



Active 20-30 Club United States & Canada

MEETING MINUTES

Monday, October 13, 2014, Conference Call

1. CALL TO ORDER, QUORUM AND INTRODUCTIONS

National President Corey Arashiro (Indianapolis) called the meeting to order at 6:04 p.m. A quorum was established.

Officers present included Dana Von Sternberg (President-Elect, Sebastopol), Vineet Wahi (Immediate Past President, Seattle), Liesl McLean (National Director Region 1, Eugene), Jason Coates (National Director Region 2, Chico), Brittany Abbate (National Director Region 3, The Q), Tommy Lovell (National Director Region 4, Carson Valley), Derrick Karimian (National Director Region 6, Vallejo), Wendy Cockrell (National Treasurer, Greater Sacramento), and Geoffrey Chung (International Relations Officer, Santa Rosa).

Others present included Jeff Okrepkie, Michele Hyson (National Office Staff, Sterling Strategic Management) and Monica Laird.

Adrian Diniz (National Director Region 5, Bakersfield) and Jerry Packer (Executive Director, Sterling Strategic Management) were unable to attend.

2. MINUTES

It was **MOVED** by Derrick Karimian (National Director Region 6), **SECONDED** by Liesl McLean (National Director Region 1) and **AGREED** by the Board to approve the September 8, 2014 Board Meeting Minutes as presented.

3. AGENDA ADJUSTMENTS/APPROVAL

It was **MOVED** by Tommy Lovell (National Director Region 4), **SECONDED** by Brittany Abbate (National Director Region 3) and **AGREED** by the Board to approve the agenda as presented.

4. PRESIDENT REPORT

President Arashiro reported that he is working hard to make sure the National Association is set up for success.

President Arashiro was able to connect with the Topeka President who requested a decrease in their dues. President Arashiro explained that due to the Bylaws their dues cannot be decreased but discussed at length on how he could help Topeka become more connected at the National Level in order to provide value. They discussed the new club chartering in Wichita and President Arashiro set an action item to introduce Topeka to the Region 1 Director. President Arashiro also reported that after further talks it appears that Northern Colorado will still be submitting their Intent to withdraw from the organization later this year.



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It was announced that the Forums on the National Website are up and running. President Arashiro asked Directors to start driving their clubs to the website to help facilitate communications between clubs. National Directors were asked to come up with one topic of conversation that impacts their region and create a forum to discuss the challenges and successes associate with their topic.

It was brought up that a number of clubs have complained that it is difficult to navigate the website. It was asked that the National Office put together a tutorial on how to navigate the site and find items of use easier.

President Arashiro discussed the idea of National Sponsors and his goal to have each club bring sponsors to the National Association to use nationwide. We currently have packets available to approach potential sponsors for a National level sponsorship and would like to start using them. President Arashiro will send more information to the National Directors in regards to what specific information he is looking for so we can start building a collective database of companies that can help with sponsorships, donations, etc.

5. PRESIDENT-ELECT REPORT

President-Elect Dana von Sternberg strongly encouraged National Directors to promote the National Midterm being held November 21-23rd in Arizona by Valley of the Sun to their clubs. Ashley Preach, member of Valley of the Sun, will be reaching out to the Arizona clubs this week to promote midterm and get members in the area more involved.

President-Elect von Sternberg announced he will be visiting Carson Valley & Reno in Region 4.

6. IMMEDIATE PAST PRESIDENT

No Report at this time.

7. TREASURERS REPORT

National Treasurer Wendy Cockrell announced that she will be asking the National Office to close the 2013-2014 financials at end of month if it has not already been done.

Wendy has completed a quarterly audit of the financials for the 2014-2015 term and has asked the National Office to correct a couple entries. Revised financials will be presented once the revisions are complete.

Wendy has also created a new folder in the Board of Directors Dropbox file for the 2014-2015 term to include the Dues Report as of 10-10-2014 and a copy of the Reimbursement form for expenses for easier access for the National Board.



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8. NATIONAL OFFICE UPDATE

1. To date there is no IRS status report but will send it out as soon as possible.
2. The National Office received information for how-to guides and will have a draft ready this week
3. It was asked that each Regional Director email Michele the dates of their Regional Meetings so she can update the National website accordingly.
4. Forums are up and running on the National website. A how-to guide will be written on how to use the forums and provided shortly.
5. National Office is working on getting information to the clubs to collect membership roster, dues and insurance.
6. The National Convention registration forms will be ready for National Midterm.
7. It was noted that the National store has outstanding invoices from several clubs therefore the National Store is not releasing items paid in full until the outstanding invoices have been paid. The Board was notified that there is no access to the National Store at this time as they try to collect the outstanding payments.
 - A question was raised with regards to headway on obtaining store royalties. At this time the royalties agreement has been sent to Halls with no response.
 - It was asked if we needed to start the process of collecting RFPs for a new National store? Before starting the RFP process, the National Office was going to reach out to Halls to see if they can resolve the outstanding issues.

9. REGIONAL DIRECTORS

1. Region 1, Liesl McLean
 - a. Working on booking a Region 1 meeting in the Spring.
 - b. Next call Monday, October 27th.
 - c. Meeting one on one with Club Presidents which has been going great and have received a lot of information to share.
 - d. New York City is putting together an Active 20-30 gift exchange in Panama in January. You don't have to be present to participate. There is a \$20 gift limit. If you would like more information please contact Liesl.
2. Region 2, Jason Coates
 - a. Just hosted the Region 2 meeting. 40 members were in attendance representing 4 of the 7 clubs.
 - b. Chico got their official determination letter making them an official 501©3 organization.
 - c. Currently recruiting members for the Growth & Retention committee.
3. Region 3, Brittany Abbate
 - a. Considering a one on one meeting with Club Presidents and a quarterly conference call to get the Presidents in the Region together.
 - b. Difficult time contacting Glendate. Will be sending them a letter to reach out.
 - c. One member for the Growth & Retention committee.
 - d. Discussed idea of a "Active Volunteer Day" to help increase branding and awareness of our organization.



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4. Region 4, Tommy Lovell
 - a. Actively recruiting members for the Growth & Retention committee.
 - b. Region 4 meeting on October 25th hosted by Greater Folsom to help promote their Hallow'Ale event.
 - c. Attending Reno meeting on Thursday.
 - d. Looking into PR Grant to help clubs with Website; Start event planning spreadsheet to help clubs considering a new event know what events may occur that same time in order to avoid multiple club events on the same day and will be looking into taking the internship program to colleges in the Region 4 area to help increase numbers of potential members.
5. Region 6, Derrick Karimian
 - a. Asked to be added to the Growth & Retention committee list.
 - b. Working on scheduling a Fall meeting. November 29th or December 6th are potential dates and include a Region 6 pickup softball game. The meeting will be held in Santa Rosa.
 - c. Napa will be working together with Napa Rotary to help out victims of Earthquake.
 - d. Healdsburg working on their 501©3.
 - e. San Francisco working on starting a Giving Circle. Save the Dates for National Convention will be coming out after National Midterm.
 - f. Santa Rosa has their Annual Gala dinner coming up to celebrate their 85th Anniversary.
 - g. Ukiah is throwing their 2nd Annual Halloween Party on October 25th.

10. COMMITTEE REPORTS

1. Public Relations
 - a. It was announced that the committee now has members represented from every Region and they are off to a great start.
 - b. Currently breaking down the work into 4 subcategories and biggest goal is to get a newsletter out by the end of October.
 - c. Meetings will be held the first Monday of every month at 7pm PST. If anyone is interested in the committee they are welcome to join in on the conference calls.
2. Laws & Regulations
 - a. If you have bylaw changes you would like considered for National Convention please send them to Vineet so they can be openly discussed at Midterm.
 - b. Revised bylaws were discussed and the National Office was going to reach out to get the current Bylaws online.
3. New Club Charters
 - a. Still getting interest from across the nation and closing out those who are not responding.
 - b. Two big issues were presented to the Board:
 - i. It was **MOVED by Dana von Sternberg (President Elect), SECONDED by Derrick Karimian (National Director Region 6) and AGREED by the Board** to revoke the intent to charter approved for the Spokane, WA club.



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- ii. The Wichita club is coasting along and has yet to set a charter night. Normally there is a 6 month timeline to charter a club. The documents required to charter have not been turned out and are not sharing information with the Charter Committee. It was asked that the Board set a deadline for Wichita to set a Charter Date. It was recommended that Wichita be contacted to discuss the expectations set when their intent to charter was approved by the board.
 1. Question was raised on how long National stays involved once a club is chartered. Concern is to make sure we are helping New Charters along especially as the incorporate.
4. International Relations Officer
 - i. International Midterm will be held in David, Panama January 14-17, 2015. Cost is \$485 which includes double-occupancy stay for 4 nights at the Hotel Ciudad de David. It is not an all-inclusive hotel but the food and drinks will be covered during midterm.

10. NATIONAL FOUNDATION

We need to start discussing allocations for the 2014-2015 term.

11. OLD BUSINESS

None.

12. NEW BUSINESS

1. Regional Re-alignment was discussed. Comments during the discussion included:
 - a. Distance Region 1 has to cover is substantially larger than other Regions.
 - b. Re-alignment could make the regions more manageable.
 - c. It makes sense to split up Region 1 to make it more manageable.
 - d. Caution realigning the regions until it is more clear who we are realigning for.
 - e. It appears to impact Region 1 the most as it is so spread out.
 - f. It makes sense to have Oregon, Washington and Idaho in on Region and put the East Coast clubs together. This would allow us to focus on growth in states in between.
 - g. Would a realignment mean a shift in clubs or the addition of another Region?

13. ADJOURNMENT

It was **MOVED** by Dana von Sternberg (President Elect), **SECONDED** by Derrick Karimian (National Director Region 6) **AND AGREED BY THE BOARD** to adjourn at 7:39 p.m.