



Northern California
PEACE CORPS
ASSOCIATION

NorCal PCA Board Minutes

July 9th, 2017 1-3pm

Richmond, California

Board Director Attendees (in-person):

Lie

Terry Vogt

Noah Brod

Lila Holzman

Glenn Annaiscourt

Anthony Toney

Cassie Berdyshaw

Visitors (in-person):

Jayma Brown, Volunteer Coordinator

Board Director Attendees (virtual):

Elizabeth Dowell

Michael Hotard

Sandrena Frischer

Board Directors Absent:

Holly Uber

Kristen Borash

Jeff Zundel

Volunteer Appreciation Event with Jayma

Thanks to Noah and Jayma for taking us to the next level with volunteer support! It's so important, and we're grateful for you both! There will be an event today 9/9 in the afternoon in Richmond to recognize volunteers.

Our new Secretary and At-Large Board Member: Cassie Berdyshaw

Cassie is an RPCV Panama from 2007 to 2009. She had a really amazing Peace Corps service and really believes in the Peace Corps and its mission. Now that we're in troubled times, it's important that we support Peace Corps to continue fulfilling its work. Cassie is originally from Petaluma and has a law background and works in conservation. She lives in Marin County and is looking forward to supporting NorCalPCA in advocacy and member support.

Lie nominated Cassie Berdyshaw as at-large board rep until the next board election in 2018: Board unanimously approves of Cassie joining the board.

Lie nominated Cassie Berdyshaw as the NorCalPCA Secretary until the January 2018 election: Board unanimously approves.

Open Board Seats

There are two remaining open seats, one for San Francisco and one for the South Bay. There are people identified who have interest in serving, but those member groups would need to vote to have people fill those seats (the board can only appoint people to at-large vacancies). We will be working with the member groups to see if they want to hold those elections, or wait until the 2018 general elections to fill those seats.

Minutes from May and June

The board unanimously approves to approve the NorCalPCA Board minutes from May 2017 and June 2017.

Budget and NorCalPCA Fundraising

Terry opened up a NorCalPCA account at Beneficial State bank account that the board previously approved and is working to migrate over our funds and externally linked accounts to the new account. The board thanked Terry for all his hard work with the bank accounts and the investments for the rainy day fund.

NorCalPCA currently has approximately \$11,000 in unrestricted general funds that we can use per our budget, but we do still need to fundraise so that we can stay in a good place financially long-term.

There are a lot of options for fundraising, such as the e-commerce page that Ella just set up on the website. There are number of restrictions on what we can/can't sell for Peace Corps merchandise, but we can sell stuff with the NorCalPCA logo. Ella will work with Jeff to come up with products that we can put on the page to generate funds.

Noah is managing a large donation from an organization that makes backpacks called Tortuga backpacks - they have 17 different 40l to 35l backpacks and it totals to well over \$1000 of gear, as they retail for

over \$200 each. They were initially intended to go to volunteers who were departing for service who needed packs, which Noah said it would be nice to continue with that element in some way. These could also be used for fundraising, either via silent auction or sponsorships of volunteers going away, or something else. end ideas to Jeff regarding backpack distribution.

Grants Fundraising

Grants are normally \$500-\$1000. Grants funds generally come from individual donations and calendar sales. Funds have to be specifically allocated and earmarked for grants to be counted in the grants donations. As people sign up for membership over the next few months, we imagine that donations to grants will increase.

The board discussed several options for raising funds, including partnerships with restaurants and bars that donate a portion of their proceeds to a non-profit and have that go to our grants program. Sandrena has a few restaurants and bars in mind in SF, and this could be way to do fun social events while fundraising. If you would like to host a social event that partners with a restaurant, please reach out to Sandrena if you have any ideas or questions.

Volunteer Engagement

We have a lot of people who really want to be involved and volunteer, and we need to be mindful of finding good volunteer opportunities. It's important that the number of volunteers you're asking for matches the amount of work that's needed and the work feels meaningful, as well as us. Also, we need to take into consideration how we monitor what we're posting on the website.

We will work on our social media strategy over the next few months, which will play a role in volunteer outreach and coordination. Lila will continue to work with Facebook and Anthony will work on our Instagram.

Advocacy

Congressman Jared Hoffman had a bill that promotes active volunteerism, both locally and internationally. Cassie stated that this is a great advocacy opportunity because it directly relates to the goals of Peace Corps and would therefore be supporting the organization. Jayma pointed out that this does go beyond the scope of responsibilities for the board as it's not necessarily related to Peace Corps, and we're not necessarily representing the opinions of everyone in NorCalPCA. It would be fine for the advocacy chair to share it personally, but for the organization to share about it, then it's ok to advocate for something so long as it's not supporting a candidate/party directly. Cassie responded saying that it's important to recognize that Peace Corps is here because people have fought for it and this is a way for us to support the organization as it's so connected with Peace Corps interests. There was a debate during the meeting about the merits of supporting a bill like this as an opportunity to support Peace Corps, and how we can do it in a politically acceptable way.

Lie pointed out that there are three things that are separate that are being debated:

- What are the specific merits of this bill?
- Should we as an organization be behind any bill?
- What should the process be if we are going to be for a bill?

Cassie said that she's happy to help NorCalPCA develop some policy guidelines so that we can approach this issue in a clear, uniform way. She will present this for discussion at the August meeting.

Lie motions for the board to vote if NorCalPCA should support this bill now and have Cassie lead the creation of a policy for future decisions: The board passes the bill will no objections and 2 abstentions.

Updates from Board Members

Anthony: will be hosting an event at People's Park in Berkeley on July 30th to provide food to the homeless population around the Bay Area. This is also a discussion about hosting events and groups with RPCVs of color.

Noah and Hillary are hosting a social event at the end of the month.

Lie: Peace Corps connect is August 4-6. Everyone should take newsletters, table runners (that we'll get next month) and sign up sheets for events.

Thank you to Jayma and Noah for their work on Volunteer Recognition!!!

The board unanimously thanked Jayma and Noah for all their hard work with managing our Volunteering program. The board also extensively thanked Jayma for hosting the Volunteer Recognition party that starts immediately after the board meeting. :)

Lie motions to adjourn the meeting. Sandrena seconds the motion. The meeting is adjourned at 3:15pm.