

Wednesday, June 8, 2016 at 11:45 PM in Room 1572

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

**Attendees:** Jessica Short, Valerie Osmond, Leslie Hallenbeck, Lenka Wright, Rachel VanderVeen, Mark Brogan, Jennie Loft, Kathy Lang, Ashwini Kantak, Dan Tong

**Minutes from May 11, 2016.** Motion to approve: Kathy Lang. Second: Lenka Wright.

**Thank you to Lenka for today's Lunch.** John to provide next month's lunch.

**Financial Update:** Current SJMA's financial balance is \$30,342.18.

- **Develop SJMA Budget** – Rachel will incorporate suggestions from our May meeting and we will go over the revised information in August, then quarterly after that. Please give Rachel information as events happen (cost, money collected, etc).
- **Reserve Policy** – Plan to have approximately \$10,000 in reserve, which will cover all member vouchers at minimum. Tie reserve to number of members. Call our fixed costs (website fees, insurance, etc) as separate line items.

**Secretary's Report:** Board member information – receiving final updates and will distribute new list.

**Membership Director's Reports:**

- No new members

**Communications Director's Report:**

- **Use of personal email** – Board members identified email preference. Valerie sent first email to group using new email addresses and everyone agreed that it was working fine.

**Retiree Report:** nothing to report

**Strategic Planning:**

- **Event Subsidies** – Proposal to consider a percentage. There should be some flexibility, for example, some signature events have larger subsidies (BBQ, golf tournament, installation lunch, holiday party). Networking events are usually free, but we provide appetizers, so isn't captured with this policy. Additionally, what do we want to spend money on? What are members getting for their dues? Ideas included: professional development and volunteer opportunities could be areas to spend money (providing lunch or other incentives to volunteer). For other events such as shows, hockey games, giants games – what do we do and where do we start? Consider a 25% subsidy. I.e. \$50 event = \$12.50 subsidy. Still allow flexibility, with board discretion. Remember to figure in giveaway and other related event costs. Agreement on 25% guideline.
- **Professional Development** – Rachel suggested a sub-committee be formed. Jennie and Ashwini are interested. While John and Dhez are not present, they previously expressed interest and will be contacted to see if they want to join the subcommittee. Consider connecting with Joe Angelo to explore a joint offering. SJ State – consider

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## Board Meeting Minutes

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bringing someone in for a lecture. Suggestion to conduct a survey specific to professional development opportunities at our summer barbecue. Have questions like: webinar vs. speaker, and suggestions for different topics (project management, leadership, prioritization, etc). Jennie will draft a survey.

- **Annual Report** – The annual report should include a financial component, types of events, level of participation, lessons learned, pictures, and highlights from the year on one page. Consider producing in December/January and providing a draft to the Board. Then make it available at installation lunch to members and post it on the website.

**Past Events:** none.

### Upcoming Events:

- **Art Night:** Gloria may have found a venue, event may be scheduled for August.
- **Member BBQ – June 23:** Lenka and Kathy won't be there – they will get their giveaway items to others beforehand for distribution at the event. Previous caterer is out of business, so coordination took longer. Golden Harvest was selected and has very competitive pricing. Others who have used them share positive experiences. Flyers went out this week. Jessica will get it posted on the website today.
- **Golf Tournament:** deferred discussion to next meeting. Plan for September.
- **Happy Hollow Sleepover – September 24:** Mark is moving forward with the event planning.
- **Winery Music Event** – Jessica: is visiting the venue in Morgan Hill this week and will inquire about reserving an area. Planning for July.

### Future Items

- **ICMA Coaching Webinars** – (Dhez) No update.
- **Family Camp update** – Dhez sent a survey to former family campers to assess interest at the new pricing level. He received several positive responses. We may share camp with other group. Explore idea of sharing with another City association or organization. Rachel will check with Dhez on further discussion or table for another year.

### Open Agenda:

- Leslie suggested allocating some money for Board development (how to be on a board, how to run a board) – add to next month's agenda.
- Jennie asked about holiday party venues. Leslie informed us that the Retirees are having their holiday party on December 7. Everyone should provide a venue suggestion for Jennie in August and she will call each venue to check pricing.

**Adjourned at 1:00 p.m.**

**Next Meeting: Wednesday, July 13, 2016**

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