



Santa Barbara
Newcomers Club

Santa Barbara Newcomers

Board Meeting
November 17, 2025



Board Meeting Agenda

Officer & Administration Reports

Item	
Call to Order (6:00)	Steve Denton
Approval of October 2025 Meeting Minutes	Steve Denton
Presidents Report	Steve Denton
Treasurers Report	Valerie Seutin
Officer & Administration Reports	
New Business	-Recognition of Posting Team -Storage Facility Courtesy -Next Term Elections & Process
Chair updates	Girls Night Out
Closing Announcements	
Adjourn (6:55 PM)	Next Board Meeting: Monday December 8, 2025 (5:30-7PM) – Parish Hall, 1535 Santa Barbara Street, Santa Barbara

Officer Reports	
VP of Membership:	Eric Cox & Tracy Winnitoy: Presenting
VP of Activities	Robin Looper & Walt Holden: Presenting
VP of Marketing & Publicity:	Dana Denton
VP of Communications	Leslie Chafetz
VP of Technology	Ed Forman
Administrative Reports	
Parliamentarian	John Ruffin
Member-at-Large	Curt Munger
House Registrar	Liz Benson
Alumni Liaison	Nancy Rosenthal



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Saw You Around Town





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In Town and Around Town



11/17/2025

SBNC Board Meeting - November 2025



Presidents' Update

Make Your First 90 Days Amazing

- Newbie Meet & Greet
- Orientation & After Party
- Mentors & Newbies Mingle
- 1st Year Party January

Improve Engagement with 1-2 years

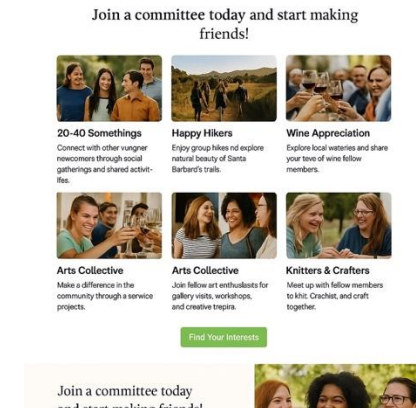
- 1-2 Year Party January
- Intentional Outreach for Sip & Sign January 21
- Year end survey
- Still have work to do here

Alumni Engagement

- Fixed the WhatsApp Group/Connection
- Appointed Alumni Liaison, Nancy Rosenthal
- Stood up SBNC Alumni & Friends Facebook Group
- 6 Large Scale Events per term where alumni are invited
- Graduation event in January

Improve the Website UX

- Working group established with marketing and technology expertise
- Design Thinking Workshop 11/18
- In term goal is to improve 7-8 pages





Website Update

Our Approach: Design Thinking (SBNC Listens)

- Conducting member interviews to understand real user experience
- Working group of members marketing, communications and technology
- Workshop 11/18 to analyze finding and prioritize fixes
- Focus on quick wins to implement in the next 2 months

Goals

- Fix 7-8 critical pages based on user feedback
- Complete improvements before end of term
- Document additional opportunities for next leadership team

Project Scope

- Public and member website (desktop & mobile) – In Scope
- Navigation, findability, user experience – In Scope
- Appearance and design of these pages – In Scope
- Mobile Wild Apricot App – Out of Scope
- Jotform and event workflows – Out of Scope, Next Term
- Email Systems – Out of Scope





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Financial Update





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Financial Report October 2025

Category	Term Budget	Monthly Budget	Aug	Sept	Oct	Nov	Dec	Jan	Term Totals	Budget to Date
Total Member Dues	\$23,230	\$3872	\$6055	\$4985	\$6895				\$17,935	\$6319
Club Sponsored Events	-\$17,200	-\$2866	\$247	-\$1220	-\$1416				-\$2390	\$6202
Member Sponsored Events	\$12,000	\$2000	\$685	\$1665	\$4333				\$6684	\$684
Gross Profit	\$18,860	\$3143	\$6987	\$5429	\$9812				\$22,229	\$12,800
Total Admin Expenses	-\$33,093	-\$5515	-\$6131	-\$5189	-\$4280				-\$15,600	\$945
Net Income	-\$15,063	-\$2510	\$856	\$240	\$5534				\$6639	\$14,169
Club Assets			\$85,800	\$95,174	\$105,191					
Club Liabilities			\$24,411	\$33,539	\$38,012					
Equity Total	\$45,469		\$61,388	\$61,635	\$67,169				\$67,169	\$21,700



Term Committee Spend

- OK to be slightly negative or positive
- We try to avoid extremes on both
- Please get your event reimbursements in within 4 days of event (for proper accounting)
- More paid events happened in September

Committee	Oct 2025
Newbie Meet & Greet - CS	-\$150
Orientation & Afterparty-CS	-\$1296
20-40 Somethings	\$258
Arts	\$174
Beer Lovers	\$1
Dance Party	\$57
Epicurious	0
Games	\$195
Girls Night Out	\$141
Golf	\$54
Lawn Bowling	\$141
Local Heritage	\$1182

Committee	Sept 2025
Mas Musica	\$957
Pop Up	\$299
Snow Sports	\$80
Sunday Social	\$0
Performing Arts	\$60
Volunteers In Action	\$0
Water Sports	\$14
Wellness	\$217
Wine Appreciation	\$938
Total Events	\$2917
Total MS Events	\$4333



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Membership Update

VP's of Membership

Tracy Winnitoy

&

Eric Cox



Membership Report

681 Total Members as of October 10, 2025 (+11 MOM)

- 472 (x66% Newcomers) – (+32 MOM)
- 93 (x17% Newbie) – (-22 MOM)
- 116 (x17% Extended) – (+1 MOM)

November – December

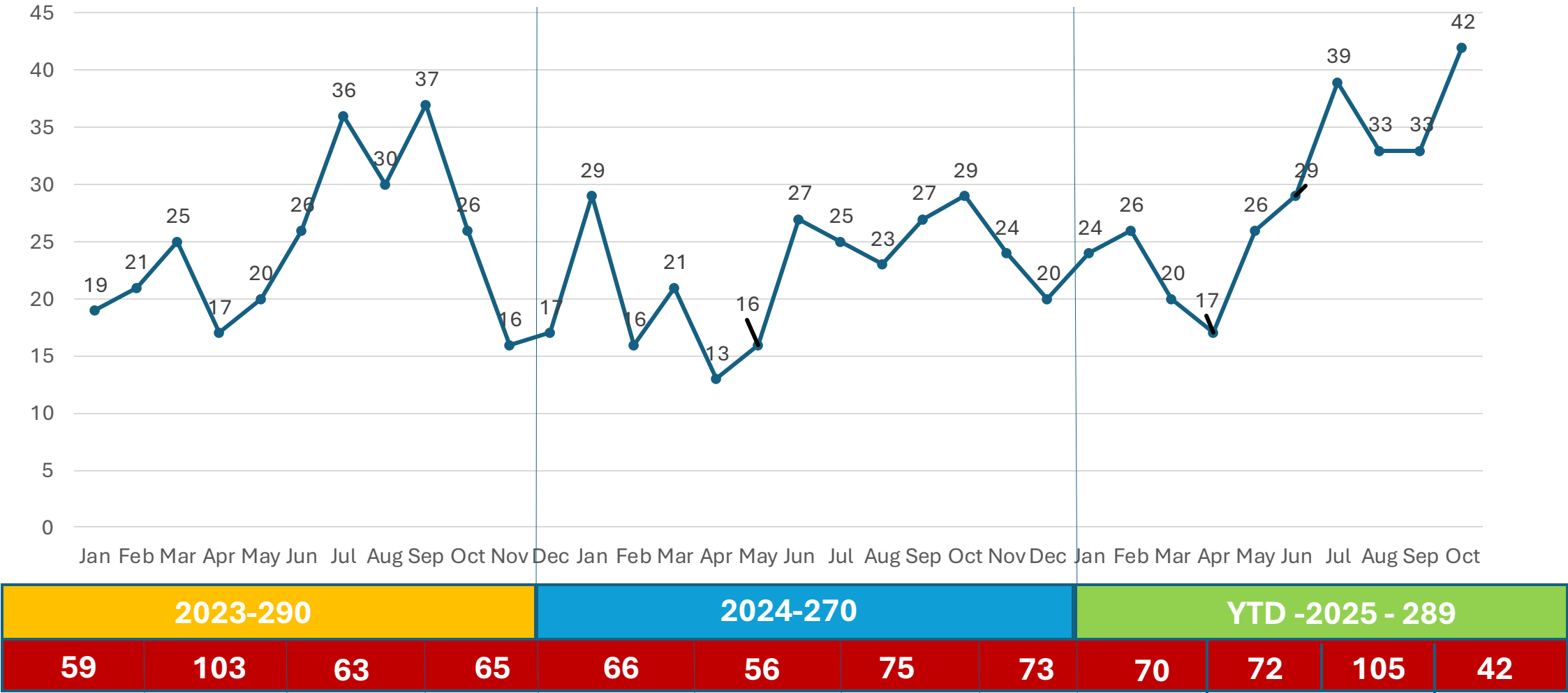
- 8 extended members graduating
- 16 members up for renewal

Observations

- Membership forecasts are proving accurate
- Membership level is slightly higher than historical average (655-675)
- Three Year record New Member acquisition level: 42 in September



New Membership Trends





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The Gift of Friendship

Membership Promotion / Gift Certificate

Ed Forman, Charley Barak

- * Ideal gift for Realtors to give to their clients**
- * Architects**
- * Insurance Brokers**
- * Concierge Doctors**
- * Interior Designers**
- * Mortgage Brokers**
- * Promotion: Visitors Center, etc.**



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Come to the After Party

December 3rd Here at 7:00 pm

Signup code is “chairsandmentors25”

- * Meet the Newbies (new and existing). Promoted to all Newbies**
- * Promote your events**
- * Find your mentee**
- * Enjoy a party with tacos, margaritas, Mai Tai's and good wine**



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Activities Update

VP's of Activities

Robin Looper

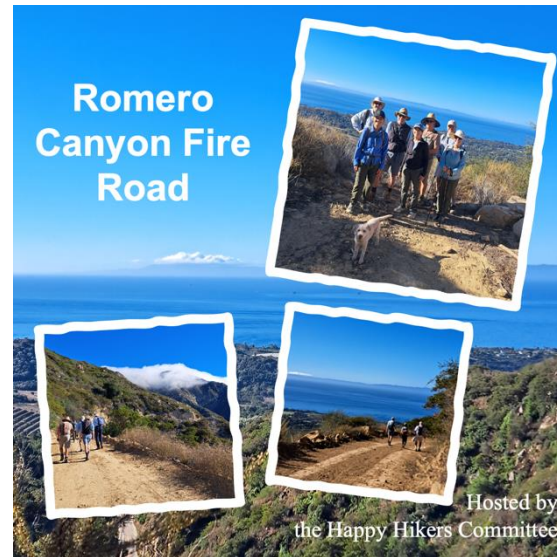
&

Walt Holden



Variety of Club Events





10/13/2025

SBNC Board Meeting - October 2025



Our Club Thrives Because of our People & our Events - October 2025

Committee	# Events	# Tix
Arts	2	31
Mas Musica	1	49
Dance	1	53
Sunday Social	0	0
Games	6	69
Monthly Board & Chairs Party	2	120
Local Heritage	7	129
20's-40's	2	18
Membership	3	90
Wellness	2	34
PopUp	3	59
Beer Lovers	1	96 (SO)
Watersports	2	9
Girls Night Out	2	29

Committee	# Events	# Tix
Golf	1	9
Volunteers In Action	7	36
Out to Lunch	1	24 (SO)
Evening Books & Bites	1	12 (SO)
Afternoon Book Club	1	12
The Network	0	0
Epicurious	1	15
Lawn Bowling	2	116
TGIF	5	250
Happy Hikers	5	N/A
Cycling	1	N/A
Weekend Amblers	2	N/A
Stride by the Tide	8	N/A
Knitters & Crafters	1	N/A



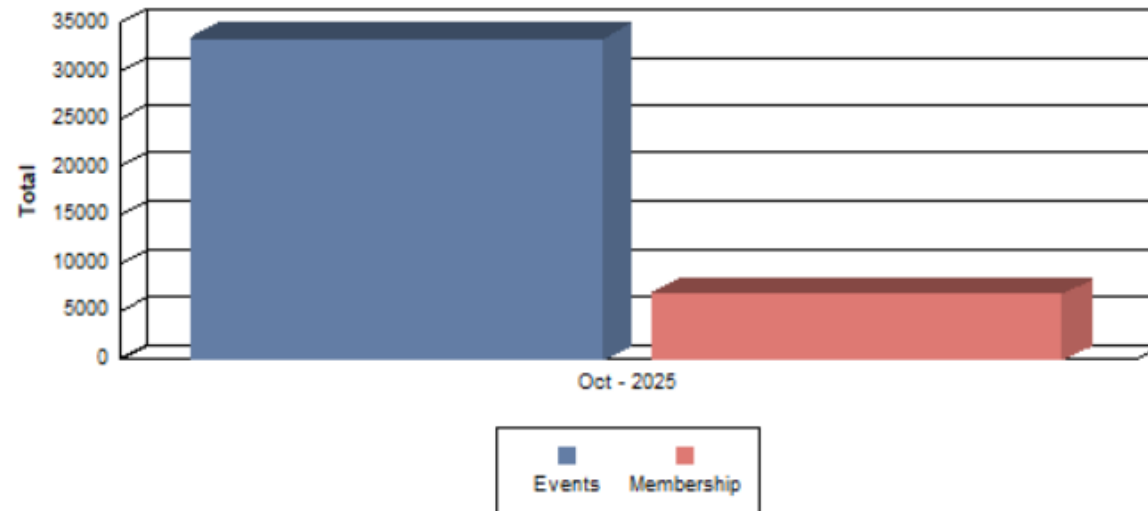
Monthly Summary Activities Update

	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25
Total Events	91	68	56	57	64	76
Ticketed Events	73	56	47	43	47	64
Sold Out Ticketed Events	30 41%	19 34%	21 45%	22 51%	20 43%	30 47%
Open to Public Events	18 20%	14 21%	9 16%	14 25%	17 27%	14 19%
Free Events	48 53%	38 56%	36 64%	37 65%	36 56%	33 46%
Tickets	948	1084	1036	620	823	1010
Revenue from Tix **Month tix was sold**	\$28,572	\$17,099	\$11,863	\$27,636	\$5,028	\$33,535



November 15, 2025

October 01, 2025 to October 31, 2025
Events, Membership, Donations, Store orders, Manual invoices
All invoices



Summary

	Total	<u>Oct - 2025</u>
Events	33,535.89	33,535.89
Membership	6,895.00	6,895.00
Grand Total	40,430.89	40,430.89



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Marketing Update

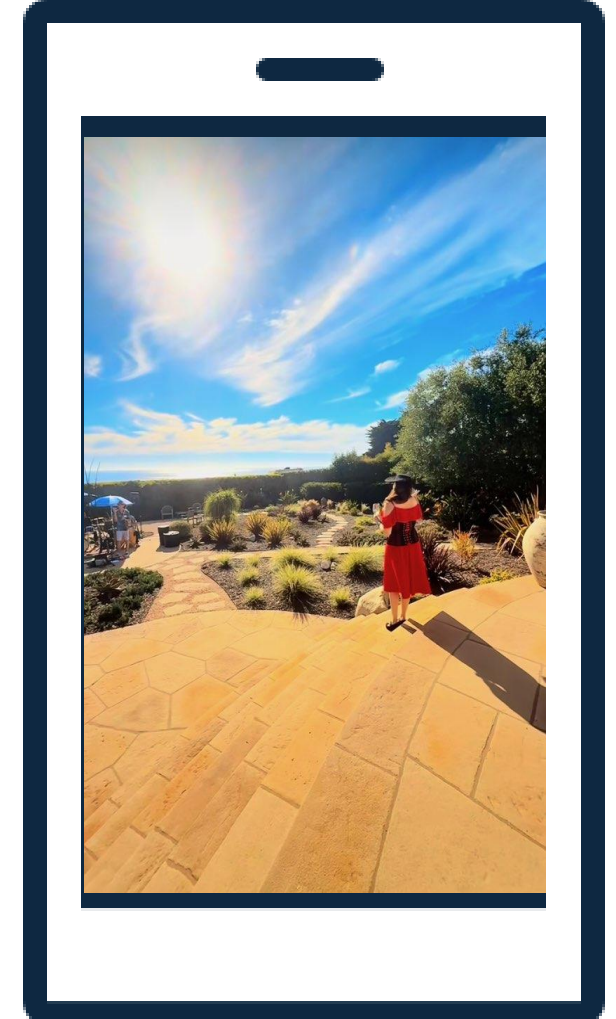
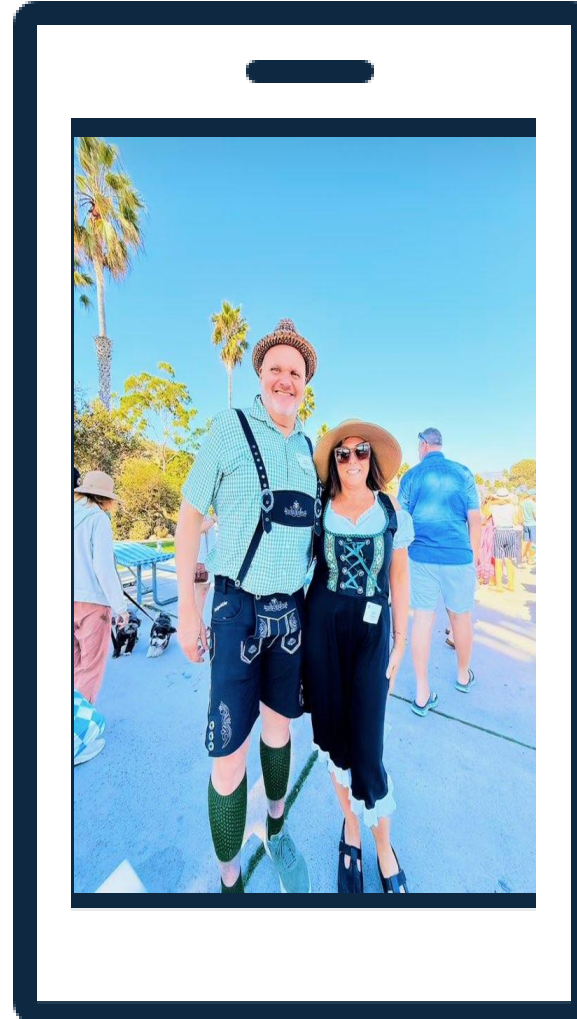


Santa Barbara Newcomers



sbnewcomers

- 43.8K Views +14% MOM
 - 40% Followers
 - 60% Non-Followers (+58%)
 - 19% From Boosting
- 10,280 Accounts Reached
- 2345 Followers +88 MOM
- Shared 125 Pieces of Content, 25 Reels, 88 Stories, 12 Posts
- Most Active Times: M/T/Th 6-9 pm
- Keep sending events you want to promote!!!
- Top Content:





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Our Club Is Really Fun



11/17/2025

SBNC Board Meeting - October 2025



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Committee Updates

Posting Committee
&
Girls Night Out



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Big Thank You To Our Posting Committee

- 154 events posted
- 185 JOTForms
- Favors, Fixes and Firefighting = Fun
- Doyle Ravnaas
- John Beckett
- Becca Davis
- Jeannette Doherty
- Karen Warner

Thank you!



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Girls Night Out Update



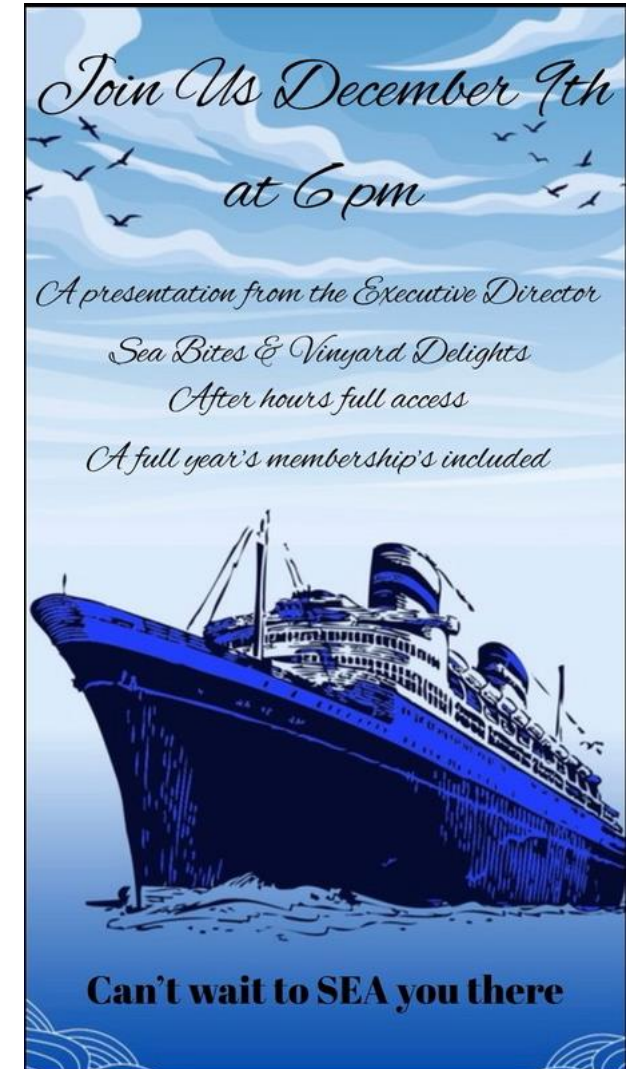
Leadership for Next Term: February 1, 2026, Process & Key Dates

- Forming a Nominating Committee to Formalize a Slate of Candidates for Next Executive Board – November
- Finalize list of Officers – December
- Board Vote – January Board Meeting 1/12/2026
- Training and Transition – January
- Chairs – Working with your Committees and VP's of Activities to find your replacements. Exec Board and Nominating Committee can help with candidates
- Sip & Sign 1/21/2026
- Chair Training Last Week of January



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Upcoming Events





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Thank You

Next Board Meeting: Monday, December 8, 2025 (5:30 - 7:00 PM)

Parish Hall