



Minutes

Board Meeting

Saturday, April 9, 2016

Home of Board Member Dorothy Herzberg
El Cerrito, CA

Present:

In Person: Lie Njie, Vern Philips, Will Spargur, Jane Ferguson Flout, Dorothy Herzberg
Via Conference Call: Glenn Anaiscourt, Justina Wu, Amy Ross

Absent:

Terry Vogt, Tara Gill, Meredith Vostrejs, Nicole Clark

Guests:

Alan Toth, RPCV South Africa, former NorCal board member
Jacqueline Sloves, RPCV Ukraine, board candidate to replace Jessica
Jayma Brown, former NorCal President

Social Component: Dorothy provided lunch before the meeting: broccoli salad, potato salad, sushi, lemon meringue pie and other sweet treats. Thank you Dorothy!

Proposed Agreement between The Peace Corps Films Cooperative and NorCal

Alan Toth presented to the board a draft outline and 8-page Agreement for consideration between The Peace Corps Films Cooperative and the Northern California Peace Corps Association for Peace Corps Films (A Public Education Media Project).

Summary Points of the Proposed Agreement:

NorCal Provides:

- Autonomous committee within NorCal board structure. Five-person committee comprised of four members from the Peace Corps Films Cooperative and one member from the NorCal Board.
- Protected budget [like the Grants program] for the Peace Corps Films Cooperative.
- Endorsement of the project.
- Serves as fiscal sponsor for film projects approved by the Peace Corps Films Cooperative (with final approval by NorCal Board).

Peace Corps Films Cooperative Provides:

- 5% of all fundraising performed by the Peace Corps Films Cooperative will be retained by the NorCal general budget as an administrative fee. The only 95% would be retained by Peace Corps Films Cooperative.
- A Third-Goal website and media catalog. NorCal would be listed as a sponsor, or partner, or underwriter.
- NorCal would receive exhibition and usage rights and releases for media produced by Peace Corps Films Cooperative.

Discussion

- In response to questions during discussion of the proposed agreement, Alan clarified that filmmakers could not pay themselves more than 49% of the film budget in order to avoid being excessively compensated and to protect NorCal's 501c3 status.
- The proposed agreement was compared to John Coyne who encourages RPCVs to write books, only this would be encouraging film projects by a network of professional filmmakers and journalists who are dedicated to the Third Goal of Peace Corps to promote understanding between peoples of the world..
- We could try the agreement for one year and see how we like it.
- Will raised the questions of whether the 5% in proceeds that NorCal would receive would truly cover the administrative costs of a bookkeeper. Alan said normally under agreements like this the fiscal sponsor receives a 3% administrative fee but it was increased to 5% for NorCal.
- Recommendation was made by board members that an Independent Contract be signed for each film under development outlining the intention of the film to ensure that the film is in keeping with the mission of NorCal and does not veer off course into unacceptable subjects such as pornography.
- Vern asked Allen about his past history with NorCal. What happened when he pulled the videos he had made of 10 RPCV storytellers over a six-month period off the NorCal website and YouTube? Allen said he pulled the videos because he had requested but never received an agreement from NorCal giving the filmmaker of the videos ownership rights and NorCal license to use and exhibit them. Justina noted that Allen had given her the flash drive of the videotaped stories so we would have them once the agreement was signed. Lie said he would take care of getting the agreement signed so NorCal can have use of these 10 storyteller videos.
- Overall board members thought the proposed agreement between Peace Corps Films Cooperative and NorCal showed great promise. Glenn and Allen will further explore between now and the next meeting the merits and any pending legal issues of this agreement. See draft MOU.

Meet New Board Member Jacqueline Sloves

The board had the pleasure of meeting and getting to know Jacqueline Sloves, RPCV Ukraine 2013, who had been invited to the board meeting to express why she was interested in becoming a member of the board-at-large seat vacated on March 7, 2016 by Jessica Sevrin due to her inability to meet the attendance requirements as she spends much of this year traveling. According to Article 3.9 of NorCal's bylaws, the board can vote to fill this vacancy. NorCal board members unanimously and enthusiastically voted in Jacqueline as our new board member-at-large through January 2017, when this board seat will open for another two-year term when the membership votes at the Annual General Meeting in January 2017.

Jacqueline came to the attention of the board for her service to the mission of NorCal in setting up NorCal's Young Professional (YoPro) Focus Group on March 28; and establishing and moderating the NorCal YoPro mailing list. Jacqueline has joined NorCal's Communications Committee as the Social Media Coordinator. Lie and Glenn have been impressed with her abilities and her commitment to the ideals of Peace Corps demonstrated by the dinner she organized last year in San Francisco with the former First Lady of Ukraine, Katheryna Yushchenko, and several Ukraine RPCVs; following up with a petition she drafted and distributed to provide non-lethal aid to Ukraine.

When asked by board members why she is interested in joining the board, Jacqueline responded that she does not think RPCVs are using NorCal as much as they could and she is interested in helping to build more outreach with Facebook, Instagram, and Twitter as well as help create more community for RPCVs who aren't from the Bay Area and find it hard to make friends, find housing, where to eat, hang out, and connect to resources like grad school scholarships for RPCVs. There needs to be someone to manage this information and Jacqueline said she is willing to be that person.

Jacqueline currently works as iOS Swift Software Engineer and Product Manager for Kismet World Wide Consulting, a software company in the San Francisco Bay Area. She graduated from UC Berkeley in 2010 with a double major in Philosophy and Environmental Economics and Policy. Welcome to the NorCal Board Jacqueline!

Guest Presentation: Creating Community Events 1-2-3 Using Existing NorCal Database

Jayma Brown, former NorCal President, shared tips on how board members and others can set up regional events in their areas to engage members the 1-2-3 method (see attached handout):

1. Know your communities
 - a. Use the existing NorCal Database (see attached handout) to help you know when the RPCVs in your area (see attached handout, which indicates, for example, the percentage of RPCVs in your area by generation of their service (whether it was in the 1960s, 1970s, 1980s, 1990s, 2000, 2010s, and non-RPCVs).
 - b. Jayma has offered to help us slice and dice the demographics of our regional database
2. Find your passions
 - a. Think about the kind of event either you – or a member in your region might like to host, according to each person's passion, whether it's serving at a food bank, hosting a game night or a movie night, dancing, books, building houses, biking, trail cleaning, art, or Africa.
 - b. The events aren't just events in and of themselves – they build community. For example, a book club doesn't just talk about the book. People talk about themselves and how they are doing.
3. Support your people
 - a. Board members can be an ambassador in your region to encourage members to host events. You don't have to do everything.
 - b. Help promote the event– put it on Yahoo.
 - c. Call people in the core group to remind them to attend.
 - d. Be consistent. Example: Greg and Kirstin are great Ambassadors in Berkeley with their East Bay Albatross Hangout
 - e. Be sure to have sign-up sheets at an event so you can contact people afterward and thank them for coming.
 - f. Nichole had provided wonderful boxes with supplies for events. Most board members got their box, a couple did not.

Lie suggested that we think about instituting a Volunteer Coordinator so that more members would become involved in hosting events. If we limit events to being hosted by the 12 members on the board we will just have 12 events. Our database is under used. It is a resource we can draw upon to promote events. It was suggested that we may wish to create an Advisory Board for Events. Vern asked do we really want to create another Advisory Board for this purpose?

Exploring Service Enterprise Initiative

At the board's request, Jane agreed to put together the pros and cons of what it would mean for NorCal to be certified as a Service Enterprise organization to leverage volunteers at every level

of our organization in order to increase our sustainability and our capacity to serve our mission. Jane will present these pros and cons of the Service Enterprise certification at the board meeting in May.

SCRUM Updates: The following are quick updates from each board member on what we've each done since the last board meeting; what we need help with; and what we hope to accomplish by the next board meeting.

Jane: attended Feb StoryJam/attended last board meeting and took minutes/

Vern: hosted the last board meeting/Starry Plough gathering/Storyteller at Feb StoryJam/coordinating Picnic Date

Will: Provided three presentations to classes/toastmasters/Produced Feb StoryJam and will produce March StoryJam/celebrated Daniel Marley after 10 years volunteering of running SF socials

Dorothy: hosted April board meeting

Amy: April 29 potluck at her house/Global Food Fest for Oct/Surprise B Day with 20 friends/getting document signed with City of Santa Cruz park

Justina: hosted brainstorming session for communications campaigns/ Put together strategy on google drive/ Hosted Feb StoryJam/ will be a Storyteller at April StoryJam/

Glenn: Storyteller at Feb StoryJam/has attended a lot of meetings/focus group and is now "pulling back the string of the bow to let it fly so we can make a lot of progress, have more events and tangible activities."

Glenn has been spending hours with many late night calls in lockstep with Lie. Lie thanked Glenn for all his support, and Lie also complimented Will for all of his great work and dedication.

Lie: Strategic and audit document/ current, former board national picture/what are all the processes, products of the audit that we need to tweak in order to implement our strategy/membership survey.

Survey Update

Lie gave an update of the key takeaways from the 2016 Membership Survey that was sent out Wed April 6. In the first three days of the survey we've gotten back 130 responses.

Of the people who care to take the survey – what do they want?

The Golden Question is: How likely are you to recommend NorCal to another RPCV? (Qs 18 and 19). There are two main thrusts for membership:

- Revamping communication committee
- What it means to be a member

Membership committee – how do we increase membership?

- Email submission
- Donation of \$
- Volunteer

How to better message what it means to be a member – what happens if you're not.

What should you lose if you're not a member?

Will: Picnic brings in members and gets people to renew.

\$20 donation

Approval of Minutes from March Board Meeting

The minutes were approved with the exception of Vern's correction to the attachment that he hosted the last board meeting.