



Status report, Area 3 October 2013 District 12 Board Meeting

GOALS:

1. Increase visibility and Public Relations
 - a. Area 3 Meeting, April 13th, major speaker about Public Relations and visibility
 - b. Purchased official Zonta Banner for more visibility
2. Increase membership
 - a. Continue working with Vice Area 3 Director, Ann Hodgson, and Lieutenant Governor, Marcy O'Toole, toward the net one member per year
 - b. Each Area 3 club is having events to introduce Zonta to more people for membership
3. Have productive and meaningful Area meetings
 - a. The Area 3 Meeting was held on April 13th and received a very positive feedback from participants
4. Continually update website
 - a. Worked with Sue Nulty updating the Area 3 website
 - b. Included calendar to announce upcoming events
5. Be a liaison for clubs to District
 - a. Participate in Area Directors conference calls discussing District events.

STRATEGIES:

1. Attend at least one meeting per club per biennium.
 - a. Have attended meetings and/or events for all clubs of Area 3 except for Denver II. I have plans to attend Denver II meeting in October
2. Help clubs increase membership 1 net member each year through strong service projects and fund raisers.
3. Attend each club's fundraisers, help with various service projects, attended Foothill's Zing; Douglas County Trivia Night; Lakewood/Golden's Pancake breakfast; Denver's Movie: *Girls Rising*; and all of Boulder County's events.
4. Increase visibility and Public Relations through attending outside functions, having the Z logo visible through various channels, i.e., with a stamp, banner, signs, etc.

- a. The Zonta logo sign has been purchased and has attended various events making Zonta visible to outside people and organizations.
- 5. Update the website by listening to members on what they expect from it.
 - a. Mention website at each Presidents' meeting and ask for input, update calendars for various club events.
- 6. Have Presidents' meeting every other month to improve communications
 - a. Held Area 3 Presidents' meetings in January, March, May and September
- 7. Help train Vice Area Director to continue the work that ZI has set for our goals.
 - a. Laura McCutchin, Vice Area Director, has stepped down and Ann Hodgson is now the new Vice Area Director.