

Wednesday, May 13, 2015 at 11:45 AM in Room 1572

Meeting called to Order at 12:00 p.m.

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

Minutes from April 17, 2015. Motion to approve: Kathy Lang. Second: Jessica Short.

Thank you to Ashwini for today's Lunch. John Cannon to provide next month's lunch.

Financial Update: Current SJMA's financial balance is \$34,478.27.

Secretary's Report: updated board member contact list sent out

Membership Director's Reports: Activity slow, one new member. 15 members with no email address – please personally contact people on the list if you know them.

Communications Director's Report: Jessica is learning the new email system.

Retiree Report: none.

Strategic Planning:

- **Website Overview:** Went live April 23. New costs – email is not offered through the site. Hosting email through Go Daddy (Office 365); paid \$107 for 2 years of email hosting (discounted).

The website cost going up to \$840/year vs. \$600/year. We can lock in the current pricing of \$600/year for 2 years if we agree now. Plus, Wild Apricot will not restrict the number of administrators if we lock in (10 vs. 14). New pricing includes more storage space for documents and photos. The Board agreed to lock in.

Reminder: please log on to the site and update your profiles! It's a good way for people to connect with SJMA and the board members. You can post photos, comments, event suggestions, utilize the "recycle your stuff" section. Suggestion: need disclaimers about "community," not endorsing/advocating any things that are free or for sale, not monitoring, all transactions are between the individual parties, etc.

Event registration section – try it out for the BBQ event since the pay component is not activated yet. It will encourage people to check out the new site. Offer an extra raffle ticket to those who register via the website.

Lenka distributed SJMA Website Administration information. Use the next board meeting to do an overview of updating the events section.

Past Event Report:

NEXT REGULAR BOARD MEETING – JUNE 10, 2015 - 11:45 A.M. (T-1572)

Board Meeting Minutes



- **Paint Night:** 16 participants. Valley Painting Parties did not charge us for spaces we could not fill, only for participants. Future reference: have more food as the food was very light and limited. Everyone had a great time.
- **San Jose Giants:** 34 attendees. Lots of Budget Office attendees again this year. Good outing with a little bit better seats. The Giants won in the end! And the BBQ lines were much better than last year.

Upcoming Events

- **Coastal Cleanup:** May 23. Currently 5 signed up. Another email reminder is going out.
- **SJMA Membership BBQ:** Reserved for June 25. Having difficulty finding a reasonable caterer. Consider Happy Hollow. Gift cards - \$300 budget. Commuter cup giveaway idea.
- **SJ Family Camp:** Pricing – In prior years, SJFC miscalculated the food cost and charged us just for the groceries, and not the additional \$6-12 per person, per meal fee. Now, they are recalculating and charging us correctly, so the cost will go up. The food cost alone would be approximately \$10,000.

Last year, the entire cost was \$10,000. We split the cost over the tents based on sell out and ended up a little ahead of the cost of the event. The cost this year would be more than double at \$21,000 for entire camp.

Option to rent out half of the camp, \$10,000, but the cost is still double.

In prior years, SJMA calculated fees as follows: \$60/40 electric/non-electric tent, \$50/25 adult/child for food, and \$5 for bag lunches.

Observation: we had challenges filling the camp at lower prices, decreased member participation, issues with non-member behavior last year.

The Board voted to opt out. We will conduct a survey at the June BBQ for member interest at the higher rate.

- Rachel will look into OJ's hosting an appetizer after work event. Mark will help. Plan for July.

Future Items:

Lenka's idea - Orange Theory Fitness – corporate discounts for membership. Work out with SJMA?

Rachel suggested – pick a 5K to do together.

John Lang suggested – sponsor a softball team.

Fitness-oriented activities will be discussed further at next board meeting.

Meeting Adjourned 1:03 p.m.

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