



Wednesday, February 11, 2015 at 11:45 AM in Room 1572

Meeting called to Order at 11:57 am

Attendees: John Cannon, Claudia Chang, Rachel VanderVeen, Ashwini Kantak, Lenka Wright, Kathy Lang, Mark Brogan, Valerie Osmond, John Lang, Ernest Azevedo, Jessica Short, Dan Tong, Leslie Hallenbeck

Minutes from January 14, 2015. Minutes were approved.

Thank you to Dan Tong for today's Lunch. Lenka Wright to provide next month's lunch.

Board of Director Confirmations: The board confirmed Ernest Azevedo and Jessica Short as new board members.

Financial Update: Current SJMA's financial balance is \$32,167.77. John distributed for discussion information on the insurance policy, cost, and limits and lunch cost breakdown. Our insurance policy has been renewed and payment submitted and the secretary will keep a copy of the policy. It was agreed that the maximum reimbursement for board meeting lunches would remain at \$100. If someone exceeds the \$100 limit, it will be at their expense. It was also requested the board members respond quickly to the email request for board meeting attendance to get an accurate head count in order to ensure there is enough food.

Secretary's Report: Request to update board members' contact information.

Membership Director's Reports: Claudia confirmed that renewal letters with the increased dues were sent out to retirees. She has received good responses so far (about 23 out of 40). Four new managers have enrolled as members and there may be a few more at the installation lunch. Mark received a question as to whether or not current employees rates have increased (they are not) and he is formulating a response.

Retiree Report: Leslie reported SJREA meets the 2nd Thursday of every month and that she will attend alternate months due to other commitments. She plans on getting the word out about SJMA and bringing retiree application forms with her.

Past Event Report: The holiday party was successful, in spite of the bad weather. 62 people attended; about half used a voucher. The total event cost was \$3945, plus \$150 for gift cards. The Farmers Union donated a \$50 gift card. We received feedback that the food was good. The venue lay out was awkward, as the seating areas were segmented and made announcements difficult. Additionally, there was not a lot of seating.

Upcoming Events

- **Installation Luncheon:** Rachel confirmed that the flyer is out and we have received 35 responses so far. John C. confirmed that he will be bringing a wireless microphone unit. John L. confirmed that he will provide some giveaway items to the panel members. It was agreed that a table will be reserved for the panel members and they will be served

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lunch first. Kathy is preparing questions for the panel and agreed to share the questions by Friday, February 13. Lenka confirmed that she will moderate the panel.

- **San Jose Sharks:** John C. stated that 20 of 25 tickets have been sold for this March 12 event.
- **San Jose Giants:** John L. has prepared the flyer for the Friday, May 8 fireworks event. The cost is \$25/adult, \$15/child and includes a ticket, BBQ, sides, and beverage

Strategic Planning

- **Website/Wild Apricot:** The demo has been delayed. The current website software is very manual. Ashwini and Claudia expressed interest in serving on a web committee. Lenka will plan a meeting a couple of weeks. The software is a web content management system that allows membership management, event information and updates. It can also integrate Paypal. It has a lot of capacity. We need to determine a timeline for migrating to the new website. Lenka suggested adding board member bios with pictures.
- **Retiree Connect Pilot Status:** Rachel provided an overview of the program. There were two instances where a job description was distributed. There is a list of interested retirees. Looking back, there is more interest from retirees than from the organization. Departments have their own ways of identifying retirees. Result: limited success. Kathy added that we have a small pool of retirees. Rachel/Valerie will reconnect with HR Director Joe Angelo to discuss the pilot and possibly explore ways to capture non-management retirees (interested, but unable to connect through our program).
- **By-Laws update:** John provided modified language; board members should review changes before the next meeting and bring back recommended changes. Recommend striking language about committees and adding language about ad hoc committees. Also consider adding in language about “role of directors” in section 3.
- **Communications Director Opening:** Lenka reviewed the duties. Jessica volunteered and will now take on these responsibilities after training is given.

Event Planning

- 2015 Event Planning worksheet – events discussed
 - (1) Networking Event – move to later in the year
 - (2) San Jose Sharks March 12
 - (3) Meet The Mayor meeting in April – revisit next meeting
 - (4) San Jose Giants scheduled for May 8
 - (5) Paint Nite in April (Lenka) Could have at a downtown venue, about \$47/person not including food/drinks. Specify voucher for member use only. Mark will assist.
 - (6) Bocce in May or November

Future Items

John C. brought up coastal cleanup event, will look into further and discuss at next meeting

Meeting Adjourned 1:06 p.m.

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