



Active 20-30 Club United States & Canada

MEETING MINUTES

Monday, August 11, 2014, Conference Call

1. CALL TO ORDER, QUORUM AND INTRODUCTIONS

National President Elect Dana von Sternberg (Sebastopol) called the meeting to order at 6:00 p.m. A quorum was established.

Officers present included 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).

Others present included Monica Laird, Jeff Okrepkie, Lauren Richardson, Ashley Preach, Alycia Thibadeau, and Michelle Hyson (National Office Staff, Sterling Strategic Management).

Corey Arashiro (President, Indianapolis), Vineet Wahi (Immediate Past President, Seattle), Adrian Diniz (National Director Region 5, Bakersfield) and Geoffrey Cheung (International Relations Officer, Santa Rose) were unable to attend.

2. MINUTES

It was **MOVED** by Tommy Lovell (National Director Region 4), **SECONDED** by Derrick Karimian (National Director Region 6) and **AGREED** by the Board to approve the June 21, 2014 Board Meeting Minutes as presented.

It was **MOVED** by Jason Coates (National Director Region 2), **SECONDED** by Liesl McLean (National Director Region 1) and **AGREED** by the Board to approve the July 14, 2014 Conference Call Minutes as presented.

It was **MOVED** by Liesl McLean (National Director Region 1), **SECONDED** by Derrick Karimian (National Director Region 6) and **AGREED** by the Board to approve the 7-15-2014 E-Mail Minutes regarding the Spokane, WA charter as presented.

It was **MOVED** by Liesl McLean (National Director Region 1), **SECONDED** by Tommy Lovell (National Director Region 4) and **AGREED** by the Board to approve the 7-20-2014 E-Mail Minutes regarding the Yakima Valley charter as revised to correct the date of the e-mail.

3. AGENDA ADJUSTMENTS/APPROVAL

It was **MOVED** by Brittany Abbate (National Director Region 3), **SECONDED** by Liesl McLean (National Director Region 1) 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.



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4. PRESIDENT REPORT

President Arashiro was unable to attend the meeting, however, he did submit his report via e-mail along with an apology for missing the meeting due to a work commitment.

President Arashiro reaffirmed his commitment to define brand value and the contribution to individual clubs. It has lingered for too long, and we have the right people in place to create and amplify this message across all regions. If you haven't already contacted Monica Laird with your regional PR committee member, please do so this week. There is an aggressive calendar being build that will bring all of our clubs closer together, and stronger. We need to have everyone's participation to make this work.

In addition, Directors, please send the dates and times of your monthly president's calls to President Arashiro so he can sit in on some of them. It is very important to him that these calls are occurring and there is open conversation with all of the clubs.

5. PRESIDENT-ELECT REPORT

President-Elect Dana von Sternberg reported that Evan Hershey, Santa Rose #50, was installed as International President in Columbia in July 2014. Antonio Aruaz was installed at International-President Elect and their Board Meetings will be held via conference all on the 3rd Thursday of each Month.

It was announced at International Convention that the International Midterm will be held in Panama most likely in February 2015. International Convention hosts for 2015 will be El Salvador and in 2016 the Juarez club with host International Convention in Guadalajara Mexico.

Internationally, we gained one club (Ecuador) and have the potential to lose one club (Nicaragua).

The National Midterm report was given by Ashley Preach from Valley of the Sun who is co-hosting the Midterm with the Scottsdale Club.

1. Registration Cost for Midterm is \$95 per person and includes: Event ticket to VOS Holiday Wine Soiree Friday Night, Breakfast Saturday morning, T-Shirt, Pin and more discounts/specials to local venues. There will be an opportunity to update your Holiday Wine Soiree event ticket to a VIP ticket at the door which included bottomless cocktails. The upgrade cost will be provided at a later date.
2. Event Itinerary:
 - a. Friday – 7th Annual Holiday Wine Soiree
 - b. Saturday – Breakfast followed by Board Meeting then free time with a coordinated lunch at American Junkie (additional cost to attend), shopping, etc.
 - c. Saturday Afternoon – Hand's on event at Boys & Girls Club of Greater Scottsdale packaging & distributing Thanksgiving dinner with games for the kids.
 - d. Saturday Night – Dinner (additional cost) and Western Themed Bar Crawl.



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- e. Sunday – Farewell Brunch (additional cost).

The budget for National Midterm was presented and discussed. It was **MOVED by Derrick Karimian (National Director Region 6), SECONDED by Jason Coates (National Director Region 2) and AGREED by the Board** to approve the proposed National Midterm budget as revised.

6. TREASURERS REPORT

National Treasurer Wendy Cockrell presented an amended 2014-2015 National Budget to the Board adding a line item under Administrative/Management Expenses for Constant Contact in the amount of \$600.

It was **MOVED by Brittany Abbate (National Director Region 3), SECONDED by Jason Coates (National Director Region 2) and AGREED by the Board** to approve amended budget as presented.

It is noted that Constant Contact can be provided for free because we are a children's charity if we can obtain a sponsor. The National Office will be looking into this.

The 2013-2014 financials have been emailed out for review. A few last minute expenses for the month of July have been paid and the books will be closed soon.

7. NATIONAL OFFICE UPDATE

1. Currently working with our Tax Advisor regarding the status with the IRS. Still in need of items from 2-3 clubs. The Directors for those clubs will be contacted to reach out to obtain the information needed.
2. Currently in the testing mode for the Forums on the website.
3. Other
 - a. Board pins were ordered through Halls and we are waiting on their arrival.
 - b. Still working on the National Rebate from Halls. Currently looking to find the original contract signed in 2011 to determine what the rebate should be as Halls in unsure of how this works.
 - c. Membership – Regional Directors will be getting a list of members and will be updated again as rosters from clubs are received.
 - d. Service Pins will be ordered after September 1st
 - e. Renewal Packets have been mailed to Club Presidents. Club Information & Officer updates can be made online as well as club dues payments.
 - f. In order to help National obtain sponsorships, clubs are asked to report their philanthropic hours to National.
 - g. 2015 Convention site has not been determined. Once the information is received the website will be updated. This applies to National Midterm as well.
 - h. President's message will be added to the website soon.
 - i. Calendar is working. Club Presidents are encouraged to update the calendar with their club's events.



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- j. Pictures from the 2014 National Convention are needed for the website. If you have pictures you would like to share please email them to Michelle Hyson at michele.hyson@active20-30.org.
- k. The registration page for National Midterm will be up on the National webpage by August 15th.
4. The subject of background checks was brought before the board and a request was made to see if this is something National could take on. This was discussed by the Board with the "good morale" clause was added to the bylaws. At the time it was cost prohibited because the fees are very steep. It was noted that if national took this one rather than having it be a local issue the cost of new members fees would have to increase to cover the cost.
 - a. Directors were asked to go back to their clubs to see if this is something the clubs are interested in National pursuing or if this should be a task done locally if there is concern. Discussion was tabled.

8. REGIONAL DIRECTORS

Adrian Diniz (National Director Region 5, Bakersfield) joined the call at 7:00 p.m.

1. Region 1, Liesl McLean
 - a. 3 clubs in Region have 501c3 concerns: Northern Colorado, Ft. Wayne and Rocky Mountain.
2. Region 2, Jason Coates
 - a. Chico is adding a New Year's Eve Party. Information to follow.
3. Region 3, Brittany Abbate
 - a. The Q and Albuquerque had a successful Shopping Spree this past weekend with a recruitment event following.
 - b. It was asked if National can design an official logo for Children's Shopping Spree?
4. Region 4, Tommy Lovell
 - a. Attending Folsom meeting this Wednesday was will ask them to host the Region 4 Midterm in October
 - b. Will be attending Hangtown's softball game this weekend to help them use the event as a way to recruit new members.
 - c. Monthly President's calls have been difficult to coordinate but working to get those going.
5. Region 5, Adrian Diniz
 - a. Will be reaching out to Clubs over the next couple months.
6. Region 6, Derrick Karimian
 - a. Quite a few new Presidents in Region 6.
 - b. Most Shopping Sprees have been done and were successful.
 - c. Received 50 responses from survey sent to Clubs in the Region.
 - i. Issues to discuss: Communication, Support for Smaller Clubs and IRS issues the clubs are facing.
 - d. Fall meeting is tentatively scheduled for Early Fall, looking into a Region Social event and into a Campout/Softball get together.



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9. COMMITTEE REPORTS

1. Public Relations Chair, Monica Laird, reported that she is looking for at least one volunteer from each Region for the PR Committee. She has written a PR plan and needs help to implement it. The plan includes looking into new Newsletter formats, Slogan Contest to refresh our brand and Integrating Social Media between clubs and starting a posting schedule. PR Committee meetings will start next month. Monica currently has volunteers from Region 1 and Region 3.
2. New Club Charter Chair Jeff Okrepkie reported that we have 3 clubs in formation (Wichita, Spokane and Yakima Valley). Wichita currently has 55 RSVPs for their first lunch meeting and are off to a great start. Jeff is looking for sponsors for the Spokane and Yakima Valley clubs.

The internship program had a minor setback and was put on hold for a couple weeks. Jeff is looking to implement the program next week and would like to share it with younger clubs so they can get an intern to help with event planning, budgets, etc.

10. New Business

1. Regional Alignment – Since Region 1 is growing and looking to add 2 new clubs plus a potential new club in North Carolina, the Regions may need to be realigned to better serve the Regions and geographic communication.
 - a. Discussion points:
 - i. Age of the Clubs in the Regions
 - ii. Current size of Region 1 and the ability to communicate as the clubs span 3 time zones.
 - iii. Suggestion to suppose Brother/Sister clubs in the US to help aid in growth and communication.
 - iv. Should the addition of another Region be considered to better serve the membership?
 - b. Directors were asked to think about ways to effectively realign the Regions in order to better serve the clubs.
2. National Director Region 6, Derrick Karimian, updated the Board as to the incredible turnout at the celebration of life for Sarah Abramson.

11. ADJOURNMENT

It was **MOVED** by Liesl McLean (National Director Region 1), **SECONDED** by Derrick Karimian (National Director Region 6) **AND AGREED BY THE BOARD** to adjourn at 7:28 p.m.