

SEAPAX Board Meeting - 07/14/19
Agenda and Minutes

Date: July 14th, 2019

Time: 2:00 - 4:30 P.M.

Location: Antioch University, 202 A & B, 2400 3rd Ave, Seattle, WA 98121

Board Meeting Agenda

1. Committee/board member updates (Review before Meeting)
2. Introductions (15 min)
 - Board members & roles, committees
3. Approve Minutes from last Board Meeting (Brad 2 mins)
4. Mentorship Program (Jenn - 15 mins)
5. Calendars Update (Brad/Carolee - 5 mins)
6. PCC2019 Conference (Brad/Lillian - 15 mins)
7. PCC2020 Conference (Brad/Lillian - 10 mins)
8. Making connections with local organizations (Brad -10 mins)
9. [Request to endorse Citizens Climate Lobby \(CCL\) and H.R. 763](#) (Brad - 10 mins)
10. @peopleofpeacecorps (Brad - 10 mins)
11. 2020 Regional Campout (Brad - 5 mins)
12. Elections & [Annual Board Check-In Survey](#) (Brad - 5 mins)
13. Annual Retreat - November 2019 (Brad - 5 mins)
14. [Annual Membership Survey](#) (2019) (Brad -5 mins)
15. Annual Summer Picnic (Brad - 5 mins)
16. Board Meetings 2020 (Brad - 2 mins)
17. Budget Planning 2020 (Brendan - 5 min)

Board Meeting Minutes

Attendees: Emily Biester, Kira Cha, Brendan Chiesa, Brad Cleveland, Josh Fliegel, Steve Gapinski, Ilene Jaffe, Jenn Ritchey,

Absentees: Beth Ahlstrom, Kim Arent, Katy Kaltenbrun, Trisha Patek, Jenny Sayles, Andrea Shelton, Sarah Swenson, Carolee Walters

Guests: Cara Sandquist, Lillian Baer

1. Committee/board member updates (Review before Meeting)

- a. **Community Service Chair** - Josh Fliegel, Andrea Shelton
 - i. No updates.
- b. **Book Club Chair** - Trisha Patek
 - i. No updates.
- c. **Communications Chair** – Kira Cha
 - i. No updates.
- d. **Grants Committee Chairs** – Ilene Jaffe
 - i. No updates.
- e. **Speakers Bureau Chair** – Katy Kaltenbrun
 - i. No updates.
- f. **Calendar sales** – Carolee Walters
 - i. No updates.
- g. **Events Chair** – Jenny Sayles
 - i. No updates.
- h. **Membership Chair** – Kim Arent
 - i. Tasha Prados has created an Instagram campaign called @peopleofpeacecorps. This campaign highlights stories from peace corps. It is very similar to what we are doing with the member spotlight, but more condensed. They currently have 1,412 followers. Tasha has asked that we partner with her by doing one of the following:
 1. Sharing our member spotlights with her to post on @peopleofpeacecorps. She would need to get permission from each member and should would tag #Seattleseapax in her posts
 2. have SEAPAX solicit for her instagram from our members. They would directly email tasha to share their story therefore eliminating the middle man (aka us).
 - ii. The next thing Tasha has proposed is to host a training event for our members. Here is her proposal:
 1. Date: Thursday, September 26

2. Time: 5:30-8:30pm
 3. Location: Let me know where would be good! I'd love a place where I can show a PPT from a Mac and folks can connect to wifi, but if not, I can modify
 4. Title: Developing your Brand Identity & Marketing it: An Interactive Workshop for Entrepreneurs, Nonprofit & Business Leaders
- iii. Description: What's in a brand? Actually, everything. When leaders think of their brand, they sometimes mistakenly think of their logo or website. The essence of your brand is not just what your organization does or sells, but who you are as a company. What you stand for. Defining your brand and developing a solid understanding of your audience should be the foundation for your business and marketing strategy. In this interactive workshop, we'll begin to delve into the art and science of branding, marketing, and strategy. You'll have the opportunity to work on developing your organization's brand identity and hopefully walk away with a newfound understanding of your organization's purpose. RSVP: If you plan to attend, please be sure to [fill out this quick survey so the workshop is tailored to meet your needs](#).
- iv. Bio
1. Tasha Prados is a bilingual and multicultural strategist with ten years of international project management, communications, and marketing experience with the world's leading brands, publishers, and nonprofits. Her work has been recognized by industry leaders like the Shorty Social Good Awards, the Holmes Report, the Public Relations Society of America, and the American Advertising Federation. She is passionate about supporting purpose-driven businesses and entrepreneurs in realizing their full impact and business goals through strategic consulting, brand development, and storytelling. She is also an RPCV.
- v. What would SEAPAX do?
1. Share with our members via newsletter, facebook and social media
 2. Help Tasha secure a venue.
- i. **Webmaster** – Steve Gapinski
- i. No updates.
- j. **Newsletter Editor** – Kira Cha
- i. No updates.

- k. **NPCA Advocacy Chairs** – Jenn Ritchey, Beth Ahlstrom
 - i. Update on Mentor Program (Jenn)
 - 1. Application process
 - 2. Training
 - 3. Roll-out
 - 4. Future
- l. **President** – Brad Cleveland
 - i. 2020 Board meetings
 - 1. Antioch University, 202 A & B, 2400 3rd Ave, Seattle, WA 98121
 - 2. 10a-12:30p
 - 3. 1/12/2020, 3/1/2020, 5/3/2020, 7/12/2020, 9/13/2020, 11/1/2020
 - ii. [Request to endorse Citizens Climate Lobby \(CCL\) and H.R. 763](#)
 - iii. Calendars from Madison, WI group
 - 1. RPCVs of Madison have asked for our help in beta testing a new way to sell calendars
 - 2. The new system will involve purchasing calendars online rather in person
 - iv. PCC2019 Conference (Austin, TX)
 - 1. [RPCV Portal and Career Link](#) (via NPCA, free to post)
 - 2. Reaching newly returned PCVs
 - a. Most interested in 1. Graduate school and 2. jobs/careers
 - b. ~3000 PCVs return home each year, ~7400 PCVs serving at any given time; ~35% non-white
 - c. Social media platforms, FB & LinkedIn (Peace Corps Network Group); some benefit to placing paid FB ads for large events
 - 3. Importance of Affiliate Group Advocacy Chairs & Peace Corps in Era of America First
 - 4. American University has resources for archiving documents of PCAs
 - v. PCC2020 Conference
 - 1. [SEAPAX - NPCA MOU](#)
 - 2. July 16th - July 18th, 2020
 - 3. Venue - University of Washington (Seattle Campus)
- m. **Vice President** – Sarah Swenson
 - i. No updates.
- n. **Treasurer** – Brendan Chiesa

- i. No updates.
2. Introductions
 - a. Board members & roles, committee
3. Minutes unanimously approved (Brendan motioned, Jenn seconded, all in favor, none opposed) Motion passed.
4. Mentorship Program (Jenn)
 - a. Idea from retreat to start mentorship program – have a committee that’s been meeting to roll this out shortly. Decision to do an online orientation instead of a training process for those who are interested in being mentors. Start with having board members only as mentors, and then expand in the future to the greater SEAPAX network. Anyone interested in being a mentee can participate. Will advertise on the website, through Matt at UW, etc. Clarification that we drew from other group’s examples, not a specific national template.
 - b. Mentor Program will help with: housing, job/career help/professional development, social networking, reintegration/readjustment, grad school, service/volunteer opportunities, navigating Seattle, to talk about Peace Corps experience. Meant to support the mentee for where they are now, no time requirements or requirements about how one meets; can be in person, over the phone, or just through e-mail. Will be pairing mentors/mentees via the application process, including questions about time commitments. However, hope for connections 2 hrs/mth, that the commitment can last 4-6 months, and that the mentor and mentee can attend at least one SEAPAX event together each quarter. Ways to connect are through coffee, lunch, happy hours, etc.
 - c. There will be a confidentiality policy/disclaimer about mental health to make it clear that mentors are not mental health specialists, and to encourage outside support.
 - d. Program details: Support to mentors from the mentor team, mentee contacted w/in two weeks of initial application via a phone interview. Request that mentors e-mail the chair (Jenn currently) to let them know you are no longer interested in being a mentor. Supports our mission, and connects participation to SEAPAX events
 - e. Jenn will follow up with an e-mail to the board to fill out mentor applications if they’re interested. May be able to reach out to Peace Corps Office of Returned Volunteers or NPCA to see if able to connect with recent RPCVs who indicate they intend to reside in the Seattle area to let them know about our program.
5. Calendars Update (Brad - 5 mins)
 - a. Brad made some contacts in Austin with the RPCV Madison group, many dealing with issues of calendar sales going down. Beta testing other options for sales online instead of doing group orders, ability to still receive the proceeds as a

group when a SEAPAX member makes a purchase. Looking to order around 125 calendars in bulk moving forward, and have flexibility to test the online method of sales to see how it works. Up in the air to see how it will affect sales. Brendan: profit margin hasn't been great. Josh: want to ensure the online sales don't lead to a lower profit margin, but hope that it's the same or greater as it is when we buy in bulk.

- b. Ilene: question about the merchandise sales. Brendan: currently have \$144 transferred over in profit from the TeeSpring sales.
 - c. Kira: Likes the model of eliminating risk of having too much inventory. Good to do a hybrid model where we do still have some physical calendars (the 125). Can continue to encourage people to buy online.
6. PCC2019 Conference (Brad/Lillian)
- a. Lillian: Peace Corps had announced they wanted their next PCC conference on the West Coast, so decided to go to this year's conference in Austin to see if we wanted to replicate things, and learn things. Learned a lot about facilities, the NPCA, local Austin PCA group. Demographic was older, and many go every year. Some group presentations and panels. Major presentation by the new PC director and NPCA director to sign a protocol agreement. A pitch competition for small groups raising money, gave everybody something. Local affiliate, the Texas group, that raised the money to give. Not easy for them to fulfill the commitment of raising money. Many things happening simultaneously, with many various PC-focused organizations (i.e. graduate schools, NPCA affiliate groups including refugee groups, Women's Legacy, etc). Hoping to replicate the dynamism and increase attendance by 25%. Had about 350 paying participants, and another 50 local volunteers or those with gifted entry fees. Money that you pay to participate covers the cost. We had to readjust our expectations about the needs for spaces and housing.
 - b. NPCA has confirmed the conference in 2020. Will be hosted at the University of Washington, only facility that can offer housing and space. Had looked at Seattle U and Bell Harbor for comparison. Brad: UW has not informed us of their budget yet, but approved. Brad asked Glenn and was told they'd have a budget for us in September. One of the big goals is to reduce the cost for registration. Other things to offset those costs, such as sponsorships. Knows that the cost is one of the biggest barriers. Regular ticket costs around \$300. Lots of organizations that are global health and internationally-minded.
 - c. Step back to 2019 conference: had a breakout session to talk about reaching newly returned PC volunteers. Noted that these volunteers are most interested in grad school and jobs and careers. Number of breakout sessions geared towards that. Also had a career fair as a pre-activity for this. Apparently wasn't

well-attended. Career fair wasn't a part of the registration fee. Need to market to more recently returned volunteers. Lillian: Peace Corps put on the career fair, NPCA puts on the conference.

- d. Approximately 3,000 volunteers who return home each year. We get about 100 volunteers that join our group each year. Question of how many people we're reaching. Seems like we're doing okay on face value, though tough since some people are not recently returned. 35% people of color serving now in the Peace Corps. Reaching out also through LinkedIn, Facebook, etc. Paid Facebook ads is a benefit for some events for attracting members and new RPCVs to the group. Brendan: has done paid ads for a few events, such as the booze cruise. Limits the target audience, generally to friends of friends. Maybe \$20 into a campaign on Facebook. Good to get the name out there, and remind people of things that we do – fits for a low-budget campaign.
 - e. Lillian: will need to brainstorm all social media ideas, and then prioritize. Need to get country groups and other affiliate groups to do reunions around the conference. RPCVs of Colombia are particularly active. Encourage those groups to do their reunions around (before or after) the conference. Brad: there are group meetings at every conference.
 - f. 2019, Brad: Session about Peace Corps in the era of America First. Shout-out to advocacy (Beth and Jenn) via Johnathan Pearson. Discussion of whether we're preaching to the choir in areas like Seattle where we're reaching out to legislators. However, our voices still need to be heard. Lillian: 110 people in Congress voted to defund Peace Corps. Looks like there are resources to archive documents, such as through American University. Not sure how interested we are in doing that, but it's a potential option. Lillian: Also the Kennedy Library in Boston, program of recording Peace Corps experiences. Second option to archive documents. Third thing is the museum in Portland, Museum of Peace Corps. NPCA a great resource, have an RPCV portal and career link, webinars, etc. It was invaluable to planning a conference here, and it's good to send a representative to it. Great to make connections.
7. PCC2020 Conference (Brad/Lillian)
- a. July 16-18 at University of Washington. Opening reception at the Botanical Gardens Thursday evening. Bulk of the conference at the Husky Union building. Lots of breakout rooms. Andrea did a lot of the initial heavy lifting organizing that. Next steps: newsletter, message to board, looking for volunteers for the planning committee and potential exhibitors, and looking for sponsors. Want to bring down the cost and attract younger RPCVs. Working with the NPCA, sent us a memorandum of understanding that we'd sign on to. Can ready through it via the link [insert link], just a broad agreement that we're collaborating on

organizing. Need for a chairperson(s). Brad nominates Lillian, Andrea, and himself. Brad motioned, Brendan, seconded, all in favor, none opposed. Lillian: more people who want to help, the less people will be asked to do. When closer to the conference, will also need volunteers to help organize activities (i.e. a timekeeper, helping people get to rooms) and they all got free registration. Had bright colored tie-dye t-shirts, were around 50 of them. Members have also volunteered to help on the planning committee. This will put us in the spotlight for a bit.

8. Making connections with local organizations (Brad)

- a. Met with Antioch's director of admissions, want to attract graduate students here. Could be a sponsor and exhibitor next year. Question of how best to move forward with these organizations. Do we give them time on our social networks, newsletters, website, etc? Kim has a meeting with Pangea at the end of July. Brendan: Says cross-sponsorship fine, but keep newsletter to, if anything, one group per month. Could also do a cross-promotional write-up or links on the website. Josh: We'd want guidelines, and contacts for the website, newsletters, etc. May want a committee. Can rely on the communications committee to make those decisions. Newsletter not very dynamic. Brad: could include some Antioch events on our calendar. Brendan: Could also include local universities. Kira: We have a table in our communications guidelines for what advertising goes where. Lillian: could include spotlights on organizations with a Peace Corps connection. Pacific Lutheran University: has a professor who puts together a panel as well, and a way to bring Tacoma into our outreach. Sponsor spotlight. Thinking long-term as well. Can add a page to our website, i.e. Networking. Will need rotation. Communications Committee can work on these details. Important for making connections. Could roll this into networking events as well. Mutual benefits for us, and these organizations.

9. [Request to endorse Citizens Climate Lobby \(CCL\) and H.R. 763](#) (Brad)

- a. Came from a representative of the Madison group, RPCVs of Madison, to endorse the Energy Innovation and Carbon Dividend Act [insert link]. Goal to drive down America's carbon pollution, putting a carbon fee on fossil fuels. Brendan: question of whether it is specific to our mission, we haven't reach through the entire bill yet, not able to make an official determination. Josh: also question of whether we're speaking for our members without consultation. Lillian: could reach out to NPCA. 501c3 groups can't sign on to legislation.

10. @peopleofpeacecorps (Brad)

- a. Tasha Prados has created an Instagram campaign to highlight stories from Peace Corps. Would like to share our member spotlights on their posts and/or have SEAPAX solicit her instagram for that. Has offered to host a training event in

September, 09/26 from 5:30-8:30pm. Could allow people to opt in to sharing their stories on her Instagram page when they're submitting their membership spotlight information. As for the training, we would need a venue to share the training.

11. 2020 Regional Campout (Brad)

- a. Scheduled to host next year's regional campout. Do we want to kick this down the road since we're doing the PCC conference? Would need someone who is very motivated to take the lead. Kim was eager to host, but general consensus is we could switch with another group. Need site for 50-100 people and also having room for campers if needed. Fielding a lot of questions. Brad will follow up with Kim and Carolee and if they're not available, then we'll reschedule.

12. Elections & [Annual Board Check-In Survey](#) (Brad)

- a. Bios and nominations to be in by August 24th. Need VP, Secretary, Events, Book Club, and Speakers Bureau. Will do as a survey with a google form. Put together a form survey with check-ins, done by July 31st. Brad will follow up with the link.

13. Annual Retreat - November 2019 (Brad)

- a. Ideas of what should be apart of the retreat, want it to be useful and efficient. Will be about onboarding, Peace Corps Connect 2020, any outstanding issues.

14. [Annual Membership Survey](#) (2019) (Brad)

- a. Brad put together survey for 2019. Ready to go, idea to launch in August. Brad will also send it out via e-mail in a link, if people could have comments in by July 21st so it can go out to social media platforms. 16-question survey.

15. Annual Summer Picnic (Brad)

- a. We need help – do not have an Events coordinator more or less since Alana left, Jenny's time is limited. Scheduled for August 10 from 3-6pm at Ravenna Park. Brendan should be able to help securing groceries, set-up and clean up. Josh and Brendan will help with set-up, Lillian will help with shopping.

16. Board Meetings 2020 (Brad)

- a. Survey says try to keep meetings at Antioch from 10:00 A.M.-12:30 P.M. on Sundays. Will be: 01/12, 03/1, 05/03, 07/12, 09/13, 11/1. Next meeting on September 8th will be our current time, 2-4:30 P.M.

17. Budget Planning 2020 (Brendan)

- a. We're currently short \$400 roughly, but haven't done a membership campaign drive lately. No donations to membership in June. Next newsletter will push that. Drive only went to Facebook, not the newsletter. Can't do too many external outreach without 501c status. Calendars we spent \$1400, and sold about \$2021. Made roughly \$621. Less than what we had budgeted for ourselves this year. \$140 from Teespring. 75% to grants, 25% to general fund. Breaking even would be around \$8,000, currently at \$7,632. Classic look t-shirts are the biggest sellers,

couple of the 2019 designs. 16 items sold. Want to put the focus on the membership drive, but after that can remind people about the t-shirts. Two questions on the survey about the swag. Brad noted that it takes about 3 weeks to get items delivered. Emily: potential to have t-shirts and a logo related to PCC 2020. Can also have some events to generate revenue for SEAPAX. Jenn: could have t-shirts at the picnic. Lillian: could make up a board of the items we're selling. Jenn: could have somebody there to place orders. Brendan could bring his laptop and have people pay on the website. Kara: could do a discount that we'll advertise at the picnic, will last from August 10-25th (i.e. 10% off).

18. Other SEAPAX business

- a. Theme of the PCC 2020 Conference: Immigrants, Refugees, Indigenous Peoples, and Girls Education. Need for a keynote speaker, gathering names currently. Mike McConnell running Gambia Rising. Send all future ideas to Brad who will bring it to the committee. Other ideas are Melinda Gates, Jay Inslee, Anne Marie (President of the University of Washington), Anne Corsano (USCIS) RPCV from the Philippines. Steve Lloyd founder of Health Alliance International.

Minutes unanimously approved (Ilene motioned, Jenn seconded, all in favor, none opposed)

Notes taken by Emily Biester

To be approved at next board meeting on 09/08/19