



**ZUG INTERNATIONAL WOMEN'S CLUB**  
**BOARD MEETING MINUTES**  
**Wednesday 22 January 2025, 1800 – 20h30**  
**Dachraum Library Top Floor (Zug)**

**Present:**

President:	Émely Steegstra- Hendrix	Annual Events:	Linda Sharpe
VP:	Susan Laudenbacher	Escapes:	Alicia Toledo
Membership:	Mary-Anne Kedda	Web Editor:	Bettina Bjerregaard
Treasurer:	Stephanie Alavedra	Magazine:	Suzy Andricopoulos
Advertising:	Betsy Ballew	Marketing:	Marlena Jaszczyk
Hospitality:	Fanny van Dijck		

**Excused:**

Secretary:	Leontien van Rooijen	Interest Groups:	Veerle Vandionant
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**1. Opening Meeting & Expenses**

- Started meeting at 18:11H
- Expenses are signed

**2. Determine Agenda**

- Agenda is accepted

**3. Approval previous Board Minutes**

- Meeting minutes of 11<sup>th</sup> December 2024, a couple of changes suggested by Susan and passed on to Leontien:
  - *Item 4: March Board Meeting to be held on 12<sup>th</sup> March (not 19<sup>th</sup> March)*
- Susan proposed and Bettina seconded

**Actions: Leontien to update and finalise the minutes from the meeting on 11<sup>th</sup> December 2024 and quickly share with Susan and Émely before publishing online.**

**4. Calendar & Planning & Some Misc.**

- 1<sup>st</sup> February deadline is fast approaching for the Mar/Apr issue of Connect!, all Chairs are asked to send content to Suzy as soon as possible
- March dates have all to be checked and updated in the calendar spreadsheet eg hiking, monthly lunch
- The upcoming Board Meetings have been booked up to August 2025 (room bookings are now only possible a few months in advance):
  - 12 March 2025 Dachraum, Bibliothek
  - **10 April 2025 (Thursday!!) Haus zum Lernen sitzungszimmer 3/03**
  - 12 May 2025 AGM ~ Siehbachsaal
  - 14 May 2025 Dachraum Bibliothek
  - 11 June 2025 Dachraum Bibliothek



- 20 August 2025 Dachraum Bibliothek
- The Board Meetings calendar will be saved to the Board Material folder
- Membership renewals: First renewal letter is due to go out to paying members on 4<sup>th</sup> March

**Actions: All ~ Send Connect! content to Suzy**

**All ~ Check March dates in the calendar spreadsheet**

**MAK: Send membership renewal letter template to Émely and Susan (done)**

## **5. AGM, 12<sup>th</sup> May 2025**

- All chairladies are asked to update their sections in the AGM 2025 slide deck.
- Please do not download/save this file offline! Just login to Google Drive and work in the version you find saved there.
- The slide deck still includes the details presented last year, to guide content for this year's AGM
- Updates should include Club information up to 31<sup>st</sup> March 2025
- Each chairlady will be asked to present their slides at the AGM; if they would prefer not to, Émely will step in
- AGM voting papers are to be included in the next issue of Connect!

### **2025/6 budget**

- Émely will contact all chairladies to discuss their budget for 2025/6, then to be discussed with Stephanie

**Actions: All ~ Update AGM slide deck**

**Émely: Contact all chairladies to discuss budgets for 2025/6**

**Émely to send the AGM voting papers to Suzy, for inclusion in the Mar/Apr issue of Connect!**

## **6. Annual events**

### **Roaring 20's**

- 28 registrations to date, target of 80 registrants (Linda to calculate the break-even number)
- Registration date has been extended
- Consider alternate advertising eg A3/A4/A5 posters/flyers in Zug, Baar, Walchwil etc, these are reasonably priced
- Campaign new members, who may not be aware of the event
- Advertise on the Club WhatsApp pages eg Girls About Town, Marlina will create a graphic to include with those posts
- Put out A5 flyers at Burn's Night (Betsy to print)



- Reach out to past attendees
- Post to social media pages at the American International Club of Zurich, Ägeri High Heels, Lucerne International Women's Club
- Susan mentioned that some of the ladies attending Stammtisch had voiced concerns over the requirement for fancy dress; suggest future advs note that fancy dress is not essential, just party dresses; we could provide theme-specific props eg feathers

**Actions: Linda to send out event notice to new members**

**Émely to reach out to past attendees, post to external club social media pages**

**Marlena to provide graphic for inclusion with social media posts**

**Betsy to print A5 flyers for Burn's Night**

### **Samichlaus 2025**

- Traditionally Samichlaus falls on 6<sup>th</sup> December, this year the 6<sup>th</sup> is a Saturday
- Changing the date seems to be breaking with tradition, however will attendance be limited if ladies have eg family commitments over the weekend
- Agreed to poll the membership about their preference/s eg at the AGM
- In 2026, the 6<sup>th</sup> will fall on a Sunday and we will need to revisit this
- Susan will speak to Saakje/Helena, to ask how they managed this in the past

**Actions: Susan to speak to Saakje/Helena**

### **Seasonal Event 2025**

- Could be held on either 13<sup>th</sup> or 20<sup>th</sup> November
- Agreed 20<sup>th</sup> November would be closer to the festive season
- Might consider a Bingo Night, as no dress-up would be necessary; Linda has already spoken with a company that can provide all the bingo equipment for CHF1,200

### **September High Tea**

- Agreed NOT to do this in 2025, as there might be a tea aboard the Zugersee Schiff in May or June

### **Possible event options for June:**

- Summer Solstice Party at the lake
- Eg with fire dancers
- Could be on 21<sup>st</sup> June, but 19<sup>th</sup> June is a public holiday and many families take that as a long weekend
- To be revisited
- Spring Fling at the lake
- A day time party with games, summery décor and dresses



- To be revisited ?will public/school holidays affect attendance

### **October Movie Night at the Kino**

- Could order classic English movies well in advance eg Bridget Jones
- The manager has previously noted that if the film night is close to one of the English-speaking film festivals, he might be able to source movies prior to the festival eg Canadian Film Festival

## **7. Charity information and Appreciation Evening**

### **Charity**

- We have not yet reached the target for 2024/5, approximately CHF500 still to go
- We may be able to top this up from the Club, once the financials for this year have been reviewed
- Susan is still working through the possible charities for 2025/6 and will circulate these in Feb/Mar

### **Appreciation Evening, 13 March**

- Currently 53 invitees, with a few more expected
- A few years all members invited to the Appreciation Evening were gifted a CHF25 Metalli coin. However the numbers currently exceed the budget for this gesture and as this has always been just an option to do something extra when possible, for this we year we ...  
DECIDED: inviting all nominees and expect approx. 40 attendees, those who cannot join the event will be given the Metalli coin

## **8. Website launch recap & 2025 Escapes**

### **Website launch recap and ongoing edits**

- There has been lots of positive feedback on the new website, with only a few bugs still to iron out (eg business network appearance on the event calendar, event calendar appearance varies in different mobile formats)
- The webmaster will be released once all the edits have been completed and we will give her a favourable review
- There are some ongoing issues to be discussed with MembershipWorks and custom plugins
- Twint will also be included soon (clarity on member Twint payments will need to be discussed with Twint)
- We are currently working towards uniform branding for the Club

### **2025 Escapes**



- We have gone through the current proposals and ideas for the new Club year.
- Might include an additional event in the current club year, eg late March

## 9. Update on advertising

- It has been a successful week, with verbal advertising commitments of CHF2,400 and others still under consideration
- Betsy has been approached by Amy and Anja in Cham about a possible spotlight event, to be referred to Veerle
- We are working on a branding folder and all chair ladies are asked to update the logos in their communication templates
- There are still a couple of boxes of membership name tags, we could consider placing a sticker with the new logo over the old logo for new name badges; MAK to discuss with Marlana
- One of the members has suggested holding a business showcase – this has been suggested a few times, but has not come to fruition in recent years; the BNG event earlier this week was very successful, so could propose something similar be held eg quarterly; to be discussed with Ailbhe
- The new badge holders are magnetic and all Board members have been provided with two new badges

**Actions: Mary-Anne and Marlana to discuss logo stickers for the member name badges  
Betsy discuss possible Spotlight Event with Veerle**

## 10. Any other business

### **Connect! introduction, new volunteers:**

- Mar-Apr: Linda
- May-Jun: Émely
- Jul-Aug: Stephanie

### **Expat Expo in Hünenberg**

- This was mentioned by Helena and Marlana will check is there is one

### **Storeroom**

- New rental contract to be sent to Émely via the ZIWC postal address

### **International Clubs of Zug MegaParty**

- 13 clubs in Zug have shown an interest in the megaparty that has been proposed as an evening event for early summer in 2026
- Swiss community clubs will also be invited



- The venue and catering are still being discussed, with a venue deposit to be made as soon as possible to secure the preferred venue (currently at the Casino in Zug)

**Meeting closed at 20:28H**

**Next Board Meeting on Wednesday 19<sup>th</sup> February 2025 at 18:00H at the Library top floor meeting room**