



Board Meeting

August 3, 2016

Hosted by Justina Wu

7:00 PM – 9:00 PM

AirBnb Headquarters

888 Brannan St, San Francisco,

Present:

In Person: Glenn Anaiscourt, Jane Ferguson Flout, Lie Njie, Terry Vogt, Justina Wu

Via Conference Call: Nichole Clark, Ella Dowell, Tara Trepanier Gill, Dorothy Herzberg, Jacqueline Sloves

Absent: Vern Philips, Amy Ross, Meredith Vostrejs

Guests:

Nancy Ragey, Nonprofit Consultant and Facilitator of the Board Meeting

Megan McMahon, NorCalPCA Member and Beyond Borders team member

Social Component: Blueprint Tap Room, 5:30 – 6:30 PM; Dinner 6:30 -7:00pm provided by AirBnb

The meeting was called to order at 7:00 PM

Last month's minutes

The July 2016 minutes will be sent to NorCalPCA Board Members this week.

Updates

Technology

The launch of the Silkstart membership database on NorCalPCA's website has been delayed for several weeks until the tiered membership payment system linked to it is finalized. Once up, the NorCalPCA membership database will be interactive with the membership database of the National Peace Corps Association (NPCA). In other developments, NPCA has hired Ella Dowell to help its affiliates implement Silkstart systems. Ella voluntarily implemented the system for NorCalPCA.

Acknowledgment

The board will acknowledge Betsy Aaron, former GPP Coordinator who resigned July 30, 2016, for all her good work with a card and a gift.

Facilitated Discussions

Nancy Ragey facilitated board discussions on the Global Presenters Program and the Beyond Borders Storytelling Program. Before opening the discussions, she reminded the board of the ground-rules that were established at the March 2016 offsite board meeting and retreat:

1. Listen closely, respectfully and constructively to each other.
2. Let people finish what they are saying before jumping in to speak.

3. Seek clarification and disagree respectfully.
4. Encourage everyone to participate – make sure we hear from everyone.
5. Each board member is responsible for the group and the group process – everyone is empowered to speak up to ensure the ground-rules are being followed.

The board agreed to these ground-rules.

Global Presenters Program

Discussion Context

At the March 2016 offsite meeting, the board agreed:

1. To offer to extend the Global Presenters Program (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. To establish a Fundraising Committee to work towards finding funds to continue the GPP after September;
3. To make the future of the GPP a priority discussion topic at the August 2016 board meeting.

Intervening circumstances since March have included transfer of supervision of the GPP Coordinator to the President and the Vice President; and the Coordinator's resignation effective July 31, 2016.

Discussion

The board agreed our purpose now is to determine where we want to go next and to think about what we've learned since beginning of the program and where it is now:

What's Gone Well

The GPP is a great, well-run program. We spent money on it, it worked and we had good results despite no firm goals. It fits as a positive way of engaging NorCalPCA members. Speakers were well trained, prepared and effective. Betsy Aaron helped NorCalPCA increase our reputation in the Bay Area as a trustworthy organization whose speakers show up and do a good job. She developed a wide network of organizations that used GPP speakers. While the GPP is focused on the 3rd Goal, it essentially encompasses NorCalPCA's five key areas (3rd Goal, readjustment, volunteering, advocacy, and grants).

Challenges

GPP is an expensive, time-consuming program that takes sustained outreach connecting with community groups on the one hand while providing a steady supply of speakers on the other hand. It takes a lot of preparation on the part of speakers. Not having a budget allocated for GPP and deciding month to month whether to keep funding the program caused problems with the board because the program was not financially sustainable.

Lessons learned:

Historically, NorCalPCA's speaker program has been a volunteer project that has been sporadic in its placement of speakers because of the sustained work involved in community outreach and availability of speakers. The core value of paying a GPP Coordinator is in outreach and setting up speaker engagements. Outreach takes repeated contacts before an organization opens their doors. Corporations, schools, nonprofits, and clubs each require a different touch and cultivation style.

National Peace Corps has a well-developed, free Speakers Match program with paid staff in which RPCV speakers can be requested by region and matched with a group. Peace Corps' Speakers Match program also provides effective speaker training material.

The board agreed that we want to develop a stronger partnership with Peace Corps' Speakers Match program as an established structure to support our effort. However we still need to do local outreach to community groups as this is not something Peace Corps provides. Other ideas included:

- Listing the Peace Corps Speakers Match program on NorCalPCA's website as a way for local speakers to sign up to be speakers and community groups to be matched to them;
- Developing a stronger relationship with the Peace Corps office in Oakland as another resource to help us promote the speakers program.
- Promoting NorCalPCA's speakers program on volunteer match websites such as CVNL and Volunteer Match.
- Promoting a quarterly NorCalPCA speakers night at a local library, school, or other venue and having a number of speakers present. This would be different than the Beyond Borders storytelling program.

The board took a straw vote of three options to consider for the future of GPP.

1. Continue the GPP as is: 1 Yes Vote
2. Revert to a volunteer-run program and create a stronger partnership with the national Peace Corps Speakers Match program: 7 Yes Votes
3. Retire GPP: 0 Votes

Discussion ensued about the unpredictability of a volunteer-run program. The board entertained a fourth option of reverting to a volunteer program while continuing fundraising efforts. Terry Vogt plans to help fundraise through the Rotary Club.

Actions

A motion was made by Jane Ferguson Flout, seconded by Glenn Anaiscourt, and approved unanimously with no abstentions, as follows:

1. Revert to a volunteer-run speakers program and plan to raise funds for the program.
2. Coordinate with the national Peace Corps Speakers Match program to provide support.
3. Raise funds first before implementing any future plans for the program that require funding.
4. Write a volunteer position description and recruit a volunteer coordinator to continue the speakers program with the focus on community outreach.
5. Allocate \$1,200 in the FY2017 budget (beginning October 1, 2016) to reimburse the volunteer coordinator for mileage or other expenditures incurred in sustaining the speakers program.

Beyond Borders Program

The board held its discussion on Beyond Borders in the spirit of looking forward.

Discussion Context

The Beyond Borders team formulated a statement to define and formalize their relationship with NorCalPCA in response to last month's board meeting when questions were posed about the relationship of Beyond Borders to NorCalPCA. The Beyond Borders team is comprised of Justina Wu, Megan McMahon, and Will Spargur.

Justina read from a prepared statement without providing copies. She noted that Beyond Borders is a San Francisco-based program that has always had close ties with NorCalPCA based on shared values of the RPCV's 3rd Goal through storytelling. The Beyond Borders team values and wants to continue their partnership with NorCalPCA in mutually beneficial ways. Going forward, the Beyond Borders team wants to operate as an independent entity. The team's mission is to promote understanding between people and cultures of the world through the art of storytelling. The team would like NorCalPCA to act as a sponsor for StoryJams by providing funds to pay for expenses (\$200 per event). They want to seek additional sponsorships from other organizations. They would provide at no cost to NorCalPCA resources for Storytelling event production. All videos and photos taken at Beyond Borders events are considered by the team to be the property of the photographer or videographer who made them. Images may be used if properly attributed.

Discussion

The board thanked Justina for her remarks and praised Beyond Borders as an extraordinary group that is valued by NorCalPCA .

Several board members expressed surprise and confusion that the team wants to operate separately because Beyond Borders has been a NorCalPCA program since its formation.

Board members said that the Beyond Borders brand and assets such as videos and photographs are owned by NorCalPCA. At the same time several board members said they recognize the desire by the Beyond Borders team to spin off as a separate entity from NorCalPCA. The board is willing to work with the team in reaching an agreement going forward. The intention is to stay friends and move forward.

The Beyond Borders team noted that they are shifting in their relationship with NorCalPCA and are still in the process of defining who they are as well as understanding the legalities of how they are organized. The team wants to have the creative license to run the program the way they want to and expand the program beyond RPCVs to include others who have had cross-cultural experiences.

The board noted that until the Beyond Borders team clarifies their organizational identity including whether they will operate as a profit or a nonprofit, the board cannot vote on anything.

Actions

1. The board asked the Beyond Borders team to provide a document that specifies how Beyond Borders proposes to be structurally organized, so that the board can reach a decision and vote. The board advised the Beyond Borders team to seek their own legal advice to guide them in defining their organizational identity.
2. The board and Beyond Borders team members present agreed that the next two Beyond Borders StoryJam events (August 16 in San Francisco and October 21 in Petaluma) will be NorCalPCA events to enable us to move forward with these events during this time of transition. The Beyond Borders team will send an email to the board that acknowledges this agreement; and no funds will be provided by NorCalPCA for the August and October events until the email is received.
3. The Beyond Borders team will provide the board with wording for attribution of Beyond Borders videos and photographs.
4. The board requested that all Beyond Borders videos and photographs that are being privately held be returned to NorCalPCA.

5. The Beyond Borders team will provide Nichole Clark with the training and support resources she needs for the October 21 StoryJam event at the Lagunitas Brewery Company in Petaluma.

Template for Program Planning

A template for program planning has been developed for individuals coordinating a NorCalPCA program to use to enter FY17 expenses for their program. Tara Trepanier Gill will need this information back in order to complete the FY17 budget for the board to review at the September board meeting.

A motion was made to adjourn the meeting by Terry Vogt and seconded by Glenn Anaiscourt

The meeting was adjourned at 8:40 PM.

Next Board Meeting: Saturday, September 10, 2016, at Stanford, hosted by Meredith Vostrejs.