



ACTIVE 20-30 CLUB OF U.S. & Canada

I. CALL TO ORDER: National President Lovell: Carson Valley #85 called the meeting to order at 1:07 PM (PST), on February 24, 2018 in Bakersfield, CA.

II. GUEST SPEAKER

Dr. K. Burton

- A. Introduction from Brent Newby, Midterm convention chairperson
- B. Dr. Kevin Burton spoke about the insight into Bakersfield and Kern County
 - i. The #2 producer, history of Bakersfield, petroleum is everything and they are a large agriculture producer
 - ii. More millionaires and billionaires living here but they are hardworking, overall wearing individuals and you wouldn't know it. They pay cash for everything
- C. Discussed how to set the stage for future generations and work with millennials, gen X and Gen Z
 - i. Need to educate them, train them and make sure websites are user friendly and interactive
- D. Gave ideas about engaging with past presidents and past members to set up automatic payments and donations to the club
- E. Work on engaging with a large national project or marketing piece to get commitment from large sponsors and emulate other organization

III. INTRODUCTIONS/ESTABLISH QUORUM

T. Lovell

Attendees:

National Board of Directors & Officers:

President: **Tommy Lovell, Carson Valley #85**

President Elect: **Jeff Okrepkie, Santa Rosa #50**

Region 2 Director: **Robert Steck, Eugene #920**

Region 3 Director: **Ashley Corbett, Valley of the Sun #1028**

Region 4 Director: **Chris Forsyth, Carson Valley #85**

Region 5 Director: **Lisa Wunderlich, Napa #57**

National Treasurer: **Jaci McAleer, Greater Sacramento #1032**

National Secretary: **Abbey Kronenberg, Valley of the Sun #1028**

International Relations Officer: **Andy Bain, Santa Rosa #50**

Executive Director: **Dale Fenton**

National Committee Chairs:

PR/Communications Chair: Hilary Grider, Greater Sacramento #1032

History Chair: Michele Spilman, Greater Sacramento #1032

Technology Chair: Wayne Ingraham, Santa Rosa #50

National Convention Chairs: Wendy Cockrell (Greater Sacramento #1032) & Mackenna Davis
(Greater Sacramento #1032)

Membership Growth and Retention Chair: Jordan Goldstein, Greater Sacramento #1032

Midterm Convention Chair: Brent Newby, Bakersfield #27

Members/Guests Present:

International President Juan Carlos Sieiro, Panama

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Mario Herrera Buitrago, Panama
Ryan Dorsey, Carson Valley #85
Paul Wilson, Carson Valley #85
Andrea Palladino, Greater Folsom #77
Jeneba Lehai, Greater Folsom #77
Kory Swift, Carson Valley #85
Brian McKerrihan, Carson Valley #85
Jacob Forbis, Santa Rosa #50
Dominic Foppoli, Santa Rosa #50
Ashley Rose, Sebastopol #63
Tiffany, Sebastopol #63
Justin Weist, Petaluma #30
Rachel Anderson, Sebastopol #63
Katia Wolfe, Sebastopol #63
Tiffany de Alba, Feather River Valley #669
Allison Kunz, Feather River Valley #669
Christy Calvery, Redwood Empire #1029
Ryan West, Hangtown #43
April West, Gold Rush #1034
Robert Baker, Petaluma #30
Alexis Bailey, Petaluma #30
Jeremy Davidson, Carson Valley #85
Tim Provost, Carson Valley #85
Cody Burkhauser, Carson Valley #85
Michael Lowder, Carson Valley #85
Kaycee Roeser, Vallejo #79
Kimberly Belmonte, Vallejo #79
Alyse, Vallejo #79
Geoffrey Cheung, Healdsburg #205
Heather Wulfert, Greater Sacramento #1032
Taylor Miller, Phoenix #99
Rachel Mason, Chico #100
Amber Fury, Chico #100
Liz Edgington, Chico #100
Tina Orrill, Sierra Nevada #730
Natasha Leonard, Sierra Nevada #730
Barbara Beverlin Past Active Redwood Empire #1029
Roger Hebert, Santa Rosa #50
Tom Thomson, Past Active Bakersfield #27 & National Store
Julianna Hart, Napa #57
Lisa Andrews, Napa #57
Ryan Drury, Sacramento #1
Brian Dean, Sacramento #1
Jill Glover, Petaluma #30
Megan McClelland #30
John Oechsner, Past Chico #100, joining Phoenix #99

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Maui Phil, Vallejo #77
Cameron Stacy, Chico #100

- IV. APPOINTMENT OF PARLIAMENTARIAN:** National President Lovell: Carson Valley #85,
A. Jeff Okrepkie (Santa Rosa #50) was appointed as parliamentarian.

- V. ADJUSTMENTS/APPROVAL OF AGENDA*** T. Lovell
A. Appointment of sergeant of arms for the meeting to be added to the agenda after the adjustment/approval of agenda

It was **MOVED** by **Region 5 Director Lisa Wunderlich**, **SECONDED** by **Region 2 Director Robert Steck** **AND AGREED BY THE BOARD**, to approve the agenda with adjustments noted above. The motion passes unanimously.

- VI. SERGEANT OF ARMS APPOINTMENT**
A. Jeremy Davidson & Patrick Thorne of Carson Valley #85 are appointed as sergeant of arms for the meeting
B. Region 4 rules apply for the meeting.
i. Must say “hercamer” when getting up, “Utah” for a drink request

- VII. MINUTES OF PREVIOUS MEETINGS*** A. Kronenberg
A. They will be emailed to the board for approval at a later date

- VIII. TREASURER REPORT** J. McAleer
A. Changes and adjustments to make to the budgets and effect the bottom line
B. The following line items were adjusted:
i. 5202 Board Expenses increased by \$1150
ii. 5303 Printing and Reproduction decreased by \$100
iii. 5304 Office Supplies decreased by \$100
iv. 5305 Postage increased by \$125
v. 5307 Fees and Licenses increased by \$100
vi. 5308 Bank Fees decreased by \$2000
vii. 5309 Insurance (GL and D&O) decreased by \$600
viii. 5310 Legal Services increased by \$1400
ix. 5311 Storage decreased by \$400
x. 5351 Charter Supplies decreased by \$2175
xi. 5353 Public Relations increased by \$5100
xii. 5357 Awards Supplies increased by \$500
xiii. 5358 International Speaker increased by \$500
C. Total net income was \$3580 and now it is \$80

It was **MOVED** by **National President Elect Jeff Okrepkie**, **SECONDED** by **Region 2 Director Robert Steck** **AND AGREED BY THE BOARD**, to approve the financials with changes mentioned above and to grant the PR committee additional funding. The motion passes unanimously

- IX. NATIONAL OFFICE** D. Fenton

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A. No report

X. PRESIDENT ELECT REPORT

J. Okrepkie

- A. Thank you to all clubs that helped with Sonoma county that helped raise money to give money to lost homes.
- B. Hangtown #43 and Gold Rush #1034 love to do tacos and put an event together in 3 weeks. Presented a check to Jeff Okrepkie for \$5,000 for the funds raised from the event
 - i. \$1,000 to go to those immediately affected and the other \$4,000 to the region

XI. IPP REPORT

M. Uriarte

- A. Not present, no report.

XII. PRESIDENT REPORT

T. Lovell

- A. Many of the clubs are self-sufficient and we don't want to mess with these clubs but there is a need to facilitate conversation.
- B. Have a back end that needs fixing and we are working with a budget of \$45,000 to get a management company to help with this as our national office
 - i. Many past presidents have scapegoated the national office.
- C. This term has been focused on getting a new a national office in place and so that they can help our organization clean up the mess and assist with new member packets, etc.
- D. I email the club presidents every month and the meeting minutes are sent out
- E. Currently have 43 clubs but we have lost 6 charters in year and half (give or take)
 - i. Clubs lost - Raleigh-Durham, Indianapolis, Golden Empire, The Q, San Francisco, Reno
- F. Don't want it to be big clubs versus small clubs
- G. Question surrounding how to prevent clubs from closing?
 - i. The job of nationals is to facilitate conversations such as when would clubs sit in the same room (like Phoenix and Hangtown), besides at conventions like this.
- H. Question about getting notified about PR grant amounts and that the PR committee needs more money.
 - i. We will address this during the budget and committee reports as its on the agenda
- I. The back of the organization is lacking including issues with getting on the website and getting a proper login
- J. We have hired a new office provider, bookkeeper, caught up on new member packets and worked on the budget to give clubs money back
- K. How do we get bigger clubs involved – they don't need to be involved they are doing the work and focusing on building better clubs in their communities

XIII. COMMITTEES

- a. Membership Growth & Retention – *J. Goldstein*
 - i. Received 3 applications for free money. Sebastopol, Feather River Valley and another club
 - ii. Stop sitting on your butt send them in and reach out
 - iii. Questions on why we have this grant and shouldn't clubs be doing this anyways.
 - iv. Help grow membership and retain those that we have

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1. Assist smaller clubs with this as they may need money to do this with holding events
 - v. How do we retain members – we need to reach members that aren't here.
 - vi. Questions surrounding what else the committee does besides the grant as for a few years it has been centered on the grant.
 1. Limited in resources
 2. Work on a succession plan and job descriptions for regional directors as well
- b. Public Relations – **H. Grider**
- i. Goal to make us more visible in social media, Instagram followers grew
 1. Continue to like and bring in followers which has brought in members as well (roughly 10 prospective)
 - ii. Google ad words grant - \$15k that we almost lost, Mackenna Davis has helped to rework this account and bring people to our website (webpage)
 - iii. Newsletter – everyone is getting it which is great and our email list is work
 - iv. Grant requested amount was approved by the board and is \$5,500
 - v. Grant recipients will be emailed in the upcoming week
- c. International Relations Officer – **A. Bain**
- i. Have international convention in Chitre, Panama in July
 - ii. We can learn a lot from the international organization and interact with those members there
 - iii. Acknowledgement of the work that Geoffrey Cheung has done for the organization and with the international clubs
 - iv. Importance of using the correct logo and can download them from the website
 - v. Presentation from International President Juan Carlos Sieiro Pinzon
 1. Review of the first six months in office
 2. Held first Presidents Council Meeting in Eugene in July
 3. Approved the 2017-18 international budget, updated the registrar and bank signatures, updated the website and APP
 4. Updating the international handbooks, PR campaign including videos with Vin Diesel, club expansion possibly into Guatemala
 5. Updating handbooks and translating them into English as well as they are very old (there are over 20 different handbooks)
 6. Held International Midterm on a Caribbean cruise in January
 7. Ecuador and Peru has emergency status as their clubs and membership numbers are diminishing and they haven't submitted reports
 8. Biggest event for international is Lecheton, which is a milk drive
 9. As of December – 120,587 children have been helped and \$5,122,316.59 has been raised by the international organization collectively (will be at \$20M by July).
 10. Currently the entire international association has 2,163 members amongst 117 but roughly 10 years ago we had around 200 clubs (numbers are dropping)
 - 12-15 years ago we had about 4,000 members
 11. Mexico has done a great job with the universities and making clubs
- d. History – **M. Spilman**

- i. 95 years of history behind us and important to know it
 - ii. Tradition is a big part of what we are about as an organization
 - iii. Has a facebook history page and blog too to share with people
- e. New Clubs Charter Chair – ***S. Mineo***
 - i. Not present to report but here is the report provided in the agenda:
 - ii. San Jose is on their way to chartering, they are collecting / collected new member applications, their bylaws are written and we are waiting for confirmation / rejection from VOS as their sponsor. If they are not able / willing to do it 1029 will be approached and if they don't work out, I'll put it out to the organization at the meeting.
 - iii. We also have the following clubs that are doing their own thing at their own pace with nothing really solid at this time
 - iv. Hawaii (hasn't responded to two follow up emails), Charlotte, NC (no response), Santa Barbara (she is starting the process) & Santa Cruz (this is not going to happen at this time and I'm removing it from my "active" list
- f. National Project – ***S. Mineo***
 - i. Not present to report but here is the report provided in the agenda:
 - ii. This year I had 23 clubs respond for their national project numbers.
 - iii. We took a total of 1642 kids back to school shopping, spending an average of \$122 per kid. The grand total spent was \$4,817,190
 - iv. We had 1365 volunteers in total
 - v. Almost every club reported their children got a back pack filled with supplies and I am working on getting a corporate sponsorship for back packs at a discounted rate so all the clubs can continue providing this without it eating too much into their shopping budget
 - vi. Breakfast & haircuts were also provided
 - vii. Clubs #50, #1029 & #205 did a joint shopping spree and included dental screenings along with a shit ton of other cool stuff (SWAT, Ice Cream etc...)
- g. Awards Chair – ***L. Clementi***
 - i. Not present to report but here is the report provided in the agenda:
 - ii. Awaiting access to the national awards email to determine number of clubs that have applied. Awards packet has been emailed to club presidents.
- h. Technology – ***W. Ingraham***
 - i. Cleaning up of code on various pages and cleaning up out dated info
 - ii. Organizing all previous board minutes which were all disorganized and creating a non-gated page that allows the public to view said board minutes
 - iii. After updating the National logo, and our registered trademark, the logo and branding information have been updated on website for dissemination. Informing and policing of new brand assets still to come
 - iv. Discussions on possible new database/website to occur shortly. Will weigh pros and cons as well as research various solutions to make sure any changes will be for the better and beneficial to both National and the individual clubs it serves
 - v. Updated the link to national convention and on the website
 - vi. Importance of using the correct logos and they have been uploaded to the site so please use them correctly

- 1. There is a style guide, and font guide and colors etc when using the logos
- vii. Name is trademarked (dash not a slash)
- i. Laws & Regulations – ***M. Uriarte (not present, no report)***
- j. Strategic Planning – ***M. Uriarte (not present, no report)***
- k. Past Active Liaison – ***M. Uriarte (not present, no report)***
- l. Fundraising - ***M. Uriarte (not present, no report)***
- m. Convention 2018 – ***W.Cockrell/M. Davis***
 - i. June 21-24th in South Lake Tahoe at the Hard Rock Hotel
 - ii. Links on the national website as well as on the #1032 website
 - iii. Registration is \$250 from now until March 31, then it is \$299 on April 1
 - 1. Includes all meals and alcohol for the entire weekend
 - iv. Speech contest and educational seminars will start Thursday afternoon, board meeting will be Friday morning then a beach party and BBQ, AGM on Saturday and pool party & DJ.
 - v. No hands on event but there will be a coat drive for children
 - vi. Email for info is convention@sacwomens2030.org
 - vii. Hotel is averaging \$116/night and code for group is Active2030 (room block of 200)
 - viii. Raffling a king suite off (excluding tax and resort fee) - \$20/ticket
 - ix. Questions surrounding discounts for the surrounding clubs who put in a bid for the convention which is being held in their region (no discount unless they don't want to eat or drink)
- n. Midterm – ***B. Newby (not present, no report)***

XIV. OLD BUSINESS

- A. ED/Office Situation W. Cockrell
 - i. More than half of the national dues go towards this
 - ii. Thanks to committee (Jeneba Lehai, Ryan Drury, Kevin Chapin Andrew MacDonald and Natalia Navas) for this long process and helping to choose a candidate
 - iii. Committee members along with Tommy Lovell, Jeff Okrepkie and Monica Uriarte interviewed all of the candidates and chose McDonald Association
- B. Clubs w/ Membership Growth & Retention Issues Directors
 - i. Go over in regional director reports
- C. Delinquent Club Dues
 - i. Earlier today the board had a closed hearing about the two clubs who haven't paid dues, Glendale and DC
 - ii. Monday we will have another notice go out as there was an error on the delinquency notice that went out since it said the hearing would be on February 25th (not 24th)
 - 1. Motion was made that if we do not hear from the Glendale club within 24 hours we will send a letter out to inform that we will revoke their charter and give them 60 days to appeal
 - 2. They have 30 days to pay their dues or we will revoke their charter and they have 60 days to appeal

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- iii. We will vote on Monday about what to do with DC as we have been in contact with them and they are a smaller, new club

XV. REGIONAL DIRECTORS

- A. Region 1 N. Navas
 - i. Not present, no report
- B. Region 2 R. Steck
 - i. Received report from all clubs and has representation from many clubs at midterm. Region 2 meeting is on May 6th after Margarita Mix-Off.
 - ii. Struggling clubs are Seattle and Portland
 - 1. Portland has good momentum with growth and money but Seattle is stagnant
 - 2. Work with clubs that are like them
 - 3. There has been an issue with Seattle getting the information and been working on making sure they are now getting it and applying for grants if they can
 - iii. Facilitation to work with clubs that are in bigger cities by working hands on with them
- C. Region 3 A. Corbett
 - i. Issues with Region 3 attending events but hoping to have more people attend for Nationals
 - ii. The Q club wanted to be inclusive (gender inclusive) last year and wanted to work with the Albuquerque men's club but it didn't work as the men's club helped charter them
 - 1. Worked on an improvement plan but the women could not get together.
 - 2. They have decided to fold
 - iii. Question regarding members going to events in region 3 being accepted as most of region 3 isn't involved in nationals
 - 1. Scottsdale and other clubs are very welcoming and open to meeting other members from other regions and clubs
 - iv. There's a reason some clubs aren't involved like they used to and it may stem from clubs being in trouble from a past national president Jason Deshayes (during 2012) filing taxes for the entire organization on his own and got 12 separate 501 (c)3 suspended because of it.
 - 1. We lost the Northern Colorado club, he resigned during his IPP term
 - 2. Created a lot of distrust in the national organization from many clubs
 - v. Clubs in region struggling with 8 members and then also have thriving clubs with 99 members
 - vi. Tucson women's clubs is small and struggling but working to grow
 - vii. VOS has been struggling in recent years and this year has only 45 members compared to 70-75. Switched to 3 recruiting classes
 - viii. Tommy will be going in April to Albuquerque to meet with the Men's Club
- D. Region 4 C. Forsyth
 - i. Region 4 has a lot of older clubs in our region.
 - ii. We aren't going to have huge membership as we are from smaller areas/cities
 - iii. We raise a lot of money and we do more with less by doing unique events

- iv. One of the strongest clubs is Gold Rush with 18 members
 - v. Region 4 meeting will be in April in Folsom.
- E. Region 5 L. Wunderlich
- i. We have 9 clubs in our regions and 6 clubs are here this weekend.
 - ii. Out of the 9 clubs, 8 clubs reported - 127 members and they donated \$112,812 donated
 - iii. We were the first region to pay all of our dues on time. We are a small region but all close to each other (within an hour or so).
 - iv. Had a region meeting in conjunction with Tini's for Tatas and hoping to do a campout for our spring region meeting
 - v. Have a Presidents call with everyone and finds its super important
 - vi. April 7th is Battle of the Brews for Sonoma County Fire Relief event
 - vii. Raised \$12,000 for the members specifically effected from the devastating fires in Sonoma and Napa counties and lost their homes

F. PRESENTATION BY MARIO HERRERA BUITRAGO (INTERNATIONAL PRESIDENT-ELECT CANDIDATE 2018-19)

- i. Mario is a member of the Chitre Club in Panama and been a member since 2003
- ii. Strategy is made up of three main components: Brand Positioning, Education, and Membership
- iii. Brand positioning – its important as we are decreasing in our membership numbers. Have spaces in radio and television, websites and social media.
- iv. Education – it's important to have seminars via the websites (national and international). It's important as leaders to get new members involved in the organization
- v. Membership – membership is everything. Look to promote alliances with high schools and universities such as Mexico as doing
- vi. Conducts an international campaign of civic and moral values with media such as television and radio and written press led by Active 20-30
- vii. Discussion surrounding the female environment and is there a goal to increase the number of women involved?
 - 1. Female clubs in Mexico and mixed clubs in the Dominican Republic
 - 2. Panama does not currently have female members but can accept women
 - 3. Bylaws changed a few years ago to not say "men" and are now inclusive

XVI. NATIONAL FOUNDATION

M. Uriarte

- A. Updated Financials
 - i. No report not present

XVII. ADJOURNMENT

T. Lovell

It was **MOVED** by National President Elect Jeff Okrepkie, **SECONDED** by Region 2 Director Robert Steck **AND AGREED BY THE BOARD** to adjourn. The motion passes unanimously. The meeting was adjourned at 4:44PM (PST).