

Discussion Topics

Key questions for review, planning, and group discussion

1. By-laws

Current state: Our by-laws reflect a very different club from 15 years ago.

Discussion question: Should we undertake a review and adopt up-to-date by-laws that better reflect who we are now?

2. Financing Our Operations

Known or potential operating costs:

- Three websites: hosting and domain renewal costs
- Parking lot party costs, including equipment rentals and supplies
- Zoom account cost
- Accounting software, if/when the club becomes a 501(c)(3)

Discussion questions:

- Do we want to re-evaluate club dues, which have remained unchanged for over 20 years?
- How should the club prioritize recurring operating costs?
- What financial systems or tools will we need if we pursue 501(c)(3) status?

Status note: An EIN has been applied for through the IRS and will be used to establish banking under the club's identity. 501(c)(3) status is desired, but no efforts have been made yet.

3. Marketing Approach

Current state: Our marketing feels scattershot because the various platforms appear to have different focuses, audiences, and approaches, and they are administered by different people.

Current platforms include:

- Facebook
- Email communications
- AML website
- TikTok

- Other channels

Goal: Open discussion on developing a more cohesive, intentional marketing approach.

Topics to clarify:

- How should we weigh different types of content, such as club events, individual member events, other groups' events, free events, and paid events?
- How important is it whether someone personally benefits from an event with a cover charge?
- How should we promote events if the club begins hosting its own events with a cover charge?
- Should certain platforms be reserved for official club events?
- Should we create guidelines for any platform presented as "Arizona Men of Leather"?
- Should we establish a Social Media role to administer these outlets?