



Board Meeting

June 14, 2016

Hosted by Nichole Clark

7:00 PM – 8:30 PM

7 Howard Street

Petaluma, CA

Present:

In Person: Lie Njie, Jane Ferguson Flout, Terry Vogt, Glenn Anaiscourt, Nichole Clark

Via Conference Call: Jacqueline Sloves , Vern Philips, Dorothy Herzberg, Tara Trepanier Gill

Absent:

Justina Wu, Meredith Vostrejs, Amy Ross

Guests:

Elizabeth (Ella) Dowell, RPCV Jordan, 2011-2015

Barbara Smith, RPCV Zambia (2010-2014) Regional Recruiter, Peace Corps West Region Office, San Francisco

Social Component before the meeting:

Dinner at Nichole's 6:00 PM – 7:00 PM with take out from Shree Indian Cuisine.

Minutes 061407

Welcome Elizabeth (Ella) Dowell - NorCalPCA's New Board Member

Elizabeth (Ella) Dowell, RPCV Jordan (2011-2015), ellawdowell@gmail.com, graciously offered to fill the empty seat on the board, and help NorCalPCA with the significant updates to website, events, and other technology infrastructure we're working on. Jacqueline and Lie both interviewed Ella and gave the thumbs up to bring her to the board for a vote at the June board meeting.

Ella attended the dinner and the start of the board meeting to introduce herself so board members had a chance to get to know her better. Ella currently lives in Sacramento, which is well served by the Sacramento Valley Returned Peace Corps Volunteers group (SACRPCVs - <https://sacpeace.wordpress.com/>). Ella is a member of SACRPCVs, and will serve as a liaison between the groups to let NorCalPCA members know of SACRPCV events that might be interesting, and vice-versa, and will work to strengthen the relationship between SACRPCV and NorCalPCA.

Here is additional background that Ella provided about herself:

"I served for three and a half years as a Youth Development Facilitator, Teacher of English as a Foreign Language, and Volunteer Leader in Jordan with Peace Corps. A few months into my 4th year of service, the Peace Corps program in Jordan was suspended and all Volunteers, including myself, evacuated. I returned

to Jordan a month later to complete a PCPP funded leadership and volunteerism project for girls. Some of the other work I did as a Peace Corps Volunteer in Jordan includes creating and implementing a filmmaking and photography club, world cultures camps, art classes and camp, several health projects, teacher training, English courses, and a school expansion and renovation project.

"I graduated from Rhode Island School of Design with a Bachelor of Fine Arts in Photography. I made Peace Corps Jordan's official film that reached a nation-wide audience, including Jordanian royalty, and was successful in expanding awareness of Peace Corps Jordan's program to new markets and recruiting many new partners and supporters:

<https://www.youtube.com/watch?v=DRyIKOHKROo>

"I specialize in photography and filmmaking, but I'm also a graphic designer, web designer, and audio engineer. For the past couple months I've been working as the lead digital producer for a new podcast, creating their logo and website as well as editing their podcasts:

www.ourturnpodcast.com

"I am passionate about using my skills in digital production to promote good causes and organizations, which is why I'm interested in joining the Board of the Northern California Peace Corps Association. As a Board Director for NorCalPCA, I would improve the NorCalPCA's website by increasing its functionality for visitors and members of the organization while keeping it easy to use, as well as styling the website in a contemporary and visually stimulating and satisfying way. As a resident of Sacramento, I can also help by representing NorCalPCA at Peace Corps events in the Sacramento region. Finally, I am happy to help with other NorCalPCA project and initiatives in any way I can, whenever I can."

After Ella left the board meeting, the board members present in person and via conference call unanimously approved the following proposals to fill the following board positions until the next membership vote on Board Representation, as follows:

- Jacqueline will take over the empty "East Bay Representative" position on the NorCalPCA Board that Will vacated;
- Ella will take over the "At-Large" position that Jacqueline currently occupies since there is no Sacramento position and "At-Large" seems more appropriate than "East Bay" for the Sacramento area;
- Ella will focus on supporting the RPCV community of Sacramento, Davis, and other north-eastern NorCalPCA communities that are currently underserved. Ella has agreed to, and will now be taking over and leading the management of the web communications resources, including the main website and related infrastructure. She has a strong background in web design, and will be a strong addition to the NorCalPCA Communications Committee, working closely with Jacqueline and the rest of the Communications Committee to lead many of NorCalPCA's communications efforts.

Peace Corps West Coast Region, San Francisco Office

Barbara Smith is the regional recruiter at the Peace Corps West Coast Region Office (San Francisco), located at 1301 Clay St, Suite 620N, Oakland, 94612. Her contact info is 510.452.8455, Cell 510.277.2907 Email: bsmith@peacecorps.gov Barbara and the four recruiters in her office hope to attend future NorCalPCA board meetings on a regular basis to share with us their upcoming events. Most immediately, starting July 9, Peace Corps West Coast Region is driving their Peace Car tiny Smart car from San Diego to Montana stopping along the way to meet with RPCVs and prospective PCVs at many Peace Corps' Top Colleges as well as several national parks, including Yosemite, to help celebrate the 100th birthday of the National Park Service and returned Volunteers who now work in the parks. The entire itinerary can be viewed at www.peacecorpwest.com but here are some highlights of where the PeaceCar is stopping in NorCalPCA territory:

- **July 17:** Santa Cruz, CA; Beach Boardwalk, Cabrillo College, Big Basin Redwoods State Park
- **July 18:** UC Santa Cruz, Stanford University, San Jose State University, Googleplex; Oakland, CA
- **July 19:** San Francisco, CA: SF State University, University of SF, Presidio Park, Crissy Field Park
- **July 20:** Oakland, CA: Lake Merritt, UC Berkeley
- **July 21:** Golden Gate Bridge, Marin Headlands National Park, Marin County, Oakland Athletics game at Oakland Coliseum
- **July 22:** Oakland, CA; Arcata, CA; Avenue of Trees, Humboldt State University

Update on Film Proposal by Allen Toth

Glenn gave an update on the film proposal that Alan Toth originally presented at the April 2016 board meeting. At Lie and Glenn's most recent meeting with Alan, Lie proposed that rather than enter into an ongoing agreement with Alan's film group, we might enter into an agreement for one film and see how it goes. Glenn and Alan thought that was an excellent idea. Alan thereafter proposed an agreement for a film by Clare Major that will explore the social dynamics of introducing 3D printers to Haiti. The proposed budget for this film is anticipated to be \$100,000, but Alan does not expect any of that financing to come from us. Alan wants NorCalPCA to serve as "fiscal sponsor" of the film, which would provide umbrella 403b nonprofit status to enable the filmmakers to raise the funds needed to produce the film. Terry stated his preference that the film be specifically Peace Corps related. Lie said the purpose of Glenn's update was informational and that no decision need be made right away. Glenn said the proposal should be examined by an outside attorney before any acceptance.

Finances, Fundraising & Fidelity Fund Update

Finances

Tara gave a review of NorCalPCA Finances: As of May 31, 2016, we have \$55,512 in our bank account, divided into 3 basic pots:

1. Restricted Grants \$10, 275.
2. Fidelity Legacy Fund \$37,424.
3. Remaining Non-Restricted Funds \$7,813.

Fundraising

Frank submitted a draft of a Global Presenter's Program (GPP) grant proposal to Executive Committee members who responded with edits, which were then sent to the whole board to review. Thanks to all those who gave feedback. From this process, Tara created a process and a template for future grant proposal submissions with the intention of allowing for oversight and further efficiencies and consistency across our funding requests. Thanks to everyone to contributing to this process! The template and fundraising documents are located in a 2016 Collaboration Folder entitled "Fundraising Committee" on the Google Drive:

https://drive.google.com/drive/folders/0Bzbn9_vVy_wwfnNmTmtuWWRTbVpmWTFjT0JqLU5wSnRPLXZsNmtRZVhiSHRvRWxLQ240QWM

Please let Tara or Lie know if you have any problems viewing this folder. It should allow us to collaborate, share and track who is pursuing what funders and what the status of applications are. Within it there are three sub-folders:

1) General Documents

- Approved General Grant Request Language to guide proposals/letters/applications
- W-9
- IRS Determination Letter (2013)
- Director of the Peace Corps Commendation Letter (2016)
- NorCalPCA FY16 Budget (Oct 2015-Sept 2016)
- NorCal Articles of Incorporation (1995)
- NorCal April 2016 Financial Position
- Initial IRS Application 1982
- NorCal CA Incorp app

2) Funding Leads

- Funder Spreadsheet: Please fill out the organizations funders you are pursuing so that we don't duplicate work. Include funders you review but decide not to pursue as well so we don't review the same funders only to find out we are not eligible (this is why the eligibility column has been added). Please let Tara know if you have any questions about this document.

3) Finished Submissions

- As Tara approves submissions (please give her 48 hours to do so) she will fill this folder with approved applications.

Please make sure to pull from the *Approved General Grant Request Language* document when drafting proposals/letters. Understanding each funder will have different format and emphasis is fine. Use whatever supporting docs you find the most relevant and or are required by the funder.

As the current Board Liaison, please send me any proposals that you plan to submit via Word Doc, screen shot or other format so that we can make sure to have oversight and consistency across applications (my preference is Word doc, but can accept any that provide a draft of the full application being submitted on behalf of NorCalPCA). If applications are not substantially different than the approved general grant request language I'll do everything I can to turn around approvals within 48 hours.

In addition to the GPP grant submitted by Frank, the Board submitted a storytelling video to TechSoup's video storytelling competition in early June, giving NorCalPCA the opportunity to win some money while allowing us to share NorCalPCA's Third Goal work with an emphasis on intercultural education and the Global Presenter's Program. Please feel free to use the link to this video to supplement your own proposals as you feel it is relevant: <https://vimeo.com/168714614>

Fidelity Fund Update

Terry is taking the reins as chair of the Fidelity Legacy Fund. He, Tara, and Lie all talked about the history of the Fidelity Fund Legacy dating back to PC Connect in Berkeley 20 years ago when the event made money and a decision was made to invest the funds in a Fidelity Fund. After 20 years, the funds matured. The intention was always that current and future boards not squander these funds but to

spend them prudently. Glenn mentioned that he is interested in being on the Fidelity Legacy Committee to help decide how the funds will be used.

Terry wondered whether we should be considering these funds as a “quasi endowment” to keep for a longer-term range; and decide a maximum we’d spend each year – perhaps 4% or 10% - this would be something the committee would explore. Terry is in favor of picking a portfolio of investments and designating some percentage that may be used each year. Glenn concurred with that idea. Lie communicated that he is open to as many people as possible being on the Fidelity Legacy Fund Committee in the next fiscal year, with Terry as the chair.

Tara mentioned that the NPCA has a Benevolent Fund for RPCVs with a hardship such as health issues received during their Peace Corps Service. Perhaps we could see if NorCalPCA could have a little cash for RPCVs who need help - a maximum amount per year. Another idea would be to invest some of the funds in a microfinancing project like Kiva in which we would loan money for a year but get it back. It would be a way to help build for others.

In the course of the conversation, reference was made to an observation by Meredith, who was not present at the board meeting, that NorCalPCA’s Grants Committee has been one of our programs from the beginning and she wanted us to be careful not to prioritize one program over another.

Terry said he wants to develop 5-to-10-minute Rotary Club presentations as well as put together a series of half-hour meetings with Twitter, Facebook to raise funds for GPP.

Motion to approve Minutes from March, April, and May

Lie made a motion that the Minutes from the NorCalPCA Board Meetings for March, April, and May be approved; Glenn seconded the motion; and the board unanimously approved the motion

Vote on Membership Committee Recommendation to change the NorCalPCA Membership model

Lie presented the Membership Committee Recommendation to change the NorCalPCA Membership model as follows:

The Membership Committee, Chaired by NorCalPCA co-founder Pete Johnson, has spent many hours over the last couple months in emails, phone calls, and meetings to figure out how we can best accomplish the goal agreed to at the March 6 strategy offsite to dramatically increase NorCalPCA "membership", and expand the reach and efficacy of NorCalPCA communications and programs.

The Membership Committee is unanimously proposing the following:

(1) Executive Summary:

We have identified a number of issues related to the current NorCalPCA \$20 per year membership model. These include limiting funds from people who might be willing to contribute more, and disincenting potential members who either lack the necessary funds or who do not understand what membership fees provide.

In addition the National Peace Corps Association has changed their "membership" model to expand membership to be free for all, which has a more welcoming appeal to the Peace Corps family in our view, and may reduce the number of paid NorCalPCA memberships from NPCA memberships.

To address these concerns, the NorCalPCA Membership Committee unanimously recommends the following to begin in May 2016:

+ A Northern California Peace Corps Association "Member" shall be redefined to include any person who subscribes to the Association's e-mail system, who volunteers time to assist NorCalPCA, and/or who supports NorCalPCA financially.

+ Members who contribute financially shall be tiered based upon their levels of support and receive corresponding enhanced benefits and rewards to encourage continued high levels of participation.

+ Non-members who perform any of the following shall become new Members: Subscribe to communications, volunteer to assist the Association, or donate funds.

+ All existing email recipients shall henceforth be considered "Subscriber Members."

The NorCalPCA Membership Committee unanimously proposes that this change be made effective as a trial program commencing May 2016, and to report its status, including the difference in funds raised through membership fees between the new and former membership models, to the membership at the 2017 AGM and to solicit member feedback, and to charge the next board with determining whether to keep this new structure, modify it, or revert to the existing system of requiring \$20/year for membership.

Background

Traditionally NorCalPCA has maintained the following membership structure:

- * Active members are required to pay \$20 per year
- * Recently returned RPCVs are given 1 year of free membership upon their return
- * PCVs are given 2 years of free membership

Benefits of being an "Active Member":

- * An annual paper newsletter is mailed to each active member. The most recent online survey shows that about 15% of respondents who are active members read this paper newsletter. Historically, a paper newsletter was published monthly, then quarterly, and now yearly.
- * Enjoyment of "Active Member" status.
- * The ability to vote for board directors before or at the Annual General Meeting (AGM)
- * "Priority Consideration" for applications to the NorCalPCA Grants program
- * Occasional discounts to events

Both active members and non-members, including members with expired memberships, are able to:

- * Sign up for email newsletters
- * Volunteer to help with NorCalPCA events
- * Speak at the Story Jams and for the Global Presenters Program
- * Attend NorCalPCA events, including the annual event (typically a picnic)

(3) Issues with the current Membership Model:

As a result of research including the 2016 NorCalPCA audit, a membership survey, and a Young Professional / Recently Returned RPCV focus group, The Membership Committee has identified several

issues related to the existing membership model:

- Members who would gladly pay more than \$20 often do not because they have already "paid their dues." There is currently no institutionalized mechanism to ask wealthier members for more money each year in a more formalized way than to "please donate".
- Potential members with low income or who do not perceive sufficient value for the \$20 annual fee and who thus do not pay it may not feel welcome at events or in the NorCalPCA community as nonmembers.
- Potential members who do not understand the services that NorCalPCA provides may not want to pay up front for a membership.
- People may volunteer significant time to NorCalPCA and still not be considered "members" if they do not also pay a \$20 fee. Is someone who devotes 100 hours per year to volunteer work for NorCalPCA somehow less of a "member" of the organization than someone who just pays \$20?
- The Association currently has approximately 650 active members. About 500 of these are paid members and the rest are free year members. Our email list contains about 3,000 addresses. Our database contains about 4,500 member records, and thus about 1,500 of these records lack email addresses. There are approximately 15,000 RPCVs in the Association's service area. Charging \$20 per year contributes to the relatively low percentage of "active members" from the full NorCalPCA community.
- The NorCalPCA board decided at the March 6 offsite to make significantly increased membership a key 2016 priority. This increase may be impossible to achieve under the current membership model.

(4) Proposal:

4.1 - Under the trial model, the Association will define "Membership" as follows:

- + Subscribers: those who opt-in to receive our communications
- + Supporters: those who choose to support NorCalPCA financially
- + Volunteers: those who choose to support NorCalPCA with their time and efforts

Members can obviously choose to be more than one of the above types.

All Members would be required to provide the organization with their name, email, city (for member group purposes) and PC connection: country/years or Peace Corps staff location/years or "PC Supporter" (aka no connection to the Peace Corps)

4.2 - The board will report the status of the trial program to the membership at the 2017 AGM, including differences in monies raised compared with the same period last year, solicit feedback from the membership, and then decide whether to keep this new structure, modify it, or return to the former model.

4.3 - The Association will communicate the new model to members and push to increase Subscribers.

4.4 - The Association will adopt and promote the new tiered financial support levels to encourage contributions of more than \$20/year:

- + \$20 - Bronze Supporter - Event discounts.
- + \$50 - Silver Supporter - Free entry to events, optional publication of name in the annual paper newsletter.
- + \$125 - Gold Supporter - Free entry to events, optional publication of name in the annual paper newsletter, and free thank you Association shirt.
- + \$500 - Platinum Supporter - Free entry to events, optional publication of name in the annual paper

newsletter, free thank you Association shirt, and exclusive invitation to special annual Platinum Supporter dinner
+ \$2500 - Lifetime Platinum Supporter: One-time donor receives lifetime Platinum-level status, and optional publication of a special thank you section in the yearly paper newsletter.

(5) Proposed Action Items

- [5.1] Update website to describe and implement new program.
- [5.2] Inform members in newsletter and through paper promotions.
- [5.3] Email campaigns to encourage Subscriber Members to become Supporters and Volunteers.
- [5.4] Update database to include Volunteers in a pool of available volunteers managed by a Volunteer Coordinator.
- [5.5] Update database to track different levels of paid supporter levels (According to Pete there are fields on the current NorCal database that could be utilized to track different levels of paid memberships under "Member Type" if someone can re-program it and there is a separate area that already tracks donor amounts.)

NOTE: the Membership, Communications, and Technology Committees are currently actively evaluating a switch of our website, calendar of events, payment collections system, and membership database infrastructure from our current home-grown infrastructure (SQL Server with Cold Fusion front-end) over to the new NPCA offering for affiliates (provided by and commercially supported by SilkStart). It appears that this offering from NPCA will directly support this new membership model, including easier ability to support paid tiers.

(6) Risk Analysis:

Membership revenues may drop under the new program. This risk shall be mitigated by setting aside \$8,000 from the maturation of our Fidelity investment. Note that when asked during our recent audit conducted between February and April 2016, however, most paid members said they would continue to support the Association financially with at least \$20 per year, and some said they would pay more to become Silver, Gold, or Platinum supporters.

Discussion

One of the main points of the new tiered membership model is to attract the best and brightest new RPCVs who otherwise wouldn't be able to afford our events and or our membership costs and thus feel alienated from the NorCalPCA family; while at the same time realizing more potential than a from our wealthier RPCV members who can afford more than a \$20 membership.

Jane wondered why the tiered system uses the names of Bronze, Silver, Gold, Platinum, and Lifetime as they echo the corporate 1% culture instead of the Peace Corps culture. Terry agreed that the names of the tiers could be more imaginative and suggested holding a contest for better, more Peace Corps ish names in the future – perhaps Shriver Circle could replace the Bronze level and the winner of the new naming contest will become the Lifetime winner of the year.

Jane also suggested that instead of Subscribers/Supporters/Volunteers to describe the Membership of NorCalPCA the Association consider Friends/Donors/Volunteers for these categories, e.g.:

Friends: those who opt-in to receive our communications

Donors: those who choose to support NorCalPCA financially

Volunteers: those who choose to support NorCalPCA with their time and efforts

Vote

The board unanimously voted to approve the change to the NorCalPCA Membership model per the recommendation by the Membership Committee. Meredith voted yes for Justina and for Amy in their absence.

Update on NPCA/SilkStart system for website, events, and membership database.

Lie gave an update on Silkstart, a membership management software system that is being implemented to replace NorCalPCA's current homegrown, error-prone website system. Ella will help to implement SilkStart, and Pete is also primed to help. Ella will benefit from her hours she is putting in voluntarily to help NorCalPCA launch Silkstart by the experience she is gaining which she will then be able to potentially use as a contractor for affiliates in the future that wish to implement a system similar to ours. Silkstart is the same software being used by NPCA.

Silkstart costs \$40/month which will drop down to \$20/month as more affiliates join. This is slightly more expensive than our current system but it allows us access to the national NPCA network. It does not require a board vote since it is less than the \$1,000 expense required for a board vote. NorCalPCA expects to transition to Silkstart effective July 5 when we anticipate going live with our new website. Jacqueline mentioned that she has time-sensitive information regarding the picnic and the logo that needs to go out, and she needs a 100% guarantee that this information will go out by July 5. Nichole suggested that the information about the picnic and the logo be sent out in one email. People will be voting on the logo at the picnic so there is a perfect tie-in between the two. Glenn noted that the contest to rename the membership tiers also be added as an picnic "update".

Report on Cool Stuff Everyone Has Been Doing

Tara: Stanford is ready to host open street marathons – for the White House Global Entrepreneurship Summit at Stanford June 21-24. Peace Corps' Office of Innovation will be on site with the Peace Corps regional recruiters both tabling the event and hosting an OpenStreet Mapping side event 9am-12pm on Saturday June 25th at Stanford's Haas Center for Public Service for Summit Participants and open to the community.

Jacqueline: has created a functioning Facebook group and a Facebook Page (the face of NorCalPCA) as a way for people to network that is modeled after NPCA in Washington DC. Join our Facebook page: <https://www.facebook.com/norcalpca/> Jacqueline also is involved with the YoPro Happy Hours.

Dorothy: is now working on her next book, which will be out in the next few weeks. She is also engaged in helping to host a summer series entitled "Working Towards a Better, More Just World" at the Unitarian Universalist Church of Berkeley. Speakers include July 31: Candidates for the State Senate: Nancy Skinner, Sandré Swanson, Katherine Welch.

Vern: Hosting a night at the Starry Plough in Berkeley on June 25. He has one volunteer for the picnic so far; Meredith will help set up with calendars for the grant program. Notice will help get more volunteers. GPP presentations in Berkeley. Betsy is frustrated with the oversight for her because Lie and Glenn are busy with other activities. She is doing her own thing but is wondering if there might be another board member who could be her oversight so she doesn't need to bother Lie or Glenn.

In response to Vern's remarks about Betsy, Lie noted that that he had talked to Betsy two days ago about the video she was working on. She indicated that she wanted to run with it. Glenn and Lie are due

to meet with Betsy. Lie said he will ask Betsy if she wants another board member to work with her. Betsy's contract ends in September. Glenn will reach out to her.

Terry: Observed that this was a fun meeting. He wants to look at events that are happening and start going to them or host one. He likes the idea of potlucks and get-togethers. He'd like to host a Saturday Feijoada at his house.

Nichole: would like to do a NorCalPCA canoe trip on the Russian River – they offer free boats if you do a river cleanup as a community service project. Lie liked the cleanup idea. Nichole will look into getting a campsite for a possible 2-day overnight trip in July or September. Everyone liked the idea.

Glenn: invites everyone over to his house and has a theme party in mind.

Jane: an email was sent out about the NorCalPCA Job Fair, and Jane forwarded this to the HR folks at Catholic Charities San Francisco to suggest that they have a table at the event. Jane will be hosting the Board meeting July 11.

Justina: Was working at a practice session for Beyond Borders Storytellers which is why she could not be at the June 14 board meeting.

Lie: got the Global Entrepreneurship Summit @ Stanford 60 of the 100 volunteers they needed, and also volunteered there; helped Ella implement Silkstart; helped Betsy with the video about Storytelling; is working on building connections with other affiliate as well as national groups to share content and develop a pool of shared collateral. Silkstart is a connector for so many resources, to give a few examples: How to run a board meeting; LBGT; environment; Friends of Ghana; RPCV Washington group; Health Justice group.

Next Board Meeting: Monday, July 11, 2016, St. Vincent's School for Boys, San Rafael, hosted by Jane. Dinner at 6 PM (please RSVP); Meeting from 7:00 PM – 8:30 PM.