



## **NorCalPCA Board Meeting**

May 5, 2017

Hosted by Board Member Holly Uber  
6:30 PM – 8:30 PM  
Redwood City

### **Present:**

In Person: Lie Njie, Holly Uber, Kristen Borash, Michael Hotard, Jeff Zundel, Terry Vogt

Via Conference Call: Jane Ferguson Flout, Glenn Anaiscourt, Elizabeth "Ella" Dowell, Sandrena Frischer, Lila Holzman, Noah Brod, Anthony Toney

Absent: Amy Ross

The board meeting was called to order at 6:30 PM

### **Approval of Minutes**

The board unanimously approved the April 2017 minutes

### **Update from Board President Lie Njie:**

- Happy Cinco de Mayo!
- Congress passed the continuing resolution budget through FY17 - Peace Corps funded through the end of the fiscal year.
- We received a hand-signed letter from representative Anna Eshoo - her son was in Peace Corps - she could be the next Sam Farr replacement as a champion for the Peace Corps.
- NorCalPCA Board is large; we need to keep to our two- hour meeting time limit.
- The opportunity for a possible new board member in Marin was discussed. If we wanted a new board candidate to run for North Bay representative we would have to announce a new election 30 days before the election and put together an online ballot. It might be easiest just to leave the seat open and address it in our next election.
- May 3rd - send-off event, over 100 people in attendance, 34 new invitees.
- May 6th - Story Slam fundraiser in Healdsburg. Attend if you can.
- May 7th - Peace Corps hike, posted on NorCalPCA Facebook page.
- Propose to change event emails to Thursdays. People post things last minute, and it's not an automated process, Ella Dowell has to work on the weekends to put it together and always gets compliments on our weekly event emails. Board member Jeff Zundel shared that Eventbrite found that most people read events emails on Thursday evenings and Friday afternoons and suggested a "harvest time" for gathering information for the emails on Tuesday.



### Update from Board Members:

- *Jeff Zundel* reported on collateral material he is looking into getting for members to use at events in order to extend our reach to other RPCVs through branded items. If individuals want collateral for an event, let him know. He has ordered blue hats and is looking into getting totes, T-shirts, stickers with NorCalPCA logo and water bottles. NorCalPCA business cards have been ordered for us to hand out to RPCVs and invite them to check out our website and events. Hats may not be a sustainable option because of the cost. Lie Njie and Lila Holzman have two table runners and a banner for outdoor events. Board members agreed that we want to refer to NorCalPCA (spelled in “CamelCase” fashion with capitals “N”, “C”, “PCA”). It’s preferable to say the full name, Northern California Peace Corps Association, because newcomers don’t always understand what the “PCA” represents.  
Jeff also is hosting a series of seven monthly hikes in Santa Clara County for NorCalPCA members. Hike all seven trails and you’ll get a free t-shirt from Santa Clara County Parks.
- *Ella Dowell* noted that NorCalPCA membership at the basic level plan is available to anyone who logged in the last year. Ella is splitting up couples so they have individual entries; member groups have been added; training will be offered for board members to learn how to pull reports to get contact information for anyone in their member group. Ella recommended having another membership drive before the newsletter goes out so we can update contact information.
- *Glenn Anaiscourt* announced the potluck style annual picnic will be located at CalShakes in Orinda. The date is now proposed for Saturday, September 2, 2017 and will be confirmed next week. Glenn anticipates 100 people can reserve 10 picnic tables. The picnic begins at 12:00 PM followed by a 2:00 PM show: the West Coast premiere of *Black Odyssey*, Homer's journey to Oakland by playwright Marcus Gardley, an Oakland native. Those age 30 and under will get a \$20 discount on tickets. NorCalPCA might be able to get a deal on tickets because matinee performances are not as well attended. We will ask to reserve a spot in the more private upper grove. Glenn may post an Eventbrite announcement so early-birds can sign up and get a discount. People will also be able to register through NorCalPCA website.
- *Kristen Borash* said the upcoming NorCalPCA newsletter will highlight membership structure changes and serve as a vehicle for renewed donations. The long form of the newsletter will be on the website and in summary form in the paper version. Updates should be high-level with fewer details as we want this to be an example of the work we do and have done for the past few years. We need to get content, edit and format all content by mid-June. Board members should submit their pieces by May 15th. Jeff is interested in helping with the editing and production work and also offered to help Glenn advertise the picnic with a visual advertisement. We may put out a general call for content to get larger format articles, especially from recently returned RPCVs. Ella Dowell will follow up on the "Who we are..." section on the website. Kristen also is interested in coordinating an event with another RPCV.
- *Jane Ferguson Flout* is hosting a labyrinth walk for RPCVs in Tiburon on Saturday, June 10<sup>th</sup>.
- *Terry Vogt* plans to get an event on the calendar for a gathering at a salsa club he knows at 11<sup>th</sup> and Folsom streets in San Francisco – perhaps featuring a salsa lesson.
- *Lila Holzman* hosted a NorCalPCA table at the People’s Climate Movement on Saturday, April 29 at Lake Merritt Amphitheater in Oakland and it was a positive experience; Fellow RPCV Cassie Burdyschaw is helping Lila to advocate for full federal funding of the Peace Corps by scheduling in



person meetings, postcard writing campaigns, and Op Ed letters to the editor. Lila wondered whether the NorCalPCA budget would cover snacks at postcard writing events and Board President Lie Njie responded that Lila has funds allocated to advocacy in the budget; she just needs to let Lie and the Treasurer, Terry Vogt, know what she intends to spend the money on and provide receipts.

- *Anthony Toney* is working on an art project for NorCalPCA tote bags. Anthony will also contribute a piece on youth and diversity for the newsletter.
- *Noah Brod* organized a happy hour May 3rd in Oakland with Lea Webster (RPCV Samoa). He intends to post an event soon about beehive maintenance. To enhance volunteer coordination, there is a new volunteering form on the NorCalPCA website to encourage NorCalPCA members to volunteer to help coordinate speakers match; send out emails and recruit volunteers for events. Noah is working with Jayma Brown on getting feedback from participants in NorCalPCA events. Jayma will be hosting a volunteer appreciation event for NorCalPCA members sometime in July.
- *Holly Uber* is interested in creating 20-minute webinars on different topics for example, letting people know all the ways they can volunteer with NorCalPCA. The webinar could be put in an email to share with others in order to widen the circle of people involved in hosting events beyond board members.
- *Michael Hotard* would like to plan one career event per quarter and let NorCalPCA members know about them. For example a casual South Bay resume workshop at a café for newly returned and mid-career RPCVs. Michael is also open to talking to anyone who contacts him who is an RPCV looking for job possibilities. He would like to have a LinkedIn group for RPCVs to post what they are looking for. Jeff Zundel said he would connect with Ella Dowell to follow up Michael's latter suggestion.

Michael also pointed out the NorCalPCA Speakers Match portal on our website where interested Third Goal speakers can connect to Peace Corps Speakers Match and sign up to speak. Michael has talked to the Peace Corps Speakers Match coordinator who is friendly and interested in collaborating with us. NorCalPCA has a list of local organizations where RPCVs have spoken before and he is reaching out to them to let them know we're here. The number one request is from NorCalPCA members who want to speak to fulfill the Third Goal of Peace Corps. The hard part isn't getting speakers but finding opportunities for them to speak.

In other areas, Michael reported that the happy hours in Palo Alto as well as the monthly lunch at Stanford are a great way for RPCVs to connect. He wants to have another two happy hours a month, perhaps one in Santa Clara and the other in San Jose.

- *Sandrena Frischer* is interested in playing a role in a San Francisco career event. She is excited about the happy hour she hosted in Marin that attracted 20 people and would like this to become a monthly event. She said those who attended the Marin event said they have been waiting for a place where they could connect with other RPCVs.

As a member of the NorCalPCA Grants program committee, Sandrena will be writing a piece about a grants project in Kenya and Panama to include in the upcoming newsletter. The beginning of grants process is about to open and the newsletter will highlight upcoming grants. Sandrena requested that the deadline for grants be on the website. The committee will not be in a position to look at grants until September.



- *Lie Njie* said he had received an email from former NorCalPCA board member Tara Trepanier Gill who noted how impressed she was with the number of NorCalPCA events on the calendar. Lie read a note from board member Amy Ross who noted the success of the potluck she hosted in Santa Cruz on April 21.

### **Career Events**

A general discussion among board members about career events concluded that it is easier to do networking events (like the previous NorCalPCA LinkedIn event where individuals can briefly announce whether their organization is hiring) than it is to do a career fair. Ella Dowell noted a May 30th networking event for RPCVs in Sacramento.

### **NorCalPCA CamelCase Spelling Style**

Board members agreed that we want to refer to NorCalPCA (spelled in "CamelCase" fashion with capitols "N", "C", "PCA"). It's preferable to say the full name, Northern California Peace Corps Association, because newcomers don't always understand what the "PCA" represents.

### **Finances**

Terry will provide a financial report describing NorCalPCA's current financial status in the next NorCalPCA newsletter.

### **Proposal by Mountain Hardware for Fundraiser**

A proposal by Doug Heiner of Mountain Hardware in Richmond has offered to give NorCalPCA members a discount in June by showing an evite; and to hold a fundraiser at their site. The board unanimously approved holding a fundraiser at Mountain Hardware. If anyone is interested in hosting the event, let Lie Njie know.

### **Bumper Sticker**

Lie Njie is working with NorCalPCA member Jamie Sutton on a "Proud to have Served in the Peace Corps" bumper sticker with the National Peace Corps Association (NPCA), who would have to approve the bumper sticker and might fund it. Lie hopes to get this approved in time to market with the rest of the NorCalPCA collateral material.

### **Peace Corps Connect Conference**

Lie Njie described how the Peace Corps, NPCA, and NorCalPCA can and in many cases already work together seamlessly on national, local and regional levels. The upcoming Peace Corps Connect Conference August 4-6 in Denver, CO is a good way to continue this effort, especially considering the theme of the conference: "Partnering for Progress: Taking Collaborations to New Heights." NorCalPCA Board members Kristen Borash and Glenn Anaiscourt will be attending and Lie Njie also is hoping to be able to attend. Peace Corps Connect is a great way to link up with other organizations; the more we are interconnected with national and other regional organizations the stronger NorCalPCA will be locally because we will have more resources and people engaged to distribute and share responsibilities. If one person steps away from coordinating a NorCalPCA program, for example, another volunteer would immediately be available to step in and keep the momentum moving forward.



The upcoming Peace Corps Connect Sessions will address the following five topics:

1. **Global Health:** ensuring healthy lives for all ages worldwide;
2. **Environment:** protecting our planet and building resilient communities;
3. **Economic Development:** achieve sustained and inclusive economic growth;
4. **Equality & Justice:** promoting equality and empowerment of marginalized populations;
5. **Education and Youth Development:** enhancing opportunities to positively impact communities.

#### **Website Content**

Noah Brod raised the question of how the NorCalPCA board would want to simplify, streamline, and manage the NorCalPCA website content. Currently, the website content can be hard to navigate. Noah agreed to lead a website content ad hoc working group to address the issue.

#### **Meeting Adjourned**

A motion by Terry Vogt to adjourn the meeting at 8:46 PM was unanimously approved by the board.