



Active 20-30 Club United States & Canada

MEETING MINUTES

Monday, January 12, 2015, Conference Call

1. CALL TO ORDER, QUORUM AND INTRODUCTIONS

National President-Elect Dana Von Sternberg (Indianapolis) called the meeting to order at 6:09 p.m. A quorum was established at 6:12 p.m.

Officers present included Dana Von Sternberg (President-Elect, Sebastopol), Vineet Wahi (Immediate Past President, Seattle), Jason Coates (National Director Region 2, Chico), Tommy Lovell (National Director Region 4), Derrick Karimian (National Director Region 6, Vallejo) and Wendy Cockrell (National Treasurer, Greater Sacramento).

Others present included Michele Hyson (National Office Staff, Sterling Strategic Management), Jeff Okrepkie, Lauren Richardson, Lisa Wunderlich and Chris Forsyth.

Corey Arashiro (National President, Indianapolis), Liesl McLean (National Director Region 1, Eugene), Brittany Abbate (National Director Region 3, The Q), 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 Tommy Lovell (National Director Region 4), SECONDED by Jason Coates (National Director Region 2) and AGREED by the Board** to approve the December 8, 2014 Board Meeting Minutes as presented.

3. PRESIDENT REPORT

President Arashiro was unable to attend the meeting as his is in Panama for International Convention.

In his absence, President-Elect von Sternberg asked the National Office for report of the Clubs who have not paid dues to date. It was reported that as of this call, Golden Empire, Madeira, San Diego and Seattle are the only clubs with outstanding dues.

Immediate Past President Wahi reported that Seattle has 4 members and will submit payment to National accordingly.

5. PRESIDENT-ELECT REPORT

President-Elect von Sternberg had nothing to report at this time.



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6. IMMEDIATE PAST PRESIDENT

Immediate Past President Wahi reported that the National Foundation Board needed to have a meeting. The National Office was asked to coordinate this meeting of the Board.

7. TREASURERS REPORT

Treasurer Cockrell reported she is reviewing the financials and performing a 6-month audit. President-Elect von Sternberg asked about the status of the Constant Contact line item as it was previously discussed that we could obtain a sponsor for this service thus removing the monthly charge. The National Office was going to look into this to see where we are in the process. President-Elect von Sternberg also asked about the Grant Writing/Public Relations line items and why the 2013/14 Public Relations Grants were being expensed to these line items. Treasurer Cockrell will be reporting on this after the audit is completed.

Treasurer Cockrell noted that outstanding dues are now 120 days in arrears. According to our Bylaws, letters need to go out to the club stating their delinquency status. The National Office stated that letters were issued in late December stating their club charters were in jeopardy. A second letter will be sent out to notify those clubs that the Board will start the revocation process unless dues are paid.

Region 6 Director Karimian noted that the President of San Diego, Alex Myers, is now a member of Napa #57. Derrick will reach out to Alex to see if he can help collect the outstanding dues from San Diego.

Treasurer Cockrell reported that our Policies & Procedures state we need to have a separate bank account for National Convention and that convention should not be run through our General Operating Account. Immediate Past President Wahi stated that this was a topic of concern last term and the Policies & Procedures were interpreted to mean that as long as we have a separate accounting of the Convention the income and expenses can run through the General Account. It was also noted that because this is in the Policies & Procedures and not the Bylaws, it is not a steadfast rule. Discussion was dropped.

8. NATIONAL OFFICE UPDATE

1. Raffle information per state has been collected and a draft sent to the Board to review. Upon approval it will be added to Board Resources.
2. Started on a liquor license per state. Once this is completed it will be treated the same as the Raffle information.
3. Letters were sent out in December to clubs with delinquent dues. More money has been received and we have been left with only 4 clubs in delinquent status.
4. Audit has been completed on the membership roster and the database is more accurate.
5. Working to make sure the addresses for Clubs are correct and updated.
6. Club listing and map is being updated on website.
7. Membership roster will be added to the website shortly.
8. National Midterm – 3 payments outstanding from attendees. Invoices have been sent.



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9. To date, 26 people have registered for National Convention. An email blast schedule has been created and the website is being updated with information as it unfolds.
10. Collecting “stories” with regards to Shopping Spree/Christmas Projects to help approach potential sponsors. Need to know what clubs are doing and how many kids are being affected.
11. Jerry is working with the National Store and it appears orders are approving. Nothing to date with regards to royalties.
12. Forms for awards are up to date and are being tested.
13. National PR Grants were promoted at this time last year. We will start working on this with the PR committee.

The National Office was asked about the Grant Process. It was suggested that a hard copy of the Grant procedures and application be mailed to each club in addition to the email that is sent.

Based on the 26 registered for National Convention, Regional Directors were tasked to promote National Convention and let members know payment plans are available.

It was asked if a Regional Director can pay the registration for another member and be reimbursed out of their Travel budget. The Director was instructed to pay for the registration and then come to the Board for further discussion.

9. REGIONAL DIRECTORS

1. Region 1, Liesl McLean, was unable to attend.
2. Region 2, Jason Coates
 - a. President’s call was lacking presidents in December.
 - i. Greater Sacramento #1032 is hosting a crab feed on Saturday, January 17th.
 - ii. Region 2 meeting scheduled for April 25th to coincide with Sacramento #1 event.
3. Region 4, Tommy Lovell
 - a. Presented a Bylaw proposal from Gold Rush for review to see if it could be implemented and not cause unintended consequences. Immediate Past President Wahi was asked to let Region Director Lovell know if anything needs to be amended before being put up for a vote.
 - b. An idea was brought forward to help clubs struggling with membership and paying dues. The idea was to implement a monthly payment plan.
 - i. The alternative payment schedule would allow clubs to take what they would pay for the year and divide it over monthly payments. Immediate Past President Wahi stated this would require a bylaw change however if monthly payments we made in advance you would not need a bylaw change.
4. Region 6, Derrick Karimian
 - a. Each club in the Region held a Christmas Project.
 - b. Upcoming Events:
 - i. Redwood Empire #1029 is holding their annual crab feed on January 31st.



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- ii. Santa Rosa #50 is hosting their Battle of the Brews on March 28th.
- c. Still working with clubs to collect insurance information.

10. COMMITTEE REPORTS

1. Public Relations
 - a. Holding their first committee meeting on January 19th.
 - b. I heart SF emails will be coming out soon to promote National Convention
 - c. RFPs for Public Relations Grants will come out soon with an explanation of the new process.
2. Laws & Regulations
 - a. Watch inboxes for an email soliciting potential bylaw changes or clarifications. Deadline for Bylaw amendments to be submitted is 90 days prior to convention which is Sunday, March 8, 2015.
 - b. Candidate Declarations for National Board are due 60 days prior to convention which is Tuesday, April 7, 2015.
3. Awards Chair
 - a. Working on the Awards packet. Forms have been updated and new deadlines added. Online testing is being done to make sure they are correct.
 - b. An email will be going out to each Region to find judges for the awards.
4. New Clubs Charter Chair
 - a. Committee took a small break and is now getting back into the swing.
 - b. The sponsor club for Yakima is unable to continue as a sponsor. The committee will be looking for a new club to assist.
 - c. The committee received interest from one person in the San Bernardino area for our internship program. Her professor rejected the internship because we did not have an office space. Concerned this may be a common theme with professors. It was suggested that going forward we contact other organizations to find office space to share to fulfill this requirement.
5. Membership Growth & Retention
 - a. Emails will be going out to set up next call with committee.
 - b. Four clubs have sent in reports about their process to recruit and retain members.
 - c. Looking to have 2 calls a month with a time that works for the 2 clubs needing assistance. The two clubs are different in that one club is in a large area that is spread out and the other club is more basic.

10. NATIONAL FOUNDATION

The Foundation Board will be setting up a Board call within the week and should have requests for Grants out within 4 weeks.

11. OLD BUSINESS



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1. National Board Retreat
 - a. Will be held in Carson Valley February 27-29, 2015.
 - b. Cost per person is \$40 for dinner on Saturday night. Hotel information will be coming in an email to the Board.
2. RFP for National Store
 - a. President-Elect von Sternberg is still looking for RFPs. If anyone has any leads please contact President-Elect Von Sternberg immediately.

12. NEW BUSINESS

1. Public Relations Grants
 - a. The Board was asked to look for a theme for the Grants to amplify the Active 20-30 brand. There will be fewer grants given out so the window for submission will be much shorter.
 - b. Question was posed with regards to the theme. It was suggested that Public Relations is a theme. Looking at what we were asked to consider maybe we should use "active" as a theme.
 - c. Each director was asked if a theme made sense or if we should leave the grant more open for suggestion. The majority thought it should be broader because you will lose the potential for creativity if you force members to stick to a specific theme.
 - d. For clarification it was noted that Foundation Grants must go to a 501(c)3 organization and Public Relations Grants can go to any organization as long as the grant is being used for Public Relations activities.
2. National Project
 - a. It has been questioned whether our National Project is done similar enough by each club to make it marketable or if we need to come up with another project that each club can support. The Board discussed the idea and decided that it needs further discussion because a new project would need to be solid in order to get national sponsorship.

13. ADJOURNMENT

It was **MOVED** by Tommy Lovell (National Director Region 4), **SECONDED** by Vineet Wahi (Immediate Past President), **AND AGREED BY THE BOARD** to adjourn at 7:59 p.m.