



Board Meeting

July 11, 2016

Hosted by Jane Ferguson Flout

7:00 PM – 8:30 PM

Catholic Charities St. Vincent School for Boys

San Rafael, CA

Present: *In Person:* Nichole Clark, Jane Ferguson Flout, Tara Trepanier Gill, Lie Njie, Vern Philips, Meredith Vostrejs; *Via Conference Call:* Ella Dowell, Dorothy Herzberg, Jacqueline Sloves, Justina Wu

Absent: Glenn Anaiscourt, Amy Ross, Terry Vogt,

Guests: None

Social Component: Dinner from 6:00 PM – 7:00 PM

The meeting was called to order at 7:00 PM

Vote to accept last month's minutes

The June 2016 minutes were approved with the amendments: the statement attributed to Meredith Vostrejs was clarified since she wasn't at the meeting. New board member Ella Dowell is willing to serve as a liaison between the Sacramento Valley Returned Peace Corps Association and NorCalPCA to inform these groups about events of mutual interest and further strengthen our ties.

Technology update and SilkStart Website Demo

75% of the work has been done to transfer digital and YouTube material that was previously under personal accounts to NorcalPCA accounts. NorCalPCA has tried to request access to the remaining 25% of the material which is still on personal accounts. Our former account has been closed resulting in savings of \$239. A full backup of the old site and membership database has been completed. The new website project has required 150 plus hours of work. The board president extended gratitude to everyone who helped with this project, offering special thanks again to Ella Dowell for spearheading the project.

The new website is now live! Check it out: <http://norcalpca.org>

The membership database will be accessible to members and allow access to the National Peace Corps Association (NPCA) membership database system and affiliate members. The membership database will continue to take some time to implement with the tiered system. Ella noted the basic structure of the website and provided highlights of the new website that include:

- Events List View: Month/Week/Day

- Any member can post events on the calendar, which first have to be approved by the website administrator (Ella); people interested in starting or hosting a group should contact the administrator.
- All old events from July forward are populated on the new calendar. Board members were asked to add all events to the calendar.
- A PDF archive of old events will be created to use as a reference in future planning or as a resource for potential funding proposals.
- Who we are. Members Directory. A member can stay private or create a profile with a photo.
- What we do and social groups (like Facebook groups) – if you are not a NorCalPCA member you cannot see the basic social group. You can post images and hold a discussion.
- On the Careers page you see a Jobs Board. Anyone can post a job including HR recruiters but they must first become members. This particular feature is still being tweaked so for now HR recruiters can send their open positions directly to the website administrator.
- Once the new website stabilizes, board members suggested having volunteers such as an Events Liaison and a Social Groups Liaison manage various website functions to coordinate the different happenings.
- Get Involved provides ways to Become a Member; Volunteer; or Donate to Grants or the NorCalPCA General Fund.

Updates on Finances, Fundraising, and Fidelity Legacy Fund

Finances

NorCalPCA finances as of June 30, 2016 as follows:

Total Financial Position: \$55,160.77

Restricted Grants: \$10,275.00

Fidelity Legacy Funds: \$37,433.00

Remaining Unrestricted: \$ 7,452.77

Fundraising

- The Fundraising Committee Chair thanked Frank Price for being co-chair of the fundraising committee the last several months.
- The fundraising committee has created a process for reviewing future grant proposal submissions.

Fidelity Legacy Fund

Terry Vogt led the most recent conference call on the Fidelity Legacy Fund with board members Lie Njie, Tara Trepanier Gill, Glenn Anaiscourt, and Meredith Vostrejs as well as NorCalPCA founding members Pete Johnson and Marilyn Hyde (also Grants Committee Chair) participating. The committee welcomes more members. The committee decided to invest in moderate funds for future growth this year.

Action

The committee is looking at how NorCalPCA will spend the funds and will present the board with a proposal in August or September. Historically, NorCalPCA took only the dividends and interest the first 10 years; and then stopped all spending.

Budget

A budget for FY16-17, based on actual numbers, will be ready in September for review. No checks will be issued for FY16-17 expenses until a budget is approved. **Deadline is August 20 for those with program oversight to send what they will need for their budget to the treasurer.**

A request was made that all program leaders receive budgeting categories in order to develop their budget requests. The treasurer will circulate the categories by the end of July.

The board president complimented the treasurer on her work with the organization's finances.

3 free registrations to September's Peace Corps Connect Conference (PCC)

Through NorCalPCA's excellent work promoting the #IgnitePeaceCorps fundraising effort to fund the documentary "A Towering Task", NorCalPCA has won three free registrations to September's PCC Conference in Washington D.C. PCC is the annual gathering of RPCVs and Peace Corps people from around the country. The board gratefully acknowledged Meg Garlinghouse, Jayne Booker, and Janet Greig for spearheading our participation in this fundraising effort. Our region was the biggest donor by total dollars. More about the fundraising effort and the movie can be found here:

<http://www.peacecorpsconnect.org/articles/ignitepeacecorps-reaches-100000-goal>. There is more about this year's PCC here: <http://www.peacecorpsconnect.org/events/peace-corps-connect>

The board unanimously agreed that NorCalPCA's president should receive one of the free registrations. Various ideas emerged on how to award the other two free registrations:

- Invite a NorCalPCA member who has been a dedicated volunteer for NorCal
- Give away one of the free registrations to the winner of the logo competition
- Raffle off the free registrations

In addition to the free registration, several board members also thought it would be appropriate to pay the attendee's plane fare up to a certain limit. A decision on how the free registrations will be awarded will be shared at the August board meeting.

Picnic Update

Vern Philips has stepped down as chair of the annual picnic and Glenn Anaiscourt has stepped up to take over the picnic planning. Volunteer Coordinator Jayma Brown has offered to put together and manage the printing and mailing of a postcard to announce the picnic so it arrives within two weeks of the event, scheduled for Saturday, August 20 at Crown Memorial State Beach in Alameda. It will be a potluck picnic with an option to buy food at the event.

A motion by Tara Trepanier Gill was made and seconded by several board members to approve an expenditure of up to \$600 to support the postcard mailing. Unanimously approved.

Social Media:

Tara Trepanier Gill volunteered to take over and manage our Twitter account since it will be useful for the Advocacy group. Jacqueline Sloves and Ella Dowell will discuss whether there is a wide enough market for other non-Facebook social media accounts. Board members praised Jacqueline Sloves who, as the official "unofficial" Social Media Chair, has greatly improved our social media impact with the important outcome that NorCalPCA members are getting jobs and housing.

August and September Board meetings

Our next two board meetings are going to be longer than usual because of the complexity of the primary agenda topics. Each meeting will be at least 2 hours (with a short break in the middle).

Key August Agenda Items: Budget Preview and the future of the GPP program.

Key September Agenda Items: Budget finalization for the next fiscal year that starts in October 2016.

Beyond Borders

Discussion context

All the programs of NorCalPCA are being reviewed by the board from a governance perspective to learn more about how each of the programs operates and how each can be maximized to carry out the organization's mission and engage members.

The agenda for the July board meeting outlined the issues to be discussed that have been raised by members and the board, as follows:

- What is Beyond Borders' relationship with NorCalPCA? Is it a NorCalPCA program? Is it a separate entity?
- Should Beyond Borders be co-branded with the NorCalPCA logo and name? See the current branding here: <https://www.facebook.com/Beyond-Borders-Storytelling-862467780484412/>
- <https://www.youtube.com/user/NorCalPCA>
- Will the board liaison be responsible for the theater contract negotiations, receiving/depositing money and management of the program going forward?
- Opportunity: Lagunitas Brewery allows nonprofit 501c3's the opportunity to fundraise at the Petaluma brewery and the Beyond Boarder Committee has reserved the site for October 21. The upfront costs (insurance and food stuffs which we'll need to pay in September) are not currently accounted for in the FY16 budget. Should NorCalPCA plan to pay for them understanding the event revenue will not come in until FY17? What should the funds go towards? Should we utilize this as a way to engage the new tiers of membership and switch to donations rather than dues? How is the Fundraising Committee involved? Membership Committee involvement?
- Who will manage this NorCalPCA nonprofit fundraising event? Mixture of Committees? Just one Committee?
- Digital Assets: Does/should NorCalPCA own/manage the digital assets generated through Beyond Borders? The past month has seen almost all NorCalPCA assets go from personal accounts to generic NorCalPCA to ensure all assets can more easily be transitioned from board to board in future years and things are no longer in anybody's personal account or name. Currently the Beyond Borders assets are not owned or controlled by NorCalPCA or anyone on the NorCalPCA board. Should the Beyond Borders assets also have NorCalPCA ownership of accounts rather than be the possession of individuals?
- What editorial oversight, framework or recommendations does the Beyond Borders Committee work to ensure stories (RPCV or non-RPCV) have a component of cross-cultural understanding and/or mission alignment with NorCalPCA?

The most current Beyond Borders liaison (Will Spargur) has resigned from the board. Currently, he is the person with access to the Beyond Borders videos. The intent is to migrate the videos onto the new website, creating organizational access.

A recent exciting accomplishment was the front-page feature on Beyond Borders in the Datebook section of the San Francisco Chronicle Monday, June 20, 2016. See the link: [tp://m.sfgate.com/entertainment/article/Jam-helps-travelers-spread-cross-cultural-stories-8311322.php](http://m.sfgate.com/entertainment/article/Jam-helps-travelers-spread-cross-cultural-stories-8311322.php)

Beyond Borders is entirely run by volunteers and volunteer hours for each event are now tracked. Overall people put in 82 hours per show. Beyond Borders has a database of 250 people who have told

stories or participated in workshops; the database is in Excel. A meeting is planned next week to plan how to grow the program.

Board member Justina Wu updated the board on Beyond Borders current operations, as follows: Beyond Borders has been running now for three years and it is attracting more attention and momentum. At the June 21 Story Jam there was a full house with a lot of interest from potential story tellers. In past they have had to do heavy recruiting. Expenses for the evening were \$250 plus pizza. The former Beyond Borders liaison contributed \$120 for pizza as an in-kind donation. Net revenue after expenses was \$53.02. The board had approved funds for pizza in the current budget.

Actions

A new board liaison needs to be appointed to perform financial and management duties of the program. Tara Trepanier Gill nominated Justina Wu to be the board liaison for Beyond Borders. Jane Ferguson Flout seconded the nomination. The motion was unanimously approved.

The board requested the new board liaison to define the relationship between the program's producers and NorCalPCA. Key issues to be addressed:

- Affirms Beyond Borders is a program of NorCalPCA
- Clarifies ownership of the Story Jam videos (the board anticipates NorCalPCA will have ownership and that they will be used to support the Third Goal)
- Outlines responsibility for program costs, including but not limited to insurance, venue rental, food and beverages

The expenses for the Beyond Borders October event will have to be added to the September budget and the revenues to October.

It is the intent of the board to work collaboratively and supportively with the Beyond Borders program volunteers. The board highly values the program and the volunteers' work and believes it to be an integral and valued part of NorCalPCA.

Global Presenters Program (GPP):

Context

At the March meeting and strategy offsite, the board unanimously voted to:

1. offer to extend the GPP Coordinator contract at the previous funding levels through the end of this fiscal year (end of September) and offer that extension to Betsy Aaron,
2. establish a Fundraising committee to work towards finding funds to continue to the GPP after September,
3. make the future of the GPP a priority discussion topic at the August 2016 board meeting, and
4. explicitly and purposely avoid any discussions of the future of the GPP at any board meeting before August to avoid contention and to allow sufficient time for the fundraising committee to attempt to bring in funding for the program before any decisions were made.

Since the March meeting, the following has occurred

1. A new contract, running through September 30, 2016, was negotiated with the program coordinator. It featured several conditions requested by the board.
2. The president and vice president have been responsible for managing the GPP and its contracted coordinator.

3. Betsy Aaron, the GPP Coordinator, resigned from her position effective July 30, 2016. She agreed to deliver the following prior to her last day:
 - Final accounting of number of engagements handled, places contacted, and other statistics
 - Documentation of processes suitable to on-board future coordinators allowing them to quickly take over and do the job
 - Collection of all training materials for a "speaker training pack" for future speakers
 - All digital assets (videos, pictures, documents, etc.) will be handed off via Google Drive
4. Frank Price, the Grant Writing Director focused on GPP fundraising, has resigned from his position effective July 5, 2016. He provided NorCalPCA all of the documents he used to generate and send out funding requests/proposals. He reported that several of the approached funding groups mentioned that our project did not align with their funding priorities and practices.

There are currently no outstanding engagements or promises to speakers or unfilled requests after July 30 (except for Sept 21 Peace Conference with Hosteling International which will be taken care of).

The coordinator was open to managing special projects in the future for NorCalPCA. These might include:

1. Digital Stories of selected volunteers (similar to the video she put together for the TechSoup competition). These could possibly be revenue generating, and/or be made available to schools, businesses, etc. These would be crafted, edited, high-production value videos of volunteers telling stories of their experiences. They could be used to create database/website of digital stories. She is willing to do digital stories with the remainder of the hours, guessing ~70 paid hours would result in 5-6 video stories, ~90 paid hours, maybe 8 stories
2. Events that are hosted by NorCalPCA (most GPP events are hosted by another organization) similar to Festival of Cultures.

Discussion

The board discussed the GPP coordinator's reasons for resigning.

Action items:

1. A task force, led by Vern Philips was appointed to create a plan to acknowledge and thank Betsy and Frank for all of their good work.
2. The GPP will be discussed at the August 3 board meeting including: lessons learned as a board; how to identify a sustainable funding stream and a management team; and explore the tool kit provided by the national office for Third Goal speaking opportunities to achieve a fluid transition.

A motion was made to adjourn the meeting by Lie Njie.

The meeting was adjourned at 8:40 PM.

Next Board Meeting: Wednesday, August 3, 2016, AirBnb HQ, 888 Brannan St, Floor 3, San Francisco, CA 94103, 6:30pm - 8:30pm. Optional Social Event: Blueprint Tap Room, 5:30pm – 6:30pm (Note: Happy Hour ends at 6p), 680 8th St. (near AirBnb), San Francisco, CA 94103.