

## **Minutes from Strategic Planning Meeting March 9, 2020- Prepared by Susan Flax Posner**

In attendance: Pam Hindsley, Ellen Meyer, Sandra Seward, Elaine Born, Laurie Long, Renee Wagenheim, Anita Stapleton, Jane Cummings, Mona Miller, Susan VW, Corinne Gilarsky, Sharen Becker, Emilie Blaze, Laurie Fisher, Bert Ficke, Anne Robotham, Susan Posner

Ideas for fundraiser(s) for next year discussed. Objective of fund raiser - make the most amount of profit with the least amount of work while generating FUN and possibly including new participants (maybe husbands).

Susan made the following suggestions for possible fundraisers>

1. Bourbon, BBQ and Bluegrass - We would have a bourbon, bourbon whiskey and rum tasting run by Tobacco Barn Distillery with BBQ from Mission BBQ and bluegrass band called Whiskey Rebellion playing bluegrass music. There also would be silent auction focusing on food and alcohol items. Schola has already offered to give us a gift certificate for a class at their cooking school. Members would be encouraged to bring their spouse, friends and family.

Retired Admiral Scott Sanders (USNA '80) who owns Tobacco Barn Distillery in Hollywood Maryland (Southern Maryland). The event could be at Evergreen House Susan Posner to call Tobacco Barn Distillery about price for them to come. They could sell their spirits and give us a cut of their proceeds. We would service Mission BBQ in a buffet and have high top tables with bluegrass band. The Center Club was scheduled to host Scott Sanders on April 15 for a Whiskey tasting but the event was cancelled.

We would form a committee where everyone would be assigned one piece of the event to help us organize. We talked about having it on Sunday evening in the fall. A possible venue would be the Evergreen House.

2. Meditation, Mindfulness, Yoga Retreat with Neda Gould, Ph.D. Assistant Professor of Psychiatry and Behavioral Sciences Johns Hopkins University School of Medicine. Director of the Mindfulness Program at Johns Hopkins and Lorinda Belzberg to teach Yoga Session.

Possible venue - Hopkins Club - Glass Pavilion or Evergreen House

Time of day? Meal served? How much to charge? See example of session being presented by A Women's Journey on Thursday, March 26, from 7-9pm. Doors open at 6:30 for wine and hors d'oeuvres. Program begins at 7pm. Cost is \$100 per person (tax deductible). Johns Hopkins at Green Spring Station, Pavilion III Conference Room 10803 Falls Road, Suite 300 Participants

will receive a thumb drive containing meditations and instructions. Anita will find out the budget, and how much money they will make. Laurie Long and Dovita also plan to attend and will report back. Event cancelled because of coronavirus.

**3. An Evening with Mark Bittman on How to Eat.** Mark Bittman is an American food journalist, author, and former columnist for The New York Times. Mark Bittman is the author of 30 books, including the *How to Cook Everything* series and the #1 *New York Times* bestseller *VB6: Eat Vegan Before 6:00 to Lose Weight and Restore Your Health . . . for Good*. He was a food journalist and columnist, opinion columnist, and the lead magazine food writer at the *New York Times*, where he started writing in 1984 and stayed for 30 years.

Bittman has starred in four television series, including Showtime's Emmy-winning *Years of Living Dangerously*. He is a longtime *TODAY* regular and has made hundreds of television, radio, and podcast appearances, including on *Jimmy Kimmel Live!*, *RealTime with Bill Maher*, and CBS's *The Dish*; plus NPR's *All Things Considered*, *Fresh Air*, and *Morning Edition*.

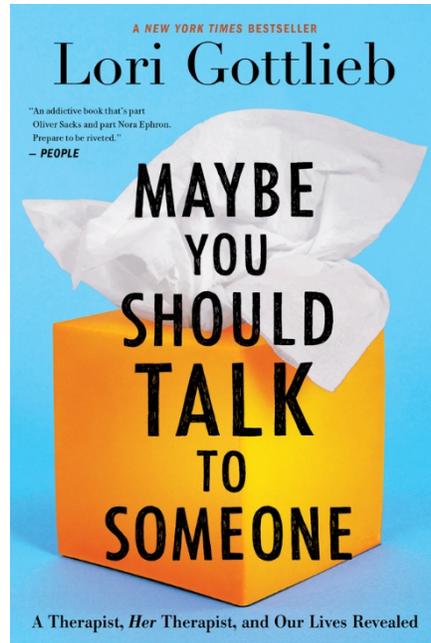
Bittman has written for countless publications and spoken at dozens of universities and conferences; his 2007 TED talk, "What's wrong with what we eat," has almost five million views. He was distinguished fellow at the University of California, Berkeley, and a fellow at the Union of Concerned Scientists. He has received six James Beard Awards and an IACP Award.

Bittman is currently Special Advisor on Food Policy at Columbia University's Mailman School of Public Health, where he teaches and hosts a lecture series called Food, Public Health, and Social Justice. His latest book, with David Katz, MD, is **entitled "The Last Conversation You'll Ever Need to Have About Eating Right."**

**On March 9, 2020, Susan Posner sent Mark Bittman an e-mail** inquiring about the feasibility of Mark coming to Baltimore to speak about new book for a Johns Hopkins Hospital's Women's Board fundraiser. She included a link to the women's board website. On March 12, 2020, Susan received a response as follows: "Thank you so much for thinking of Mark, and for your kind words! He would love to do this – would \$10,000 plus transportation work on your end? Signed Kate Bittman.

We need to discuss with the group the feasibility of an event of this nature after we're able to plan events again.

**4. Maybe You Should Talk to Someone by Lori Gottlieb- modeled after the event at the Soul Center at Beth El. See description below.**



The Page: An Evening with Lori Gottlieb  
Tuesday, March 17 @ 5:30 p.m.

Lori Gottlieb is a psychotherapist, *New York Times* bestselling author, nationally recognized journalist, and weekly “Dear Therapist” columnist for *The Atlantic*. She blends her clinical experience with the latest research and cultural developments to help people live better lives in her newest book. Beth El had such a great response (over 350!) to this event that they completely sold out of our book inventory in advance! The Ivy Bookshop was scheduled to be on hand on March 17 to sell additional copies.

Proposal for the Women's Board - find someone at Hopkins to give that talk. Kate Jamison, MD was recommended. She has written a book. Not sure how much money we could make with this event. Perhaps would be part of a series of events.

The event at Beth El was cancelled.

## BEST DRESSED SALE New Venue Search Update

New Venue Discussion - In conversation with Steve Rum regarding new pop-up space - will discuss further when have more information.

On March 25, 2020, Susan heard back from Bob McLean (Vice President of Facilities and Real Estate for Hopkins) who reported as follows:

"I have discussed options with the real estate team. After conducting an initial review, there was no space determined to fit your needs currently. We hope to re-engage later this summer, as our current focus has shifted to COVID-19 response."

Sharen Becker reported to the group on use of PODS as a possible storage solution for our BDS storage needs. Sharen investigated using PODS as a storage solution and received the following pricing quote: \$249.00 monthly storage cost per 16' unit. The unit is 8' x 8' x 16. It would be helpful to find out from one of our BDS captains how many racks they think would fit in something of that size and that would help us estimate whether we could get by with one or two. The price is a higher than I was expecting but it would include delivery and pick up of the unit as well as the monthly storage cost. Although \$3000-6000 sounds like a lot of money I am not sure if we could find a stand-alone warehouse property for that amount and we would still have to arrange moving as an additional cost. Thank you for Sharen for this information.

Talked about other possible venues

People mentioned other places -

Corinne recommended a book club featuring women's authors.

Sandy recommended a dog-related event and will report back to us on what she has in mind.

All planning on hold for now.

Respectfully submitted,

Susan Flax Posner

March 29, 2020