



Northern California **PEACE CORPS** ASSOCIATION

NorCalPCA Board Minutes

August 4, 2018 10:00am - 12:00pm
Alameda, California

Meeting facilitated by: Lila Holzman
Meeting hosted by: Noah Brod
Minutes taken by: Michael Hotard

Board Director Attendees (in-person):

Lila Holzman
Kathleen Campbell
Jeremy Karnowski
Noah Brod
Jeff Zundel
Holly Uber

Board Director Attendees (virtual):

Michael
Elizabeth
Jesse Schofield
Jenna Smith

Board Directors Absent:

Glenn Anaiscourt
Derek Owens
Christine Moore
Nancy Beam
(Terry Vogt)

Board Meeting Minutes

- 1) Appreciations (10:00-10:05)
 - a) Lila offered appreciation to the NorCalPCA Board for staying active in the busy summer months. **Examples:** Kathleen, Jesse newsletter; Jeff - collateral and coordinating calendar sales; Jeremy - taking on Treasurer roles; Ella - membership;

Michael - taking on extras; Noah - fixing our Google Drive; Holly - career event was a success; Jenna planning picnic

- 2) July meeting minutes
 - a) Slight change to the notes to reflect Sandrena's status of no longer being on the board.
 - b) July minutes unanimously approved

- 3) Review existing events to see if there are good candidates to add to Peace Corps RPCV website or the NPCA calendar
 - a) Decision to submit the Annual Picnic as a networking event to the RPCV calendar
 - b) Decision to submit the YoPro Networking event as a networking event to the RPCV calendar
 - c) ****Lila** will submit those events
 - d) Annual Picnic will be our next event on the NPCA calendar

- 4) Budget item proposals (10:15-10:45) [Noah/Jeremy]
 - a) Jeremy has put together documents on the budget and finances on the Google Drive, working on getting access to all the accounts, working on Quickbooks to be it aligned
 - i) Once the systems are aligned, there should be a smoother way to get regular updates on the budget
 - b) Jeremy is working to prepare a budgeted-to-spending analysis for 2017 by the next board meeting
 - c) ****Board Members**, ask Jeremy about financial transactions that are happening with your programs if you have questions about the transactions
 - d) ****Board members** - complete the budget template for the program area(s) that you have and save them to the September meeting folder (NorCalPCA>Board>Board Meetings>2018>09-16-18 NorCalPCABoardMeeting) by September 10 (Monday)
 - i) Teams (lead and support members) can work together on the budget templates
 - ii) The planning templates should be put in the September meeting folder but will eventually be moved to a financial planning folder.
 - e) The Board discussed a new plan for care packages that Noah is interested in starting as an example of how to prepare a budget
 - f) The budget template may change next year, so board members should note areas that you think could be improved. For now, skip any parts that would not apply.
 - g) Board member asked which activities and things should we complete the budget templates for? Is something like the newsletter an activity? The board consensus

was that the template should be completed for anything that had a financial effect on the organization, including the newsletter.

5) Annual Picnic at Angel Island on September 9th

- a) Jenna provided a summary document describing the planning so far and what is still needed
- b) Around 30 RSVPs on the website so far
- c) Regions provide Jenna with a blurb about how to get people there from your region by August 10 (Friday)
 - i) East Bay: ****Kathleen**
 - ii) SF: ****Lila**
 - iii) South Bay: ****Jeff**
 - iv) Santa Cruz/Monterey: ****Derek**
 - v) North Bay: ****Ella**
 - vi) Fisherman's wharf can be a difficult area to park in. The Board was asked to consider thinking of BART or other public transit options.
- d) Noah has the NorCalPCA picnic materials that can be brought to the picnic. ****Jeff** will take them from Noah's house and take them to the picnic
- e) Who is responsible for ice chest? (Possibly Glenn, if we can confirm it.) ****Jeff** has a cooler that he could bring but he will need to coordinate with someone to help him move things from his car.
- f) ****Jenna** provides write-up to Noah to send to the NorCalPCA volunteer list by August 6 (Monday). ****Noah** - email members who may want to volunteer by August 10 (Friday).
- g) Fundraising and collateral. It is possible to use Square to work on Angel Island. NorCalPCA will plan on selling calendars. We will have one of each collateral item as an example, but people can purchase them online. If people do want to pay onsite, then Jeff will take their information, but we won't promote this option.
 - i) ****Jeff** will be in charge of collateral setup.
 - ii) Board members can wear shirts as walking advertisements.
- h) Facebook event for the picnic. ****Board members** should RSVP and share the event with friends
 - i) ****Noah** will promote the event with paid facebook ads
- i) Board member availability:
 - i) Can make it: Jenna, Jeff, Lila, Jeremy, Ella
 - ii) Won't make it: Jesse, Noah, Michael, Kathleen
 - iii) Maybe: Holly, Glenn
- j) NPCA can send out an email on our behalf in case there are people that are not in our database. ****Jenna** will send a write up to Ella. ****Ella** will coordinate that with NPCA.

6) Upcoming Peace Corps Events

- a) NorCalPCA met with Peace Corps Oakland to discuss ways to collaborate on upcoming Peace Corps events. They had two events scheduled that they identified.
 - i) Family Panel: December 17th, 6 – 7 pm
 - ii) San Francisco Send-Off Party: May 2nd, 6 – 8 pm

7) Updates on specific areas:

- a) Membership: Ella sent out revised membership tiers proposal to the Board members for consideration.
 - i) The membership award that mentioned appreciation “events” was changed to appreciation “event.”
 - ii) New membership tiers were approved unanimously. The tier changes will go into effect on October 1 with the new fiscal year.
 - iii) ****Jeff** will work on fulfillment of the bumper stickers.
 - iv) ****Michael** will write a letter that we can send out for the tiers.
 - v) ****Michael** will write language for the automated email. The email will ask for an opt out and say the items will be sent to their latest address. ****Ella** will help to implement on the website.
- b) Newsletter
 - i) The newsletter off at the printer and received positive feedback.
 - ii) The newsletter group is working on getting it on the website and in the weekly events email.
 - iii) ****Kathleen** will send out certain ones immediately. Will get some to a board member going to the picnic. Will give some to Michael to use for fundraising around the end of the year.
 - iv) ****Kathleen** is planning on getting labels for the envelopes to send out newsletter. The proposed plan is to send it to anyone that has had a silver membership plan or has given an equivalent donation in the past.
- c) Google Drive changes
 - i) Noah registered NorCalPCA for a Google Non-profit account, which provides better features for storing documents along with other benefits.
 - ii) Google ads grants will allow NorCalPCA free Google Ad spending, but there are conditions attached. Currently, the norcalpca.org redirects to a peacecorpsconnec.org site, which affects our performance on this Google Ad grant. Noah and Ella are working with NPCA and Silk Start to change this redirect.
 - iii) Lila acknowledges Noah’s effort for taking on this project.
 - iv) Lila has access to passwords for all of the systems that NorCalPCA has stored in an online vault. If a Board member needs access to one of them (Facebook, Square, etc.), they can contact Lila.
- d) Calendars

- i) The calendars are sold through the same website store as other NorCalPCA collateral. Jeff is working with the calendar team to coordinate these sales.
- e) Safe space event planned by Jesse. The event was canceled because of low RSVPs, but there is still interest in this event. The original event was scheduled for Memorial Day weekend, which can be difficult to get commitments for.
- f) Web site: Ella asked that board members to provide articles on the events for the web site. ****Holly** to do one on recent careers event.
- g) Events emails. Michael is working on two of the events emails in August. If you have any questions about the events or newsletter, email the events@norcalpca.org email address to reach both Michael and Ella.
- h) Grants. The grants deadline is August 31

9) Motion to end meeting approved.