

**Napa Moms  
2017 Board of Directors**

- **Each director** is expected to:
  - Serve a two-year term (with the exception of the President's role, which is a one-year term)
  - Attend monthly board meetings
  - Communicate role-related information to the board and to the general membership (includes posting to Big Tent and Facebook)
  - Participate in discussions and votes (in meetings and via email and our leadership Facebook group)
  - Maintain confidentiality of Napa Moms business and members' personal information
  - Maintain organized records related to her role and an instruction manual for transition purposes
  - Submit to the Director of Participation a monthly list of members who have completed participation credits
  - Monitor expenses against her budget
  - If necessary, recruit/manage committees within her responsibilities
  - Transition all information and responsibilities to successor upon leaving office

**President: Sabina Correa**  
**[president@napamoms.org](mailto:president@napamoms.org)**

- Facilitate monthly board meetings and progress on actions; follow up with directors as needed
- Oversee recruiting efforts for director positions and help with onboarding/transition
- Lead goal-setting activities
- Troubleshoot issues as needed
- Serve as the public spokesperson for Napa Moms
- Manage the application/renewal process or troubleshoot issues related to our 501(c)3 status (with support from the Secretary/Director of Finance)
- This role is intended to be filled by a current board member; she may have completed one year of her two-year term or her full two-year term.

**Director of Membership: Michelle Sander**  
**[membership@napamoms.org](mailto:membership@napamoms.org)**

- Manage list of all members, track current status (e.g., active, lapsed), and follow up with members as they are nearing (or past) their renewal period
- Approve new members' applications for membership (typically via quick phone call)
- Respond to membership questions from potential new members
- Manage creation/delivery of "New Baby Baskets"

**Director of Participation: Jennifer Miller**  
**participate@napamoms.org**

- Track members' completion of their participation requirements
- Create "thank you" forum posting each month to acknowledge members that have completed some/all of their participation credits
- Communicate (via Big Tent) monthly participation opportunities based on directors' needs
- Coordinate In A Pinch Meals (using TakeThemAMeal.com)
- Work with the Director of Business Partnerships to develop and manage a program for local restaurants to support our In A Pinch program by donating meals
- Manage the Napa Moms' Volunteer inbox for any volunteer questions
  - Gmail account username: [napamomsvolunteer@gmail.com](mailto:napamomsvolunteer@gmail.com)
  - Gmail account password: napamoms

**Director of Marketing: VACANT**  
**marketing@napamoms.org**

- Coordinate creation and distribution of all publicity material
- Share content on Napa Moms' social media sites (e.g., Facebook) and website (NapaMoms.org)
- Manage recruitment initiatives (e.g., flyers in local, mom-friendly businesses; generic business cards)
- Coordinate Napa Moms' presence at family-friendly events and activities as a marketing/recruiting function and as a membership benefit (e.g., a booth at Kids' Day in the Park to recruit new members and for our members to gather to socialize, nurse, change diapers)
- Serve as Napa Moms' public spokeswoman by responding to media requests and interfacing with media outlets
- DO WE WANT TO ADD A "NEWSLETTER" THING INTO THE MARKETING (OR "COMMS" ) POSITION?

**Director of Social Media: VACANT (Brandy Johnson?)**

**Co-director of Social Events: Linda Williams and Ashley Eglehoff**  
**social@napamoms.org**

- Coordinate/host monthly Social Committee meetings
- Oversee Social Committee's planning/execution of Napa Moms' social activities
  - Play Group Coordinator: Elena Brynildson
    - All Club Playdate Coordinator: Jennifer Hershey
    - "Babies" Play Group Leader: Brittany Thompson
    - "Toddlers" Play Group Leader: Henriette Jewell
    - "Preschool" Play Group Leader: Monica Fernandez
  - Easter Egg Hunt Coordinator
  - Summer Picnic Coordinator
  - Halloween Party Coordinator
  - Holiday Party Coordinator
  - PROPOSED ROLE: "Night Out" Coordinator (Wesley has offered this role to Sakhon; she is thinking about it)
    - Moms Night Out Coordinator: Savannah Austin?
    - Dads Night Out Coordinator: VACANT
    - Couples Night Out Coordinator: Rebecca Chang Homs
- Reports to the Board of Directors on Social Committee activity/progress

**Director of Community Partnerships: Holly Krassner Dawson**  
**communitypartnerships@napamoms.org**

- Build and maintain Napa Moms' relationships with local non-profit organizations and community partners (some aspects of this will be informal relationship building; some aspects of this may require more formal "partnership" agreements)
- Create and manage a policy regarding non-profits and community partners posting in the Napa Moms forum
- Answer questions and troubleshoot issues that arise from (or related to) non-profits or community partners
- Manage donations to non-profits and community partners (including the process of selecting the recipients and distributing our annual donation)
- Coordinate a quarterly outreach event (e.g., community service project, donation drive) or promote an existing opportunity
- Research and communicate opportunities for community service work that can be done by individual members (with an emphasis on opportunities in which children can participate)

**Director of Education: Brooke Filary**  
**education@napamoms.org**

- Plan speakers/workshops to support our members' "continuing education" needs (e.g., CPR, nutrition, early literary, sleep training, potty training, financial/estate planning, positive discipline, sibling relationships, couples communication, work/life balance)
- Repost (via Big Tent and Napa Moms Facebook page) any public, local events, seminars, or classes that are organized by other organizations (e.g., CRC, Napa County Library) and might be of interest to our membership
- Oversee the Preschool and Kindergarten Expo Coordinator (or serve in this role herself)

**Secretary/Director of Finance: Evan Johnson**  
**[finance@napamoms.org](mailto:finance@napamoms.org)**

- Manage Napa Moms funds and bank account(s), which includes reimbursing directors/members for approved purchases, balancing account each month, and depositing funds
- Create annual budget (with input from other directors) and manage the approval process
- Manage "support" accounts (e.g., Paypal, Square)
- Ensure compliance with financial and record-keeping requirements of Napa Moms' non-profit status
- Support the president with issues related to our 501(c)3 status

**Director of Business Partnerships: Jacqui Pio Roda**  
**[businesspartnerships@napamoms.org](mailto:businesspartnerships@napamoms.org)**

- Create and maintain relationships with local family-friendly businesses (especially our Napa Moms MOB [mom-owned businesses])
- Develop and manage our annual sponsorship program ("Napa Moms Partners")
- Develop and manage program ("Neighbors of Napa Moms") to encourage Napa Moms members to patronage these partners (e.g., member discounts; preferred vendor lists for Napa Moms events)
- Work with the Director of Volunteers to develop and manage a program for local restaurants to support our In A Pinch program by donating meals
- Enforce (and update as needed) the Promotional Posting Guidelines
- Work closely with the MOB Bosses to reach MOB members

**Director of Technology: Rebecca Chang Homs**  
**[technology@napamoms.org](mailto:technology@napamoms.org)**

- Manage (or oversee a contractor who manages) our NapaMoms.org website, including updating content
- Manage our BigTent.com account (our members-only platform) by providing support to directors/members with Big Tent questions (or directing them to the Big Tent help desk) and by moderating our Big Tent discussion forum to ensure content follows our posting guidelines
- Troubleshoot technical issues related to our website, Big Tent account, and Facebook page (and serve as the point-of-contact with vendors/providers related to these platforms)
- Periodically evaluate new technology options (e.g., do we want to start tweeting again?) and lead efforts to establish new technology platforms

**MOB Boss(es): Aurora Heitman and Carrie Saxl**  
**MOB@napamoms.org**

- Lead the Mom-Owned Business subgroup by:
  - Hosting the monthly MOB meeting
  - Coordinating “MOB Monday” promotional posts
  - Educating the general membership about the MOB subgroup and how they can join
- Grow the MOB subgroup by
  - Developing a MOB Directory
  - Planning a MOB Mixer, where MOB members can showcase their businesses to all Napa Moms members
- Work closely with the Director of Business Partnerships (since our MOB group is a subgroup of her target audience)
- Coordinate with the board on any MOB issues and events
- Serve as the MOB’s representative at board meetings