

## Apr 2, 2025 | 📅 LAF Board Meeting

Attendees: Alice B Christina Radvak Gayarti Swaminathan Kristine O'Reilly  
Ember Harper Gayatri Swaminathan Serene Bayona Kieren Britton

Meeting Start Time: 5:05 pm

### Notes

- Financial update:
  - Cash in bank: \$12,382
  - Expenses: \$21,528.49
  - Revenue: \$9,321.35
  - Expenses higher than revenue due to the AGM grant received end of year 2023, spent Jan - May 2024.
- Scholarships
  - Launched
  - Closes on Apr 8, 2025
  - 13 Applicants currently
  - Description of the scholarship director position for upcoming AGM
- Admin
  - AGM is coming up on May 7. Please do your utmost to attend this meeting.
  - Please add your speaking notes to the document prior to the AGM.
  - Emails - We pay \$112.32 a month, do we all use this enough to make it a worthwhile investment? What are our alternatives?
    - [amplify@theladyalliance.com](mailto:amplify@theladyalliance.com) (Brands + Grants)
    - [marketing@theladyalliance.com](mailto:marketing@theladyalliance.com) (Release)
    - [chapters@theladyalliance.com](mailto:chapters@theladyalliance.com) (Release)
    - [info@theladyalliance.com](mailto:info@theladyalliance.com) (Chapters + Marketing)
    - [kieren@theladyalliance.com](mailto:kieren@theladyalliance.com) (One more year, switch to Alice)
    - [education@theladyalliance.com](mailto:education@theladyalliance.com) (Kristine + Serene)
  - Credit Card Update
  - Alice x Kieren's switch
  - Open roles coming up at the AGM include:
    - Scholarships
    - Marketing
    - Grants (?)
  - Last year's minutes: [Minutes + Reports - The L. A. Foundation](#)
- Education
  - Transferred Thinkify content into Google Drive
  - Require credentials to blog in order to move the courses in blog
  - <https://takemeoutside.ca>
  - <https://takemeoutside.ca/resource-directory/workshop-recordings/>
  - <https://takemeoutside.ca/resource-directory/educational-resources/>

- Take me Outside: non profit organization/outdoor learning allowing us to use some of their resources
  - Share with social media: call out to anyone who can contribute/collab ??
- Chapters:
  - Ongoing chapter meetings to plan an approach
- Marketing
  - Ember's role is open for our upcoming AGM
- Amplify
  - Not a ton to share in terms of new partnerships
  - Next month will write up the report for AGM and start a plan moving forward with fundraising
  - Would like to build a fundraising committee

#### Action items

- ☐ Post director roles that are open come the AGM
- ☐ Build JD for each director role position
- ☐ Post Board Meeting Minutes
- ☐ Get Serene access to the blog
- ☐ Get Serene access to gmail (2 factor is off?)
- ☐ Arc'teryx grant
- ☐ Audit which chapters are active at this time

#### Motion:

- Motion to release both chapters@ and marketing@ email addresses, and absorb grants into amplify@ and chapters + marketing to share info@ email address.
  - Motion: Christina Radvak
  - Second: Kristine O'Reilly
  - Opposed: none
  - Abstain: none

#### Defer to Planning Meeting:

- ☐ Education x Social collaboration/call out to feature people in our community
- ☐ Chapter approach
- ☐ Marketing approach

Meeting Adjournment: 6:00 pm