To the MWSA Board;

Overview:

The theme that came out of the meeting, the Committee believes MWSA Board needs to be Fiscally conservative in these uncertain times as it relates to inflation and using forward paid dues to pay for projects wanted today.  I have attached the Operations ledger for 2022 which reflects Operations cash surplus for 2022 totaled $1,773.10, which includes dues that were paid forward.  MWSA recently paid our annual WildApricot licensing fee which totaled $2,617.92 for May 2023 to May 2024. In 2021 MWSA paid $1753.00 and in 2022 MWSA paid $2,077.  With the reimbursements that will take place for this years  Banquet will total almost 50% higher due to higher cost for lodging.  If we were talking about 2022, MWSA from a Operations account preview is in a deficit.  Note:  We do have a cushion due to the pandemic which minimized payables.

Discussion Items:

i)                    Write your Advertising:                                                          $,1000 /  As this program falls under the preview of the Outreach which is budgeted for $2,500, the $1,000 requested is accepted and we should try this for a year and monitor if MWSA sees the benefit.

ii)                   Web site (Paid Position):                                                        $2,000 /  This has been a topic of discussion since I joined the board and recommend discussion.

iii)                 Advertise In Magazines:                                                         ? /             As it relates to Item ii, if we find the right person there are many free outlets for advertising nationwide.

iv)                 Dispatches / Anthology Editor to attend conference:  $1,500 / We believe this sets a bad precedent as we have other vendors and volunteers.  Would be open to discuss the selected editor raising their prices to cover the cost of the visit.  Note:  We do recognize the fact the editor could pocket the money and not attend.

v)                   Pay Photographer for Banquet:                                          $1,000 / If the photographer is for the Awards Banquet only, these monies should come from Awards account.  If the photographer will be present for the entire event, these monies can be split between Awards, Program, and Operations.

vi)                 Pay speakers for Zoom Webinars:                                      $200 per session / Program seems to be working with current volunteers.  Are we picking winners and losers as it relates to MWSA Volunteers.

vii)               Facebook posting and Author Boost:                                $1,000 / This falls under item ii and iii with the right person.

viii)              Purchase books for VA:                                                          $2,000 / Again, picking winners and losers and those members that might chime up and say “Why didn’t you buy my book!”

ix)                 MWSA Challenge Coin / Store:                                            $800 / Recommend MWSA comes up with a product list and then take pre orders so MWSA is not carrying inventory which cost money.

Wrap Up:                             Going back to the 2022 Operations expense report and recent increase in cost for WildApricot, MWSA would be in a deficit spending situation (Operations Account) and not recommended.  We can alleviate some of the shortfalls by sweeping what is left over from the awards and program account annually except for  $1,000 in each bucket to cover shortfalls when they occur. Historically this discussion has come up before and the money is left in the bucket to cover potential future short falls.  Board recommends we do consider sweeping (transferring) these accounts to free up monies to select certain programs MWSA needs to implement.   Treasurer can make General Journal entries to reflect funds Awards and Programs gives back to Operations to cover shortfalls.

(Draft) **Written Policy for Publication and Ad Sales**

(For consideration of the Board).

**Issue:**MWSA is experiencing the same challenges as the commercial book trade has experienced. Our existing processes were devised in a paper-receipt and expense justification regime. In the digital age, there is an opportunity to minimize outmoded overhead requirements and speed service to members.

To do so, the Finance Committee recommends “formalizing” the process members and non-members can use to order paper copies of **Dispatches** and the **Anthology**. To unify and standardize the process, purchase of ads can be done the same way. We recommend using existing resources to harness the online store to order these published documents- or more accurately- finished publications and advertising which could be an enhanced revenue source. The following is a draft proposal for Board review:

“The Finance committee recommends that MWSA create tabs on in our online store for members to use when they wish to order paper copies of Dispatches or the Anthology and for advertising charges which can include self-published titles.”

**Background**: “The current informal process begins when a member makes a request for copies. These can either go direct to printer Red Engine Press or to an email address on our website. The requester is then contacted by someone at MWSA to verify details. This function was formerly accomplished by the President to expedite the process. Coordination is done with REP to assess current cost and the requester is directed to make a payment to our Treasurer.

Once payment is made, the requested books are sent by Red Engine Press. If a tab for each is included on the online store with an *average* cost (main variable being postage) then *everything*can be done at once.

That will naturally require monitoring the store. The member pays MWSA via check or VENMO or PayPal-type digital transactions. The REP then requests payment from us in the next quarterly invoice.

The Finance Committee recommends unification of process by incorporating the same with ad purchases in Dispatches. These are rare, at present, but using the online store will provide a consistent way to monitor the flow of cash and provide insight into trends and member preferences.”

**Hugh D. Simpson**

**MWSA Treasurer**