.

Rwitti to contact Heifer to figure out how to send the percentage from the books.

Regarding outreach, Puja Tawarmalani is on the board of the North Salisbury Magazine, and will do an article on the cookbook.

Rwitti working on a advertisement for the J&C thanking last years COI sponsors.

Rwitti, Kumari, Renuji and Debjaya to meet with Monal to clarify what collaboration the BTCCGL is interested in.