



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	<ul style="list-style-type: none"><li>-Recognition of Posting Team</li><li>-Storage Facility Courtesy</li><li>-Next Term Elections &amp; Process</li></ul>
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:	<b>Eric Cox</b> & Tracy Winnitoy: Presenting
VP of Activities	Robin Looper & <b>Walt Holden: Presenting</b>
VP of Marketing & Publicity:	Dana Denton
VP of Communications	Leslie Chafetz
<b>VP of Technology</b>	<b>Ed Forman</b>
Administrative Reports	
Parliamentarian	John Ruffin
<b>Member-at-Large</b>	<b>Curt Munger</b>
House Registrar	Liz Benson
Alumni Liaison	Nancy Rosenthal



Santa Barbara  
Newcomers Club

# Saw You Around Town





Santa Barbara  
Newcomers Club

# In Town and Around Town





Santa Barbara  
Newcomers Club

# Presidents' Update

## Make Your First 90 Days Amazing

- Newbie Meet & Greet
- Orientation & After Party
- Mentors & Newbies Mingle
- 1<sup>st</sup> 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



SANTA BARBARA  
NEWCOMERS  
ALUMNI & FRIENDS GROUP



20-40 Somethings  
Connect with other younger newcomers through social gatherings and shared activities.

Happy Hikers  
Enjoy group hikes and explore natural beauty of Santa Barbara's trails.

Wine Appreciation  
Explore local wineries and share your love of wine fellow members.

Arts Collective  
Make a difference in the community through art projects.

Arts Collective  
Join fellow art enthusiasts for gallery visits, workshops, and creative trips.

Knitters & Crafters  
Meet up with fellow members to knit, Crochet, and craft together.

Find Your Interests

Join a committee today and start making friends!





# 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





Santa Barbara  
Newcomers Club

# Financial Update





# 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



- 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

# Term Committee Spend

Committee	Oct 2025	Committee	Sept 2025
Newbie Meet & Greet - CS	-\$150	Mas Musica	\$957
Orientation & Afterparty-CS	-\$1296	Pop Up	\$299
20-40 Somethings	\$258	Snow Sports	\$80
Arts	\$174	Sunday Social	\$0
Beer Lovers	\$1	Performing Arts	\$60
Dance Party	\$57	Volunteers In Action	\$0
Epicurious	0	Water Sports	\$14
Games	\$195	Wellness	\$217
Girls Night Out	\$141	Wine Appreciation	\$938
Golf	\$54	Total Events	\$2917
Lawn Bowling	\$141	Total MS Events	\$4333
Local Heritage	\$1182		



Santa Barbara  
Newcomers Club

# 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

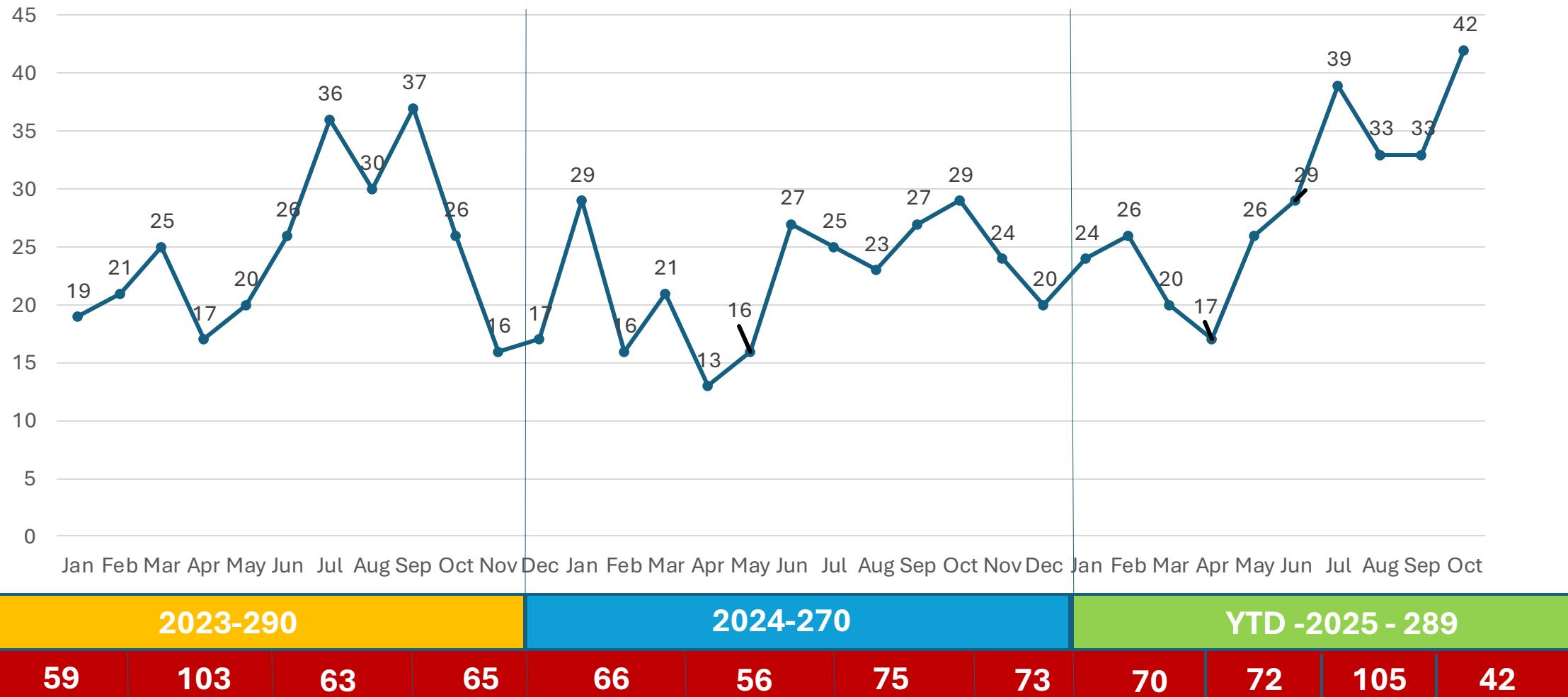
Observations

- 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



Santa Barbara  
Newcomers Club

# New Membership Trends





## 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.



## 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



Santa Barbara  
Newcomers Club

# Activities Update

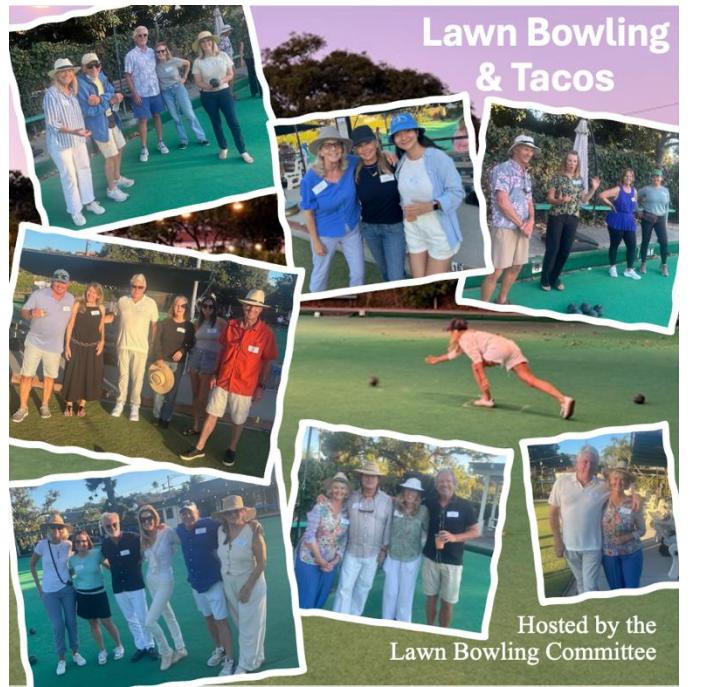
VP's of Activities

Robin Looper

&

Walt Holden

## Lawn Bowling & Tacos

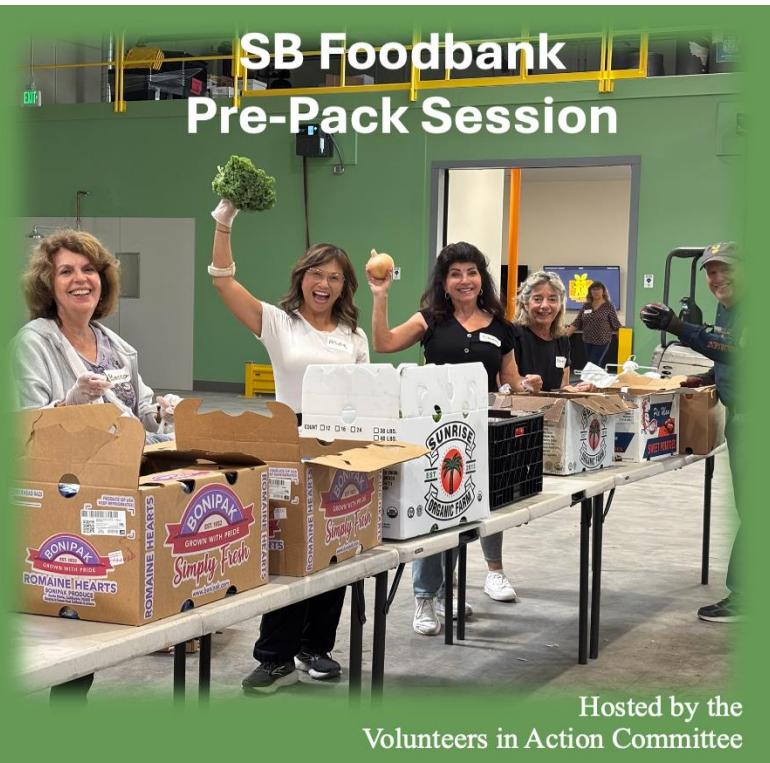


Hosted by the  
Lawn Bowling Committee



# Variety of Club Events

## SB Foodbank Pre-Pack Session



Hosted by the  
Volunteers in Action Committee

SBNC Board Meeting - October 2025

## Full Moon Yoga & Sound Bath

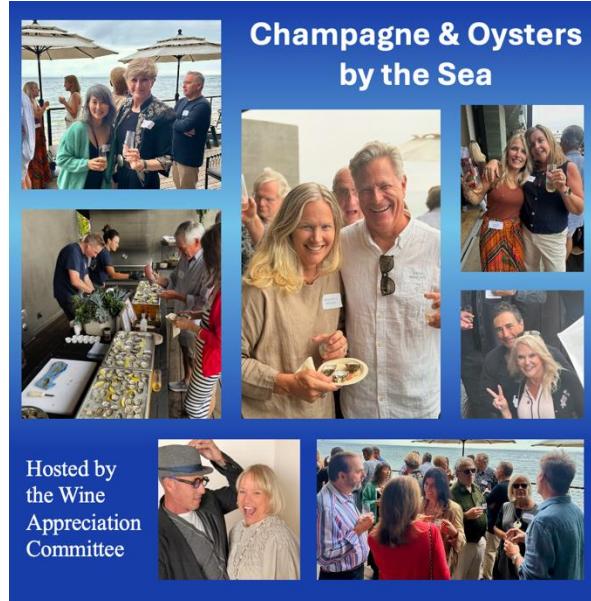
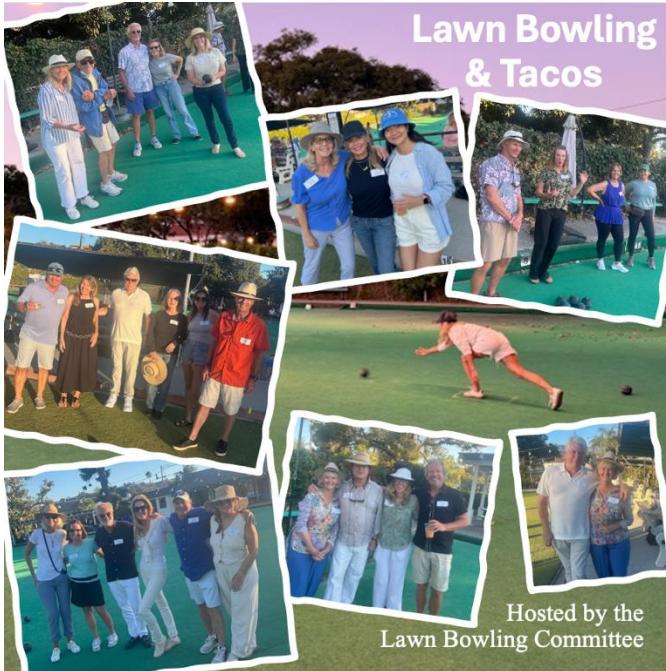


Hosted by the  
20-40 Somethings Committee

## Sunset & Sand at Leadbetter Beach



Hosted by the  
Girls Night Out Committee



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

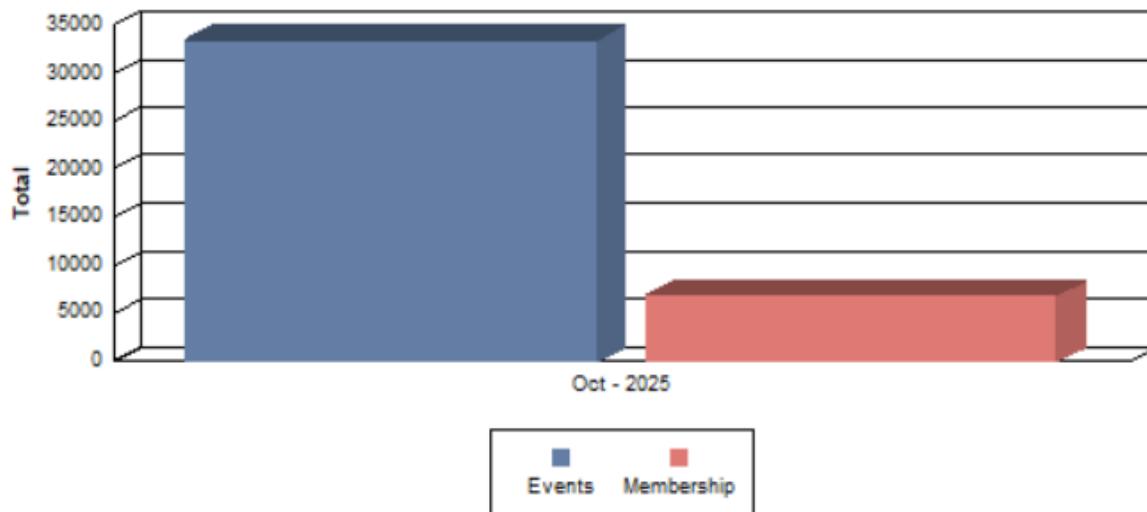
	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25
Total Events	91	68	56	57	64	76
Ticketed Events	73	56	47	43	47	64
Sold Out Ticketed Events	30 41%	19 34%	21 45%	22 51%	20 43%	30 47%
Open to Public Events	18 20%	14 21%	9 16%	14 25%	17 27%	14 19%
Free Events	48 53%	38 56%	36 64%	37 65%	36 56%	33 46%
Tickets	948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



# Santa Barbara Newcomers Club

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

November 15, 2025



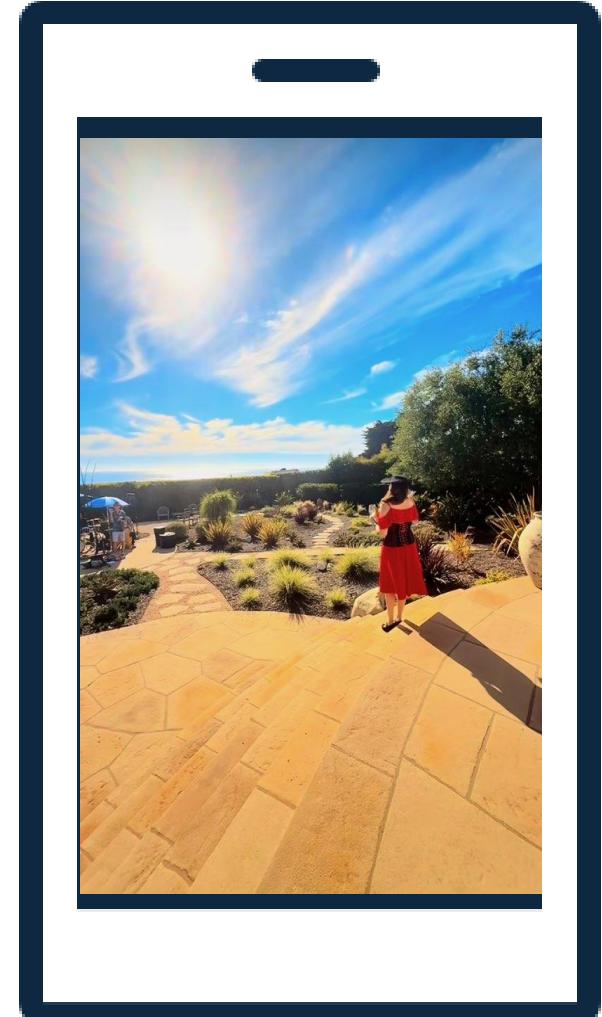
<u>Summary</u>	<u>Total</u>	<u>Oct - 2025</u>
Events	33,535.89	33,535.89
Membership	6,895.00	6,895.00
<b>Grand Total</b>	<b>40,430.89</b>	<b>40,430.89</b>



Santa Barbara  
Newcomers Club

# Marketing Update

- 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:



Santa Barbara Newcomers



sbnewcomers



Santa Barbara  
Newcomers Club

# Our Club Is Really Fun





Santa Barbara  
Newcomers Club

# Committee Updates

Posting Committee

&

Girls Night Out



# 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!*



Santa Barbara  
Newcomers Club

# Girls Night Out Update



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

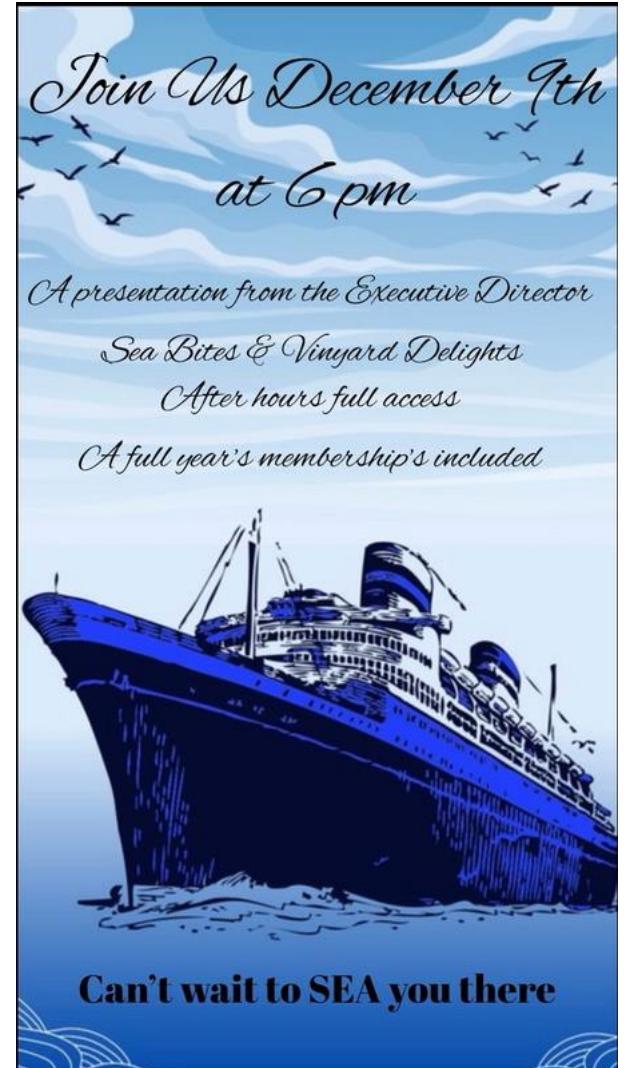
- Forming a Nominating Committee to Formalize a Slate of Candidates for Next Executive Board – November
- Finalize list of Officers – December
- Board Vote – January Board Meeting 1/12/2026
- Training and Transition – January
- Chairs – Working with your Committees and VP's of Activities to find your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



Santa Barbara  
Newcomers Club



# Upcoming Events





Santa Barbara  
Newcomers Club

# Thank You

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