



Northern California
PEACE CORPS
ASSOCIATION

NorCalPCA June 2017 Board Minutes

June 2nd, 2017 6-8pm

Hosted by: Terry Vogt

Minutes by: Sandrena Frischer

Attendees (in-person):

Lie

Terry Vogt

Kristen Borash

Noah Brod

Lila Holzman

Sandrena Frischer

Holly Uber

Attendees (virtual):

Jeff Zundel

Elizabeth Dowell

Michael Hotard

Absent:

Anthony

Glenn Annaiscourt

Board Member Transitions

Amy Ross (Santa Cruz) and Jane Ferguson Flout (San Francisco and Secretary) have both resigned from the board citing lack of time and availability to perform their board duties. Lie pointed out that resignation from the board does not need to be a bad thing; this is an opportunity to bring on new people to the board who have more time and new energy. Peace Corps doesn't end when someone ET's, and NorCalPCA is the same – if someone chooses to leave early, we'll make it work.

Lie has identified candidates to fill the three open board seats, and will be working with the board to figure out how to bring on those candidates to serve on the board until the full election at our next Annual General Meeting (AGM) per our by-laws.

Collateral

As part of our “NPCA Affiliate Pro” status we may be able to sell NorCalPCA apparel through the NPCA Website and receive a cut of the profits. We will likely order one of each option and have them present at the barbecue, so that people can get excited about ordering them, but we will work out the logistics of this as it gets closer, and it will likely involve the use of an e-commerce platform which Lie will work on prior to the last meeting. Jeff is still working on pricing the suggestions from the last meeting, including stickers and shirts. Shirts will likely be sold at \$25.

One of our members is trying to make a “Proud to have served in the Peace Corps” bumper sticker, which has been delayed due to Peace Corps’ issues with use of their logo. We still think that this can happen, but we’ll need a re-design of the sticker and updates from NPCA on what we can do.

Picnic

Glenn sent out updates regarding the annual picnic which will likely be at Cal Shakes August 20. The picnic details are posted on the events calendar.

Newsletter

The goal of the newsletter is about increasing membership and leading people to the website.

All board members submitted their various sections for the newsletter! Kristen is managing this project. We are currently looking for more human-interest stories to include. The goal is for the final to be ready by June 19th, and to have a party to stuff all of the envelopes around June 24th or 25th. Noah will help with recruiting volunteers to stuff envelopes, with Kristen being the lead organizer on the event itself. Kristen has done great work here, with RPCV Tiffani Jarnigan leading the layout and design – thank you Kristen and Tiffani! Ella can provide the login for the Flickr account, and

Lie is working on a letter from the board that will be included in the newsletter, which was included in the agenda for this meeting. Lie wants everyone to provide feedback as soon as possible, so that we can be sure that we are all on board. Lie also has a copy of the treasurer report, which is not ready for distribution yet.

Treasurer's Report

The following financial report from our most excellent Treasurer, Terry, will be included in the newsletter:

NorCalPCA made two major changes during our fiscal year ending September 30, 2016. First, we radically changed the way we account for and charge our membership. Second, the board made the decision to terminate the Global Presenters program, which was operating at a significant financial loss, and have instead joined forces with the Peace Corps' 'Speakers Match' program.

As of the end of May 2017, NorCalPCA has \$43,683 in cash and investments.

Our new rainy day fund totals \$30,000 and is being invested in a long-term portfolio. In the future the Board will decide when to dip into the rainy funds -- we anticipate using earnings rather than principal. Last year we made grants to Peace Corps projects around the world totaling \$8,600, leaving \$2,174 in grants restricted funds carrying over into this year. This fiscal year we have generated \$6,591 in membership and donations. We currently have \$11,509 for general use by NorCalPCA. We will need to raise over \$25,000 over the next year to continue our excellent programs to support the Bay Area community, our RPCVs, and our world. Our infrastructure and programs cost money year after year, and NorCalPCA would not have survived these 35 years without your financial support. If you can contribute please do so at <http://www.NorCalPCA.org/campaigns>. Thank you for your support!!!

NorCalPCA Photos

Noah will work with Ella migrate all of NorCalPCA's photos from our locked-down Flickr account to a system that allows for any member to upload a photo. This will also provide a resource to pull additional content for the newsletter.

Advocacy

Lila worked with Cassie B, the potential new board member currently based in the North Bay, to meet with our local representatives, who were very supportive of Peace Corps. Cassie and Lila both hosted postcard writing parties, which did have attendees. In the official budget proposal, the Peace Corps received a cut of 3%, which is considerably less than the anticipated 30%, but we are still advocating that Peace Corps should not receive any cuts whatsoever and taking the steps to stand by that.

Updates

Lila

Lila presented on how she has a contact at Sun Power, a solar power for-profit, who would like to host a solar power education presentation in partnership with NorCalPCA. This event could work if it's member-hosted, but it needs to be strategically done so it's clear that NorCalPCA is not getting a cut of the profits and has an emphasize on solar power education, as opposed to just a marketing opportunity for Sun Power. Sun Power would offer free consultations and potentially discounts to RPCVs at the end of the event.

Michael

Michael shared that he sent out the survey regarding Speakers Match. The poll was successful, with about 14 responses. About half had heard of the Peace Corps Speakers Match portal. Overall the responses were positive, but there were a few comments regarding speaking engagements over the last few years with events being rescheduled, disinterested audiences, etc. Michael is actively working to address these issues, and will be working on setting up more speaking opportunities over the next few months.

Ella

There have been a lot of website and communications updates, but most things happening behind the scenes. The main change is that there is now a membership tier for currently serving volunteers, which is particularly helpful for grants and PCVs who will be COSing soon and are looking to reconnect with NorCalPCA. We should be able to email this group directly and not have them on the events email. Ella, as always, has done great work here!

Jeff

The hike has been great! A lot of work has been done on collateral and swag, with results forthcoming.

Noah

The happy hours have been great! Jayma has been sending out surveys to people who hosted events that were awkwardly phrased; Noah will work with Sandrena to understand and address this. We're going to try and send out one batch email each month so that people can provide feedback continually. Noah has been working on streamlining the website platform for volunteering.

Sandrena

The happy hours have been a success, with the upcoming Marin Happy Hour hosted by NorCalPCA Member Cassie. The Mission Happy Hour was also a success, with approximately 25 members showing.

A member expressed interest in building up a an RPCV of Color (RPCVOC) group - Sandrena connected her with Anthony and will be following up there. Grants applications need to be submitted by August 31st, 2017 and more sharing about the opportunity needs to happen on the NorCalPCA page, in addition to RPCVs and PCVs in our networks.

July Board Meeting

Will be hosted by former board president Jayma Sunday July 9th. Time and location will be emailed out to the board.

Meeting Adjourned

Holly moved to adjourn the meeting, which was seconded by Noah. The meeting adjourned at 8:20 pm.