



# Active 20-30 Club United States & Canada

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## MEETING MINUTES

*Monday, July 14, 2014, Conference Call*

### 1. CALL TO ORDER, QUORUM AND INTRODUCTIONS

National President Corey Arashiro (Indianapolis) called the meeting to order at 6:01 p.m. A quorum was established.

Officers present included Dana von Sternberg (President-Elect, Sebastopol), 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), Jerry Packer (Executive Director, Sterling Strategic Management) and.

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

Vineet Wahi (Immediate Past President, Seattle), Adrian Diniz (National Director Region 3, Bakersfield) and Geoffrey Cheung (International Relations Officer, Santa Rose) were unable to attend.

### 2. MINUTES

The Board discussed General Consent under Robert's Rules of Order which provides a basis to approve a motion without a verbal vote as the Board can show their approval with silence.

### 3. AGENDA ADJUSTMENTS/APPROVAL

It was **MOVED** by Dana von Sternberg (President-Elect), **SECONDED** by Derrick Karimian (National Director Region 6) and **AGREED BY THE BOARD** to approve the agenda with the following corrections: 1) strike Secretary from National Treasurer, 2) amend Geoffrey Cheung's email to read bocasman@yahoo.com and 3) amend Derrick Karimian's email to read derrick@krystleproperties.com.

### 4. PRESIDENT REPORT

President Arashiro welcomed the Board and is very excited about the great energy and engagement he has already seen. Momentum is the mother of success and he would like to see the energy continue.

1. Meeting Structure/Expectations/Accountability
  - a. All Board meetings will follow Robert's Rules of Order. If you are unfamiliar with them an electronic copy will be added to Drop Box and emailed to the National Directors.



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- b. Conference calls will be fun but kept on point in order to accomplish the business at hand in a timely manner. All Officers and Committee members will have a voice as we are here to make the organization better by acting in the organization's best interest. In the end we all need to present a united front and support all decisions made by the Board. We will only work if we lean on each other, support each other and build each other up. We are going to write down a regional and a personal goal and at the end of the term we can look and see if we met our goals.
  - c. Officer and Committee reports need to be emailed to National Treasurer, Wendy Cockrell, **no later than the 1<sup>st</sup> Wednesday of the Month** to be compiled and emailed to the Board prior to the conference call. Anything discussed by the Regional Directors during their spoken reports should be related to a pressing matter at hand.
  - d. Each Director has been asked to hold a monthly conference call with the Presidents in their region. The date of these calls needs to be submitted to Maria in the National Office with a copy to President Arashiro and President-Elect von Sternberg. If your Presidents are not showing up find a member from that Club to be present and responsible for the information.
  - e. Board Meetings held via conference call are open to all members. Region Directors are encouraged to invite their Presidents to join the call; however, Presidents joining the call will not have a voice unless recognized by a Board Member. Minutes from the Board meeting should be provided to Club Presidents.
  - f. Kudos was given to National Director Region 1 Liesl McLean for setting up a private Facebook page for Presidents in her Region!
2. International Convention – Santa Marta, Columbia
- a. We have only received 5 proxies out of 52 clubs. Region Directors were asked to contact their Club Presidents to obtain additional proxies.
  - b. Past National President Even Hershey will be installed as International President. There will be some additional International expectations for us. President Arashiro will be talking to International President Hershey to determine those expectations and make sure they do not deter us from developing our organization.

### 5. PRESIDENT-ELECT REPORT

President-Elect von Sternberg reported the National Midterm will be hosted by Valley of the Sun. The midterm dates have changed due to difficulty in finding reasonable hotel rates. The new Midterm dates are November 21<sup>st</sup>-23<sup>rd</sup>. Registration will be \$100-\$150 per person and the hotel should run \$100-\$120 per night. More information to follow.

His goals this term included assisting President Arashiro as much as possible and working with the New Charter Chair to start Clubs in the Raleigh/Durham and Washington State areas.



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### **7. TREASURERS REPORT**

National Treasurer Wendy Cockrell presented a proposed budget for the 2014-2015 fiscal year based on the most recent Profit and Loss Statement for fiscal year end June 30, 2014.

1. Changes to the proposed budget included:
  - a. Added line item under Region 1 National Dues for dues money received from Northern Colorado.
  - b. Removed Store Royalties income to avoid overstated income.
  - c. Increased Travel budget for International Relations Officer to \$2,500 to include costs to attend International Midterm.
  - d. Combine insurance expenses (General Liability and Directors & Officers Liability) into one line item named Insurance under Administrative/Management Expenses.
  - e. Increased Charter Committee Travel budget to \$2,500.
  - f. Removed National Meetings (seed) expense line item.
2. Additional Items discussed included New Member Kit expense and Public Relations, National Project and National Promotions.

It was **MOVED** by Dana von Sternberg (President-Elect), **SECONDED** by Liesl McLean (National Director Region 1) **AND AGREED BY THE BOARD** to approve the proposed budget as amended.

### **8. NATIONAL OFFICE UPDATE**

1. Forums are in the process of being set up and configured.
2. Working on closing out the 2013-2014 fiscal year.
3. Working on the Profit & Loss statement for National Convention.
4. Website is being updated to include new Board of Directors and Officers.
5. All Region List Servs are now up to date.
6. New Member packet has been sent to National President Corey Arashiro for review and to update the President's message.
7. Working on obtaining National Store Royalties.
8. Working on Renewal which is the National Office's priority.

A question was posed regarding the status of the IRS Tax Filing. A letter dated June 30, 2014 was received from the IRS confirming changes to roster submitted. This letter will be added to the Board page on the National Website for Club President's to access.



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### **9. REGIONAL DIRECTORS**

1. Region 1, Liesl McLean
  - a. Currently working on contacting Club Presidents.
  - b. Goals
    - i. Personal – To be a resource for the 12 clubs, opening lines of communication, bridge the gap of distance between the seven states in our region, making the five clubs on the east coast feel a part of our organization
    - ii. Regional – Lead with transparency, open lines of communication within the region, demonstrate the value of the national organization, and create effective communication tools that can be passed on to the next region one director.
2. Region 2, Jason Coates
  - a. Currently working on contacting Club Presidents.
  - b. Presidents call will be held 4<sup>th</sup> Monday of each month.
  - c. Goals
    - i. Personal – Get to know the clubs in Region 2 better by visiting each club at a meeting and for an event.
    - ii. Regional – Connect the individual clubs with each other and the national organization. Encourage clubs to use the national webpage and update their information.
3. Region 3, Brittany Abbate
  - a. Presidents call will be held 4<sup>th</sup> Monday of each month at 7:00 p.m.
  - b. Goals
    - i. Personal – Increase communication and time management skills. Identify preferred form of communication between Region 3 Clubs and communication with them as so. Meet and visit each Arizona club while traveling to Phoenix for Midterm.
    - ii. Regional – Increase participation and engagement with Arizona clubs. Conduct 10 Presidents Club calls with 6 out of 8 Presidents in attendance. Increase club awareness in their communities by encouraging each Club to post to social media once every 2 weeks.
4. Region 4, Tommy Lovell
  - a. Regional Issues – out of 7 clubs in the Region, 3 clubs have fewer members than required. Working to get them in touch with clubs who have had success in the past to drive membership upwards.
  - b. Goals
    - i. Personal – Visit each club once in the Fall and once in the Spring.
    - ii. Regional – Increase communication between clubs and increase the number of members in each club.



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### **10. COMMITTEE REPORTS**

1. History report was provided by National President Corey Arashiro.
  - a. National archives are being reviewed.
  - b. Looking to reinstate the National Newsletter as a way to increase our branding in the community. Would like to spotlight clubs. Idea is for a quarterly newsletter to help us understand where we have been and where we are going.
2. Public Relations report was provided by National President Corey Arashiro
  - a. A tentative plan for a Slogan Contest is in the works to refresh our brand and make it uniquely ours. In September, each club will be asked to come up with a slogan 10 words or less to be voted on a National Midterm in November and deployed to all clubs in January. Committee members are needed. Looking for one person from each Region.
3. New Club Charter Chair Jeff Okrepkie reported that they committee is already being proactive and looking forward to chartering a number of clubs this term. They are focusing the New Charter drive on a sales driven approach by following up all the time, answering all questions, being present and interacting with the New Club Charters as much as possible.
  - a. Current New Club Charter Statuses
    - i. Areas current interested in chartering a club include Wichita, Chicago, North East Bay, Fairfield and Walnut Creek.
    - ii. Yakima, WA has a lot of interest and intent to charter is expected later this week.
    - iii. Spokane, WA will be submitting a letter of intent to charter within days.
    - iv. New Club Charter Internship call was held earlier in the day and it looks like there may be something significant to put in place in August.
    - v. Looking for help on the New Club Charter Committee. Would like a member from Region 1, 3 and 5.
    - vi. A New Club Charter Facebook page has been started. Look for Active 20-30 US & Canada New Charter

### **11. NATIONAL FOUNDATION**

Funds will be dispersed later in the term after a Board meeting is held.

### **12. BOARD RETREAT**

National President Corey Arashiro would like to hold a Board Retreat to get all Regional Directors together and have a face-to-face meeting. Looking to add 1-2 hours onto the National Midterm meeting for this conversation.



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### **13. OLD BUSINESS**

Northern Colorado is intending to leave our organization by year end. In order to leave our organization without turning their assets over to the National Organization as required by our bylaws, they have requested our consideration of the following proposal:

1. Remain a club in good standing through 2014 by paying all past and current dues now payable.
2. Provide an accounting of ALL monies raised in 2014 with a schedule of grants to be paid under the Active 20-30 name over the course of 2015 as well as provide proof of disbursement to the National Board.
3. At year end, they would relinquish all things Active 20-30 in accordance with our bylaws (with the exception of accounts which would be handled as stated in b. above).

The National Board members weighed in on the proposal provided by Northern Colorado and it was recommended that their proposal be pursued at this time and we continue working to retain them as a club and find a way to create/express value in being a part of this organization in their terms. President Corey Arashiro is going to reach out to Northern Colorado and report back at a future meeting.

### **14. NEW BUSINESS**

None

### **15. ADJOURNMENT**

It was **MOVED** by Jason Coates (National Director Region 2), **SECONDED** by Brittany Abbate (National Director Region AND **AGREED BY THE BOARD** to adjourn at 8:25 p.m.