

SEAPAX Board Meeting - 03/03/19
Agenda and Minutes

Date: March 3rd, 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 - board members and members present (10 min)
3. Approve Minutes from last Board Meeting (1 min)
4. Vote on new board members (5 min)
 - Katy Kaltenbrun (Speakers' Bureau Co-Chair)
 - Sheila Carey (Speakers' Bureau Co-Chair)
5. Communications Update (Sarah - 20 min)
6. SEAPAX's [Mission and Vision Statement](#) for website (Brad - 10 min)
7. Review of finances (Brendan/Brad - 20 min)
 - Review of Financial Reports
 - Analysis of 2016, 2017, and 2018 deficits
 - Process for approving expenditures
8. SEAPAX Swag (Brendan/Brad - 15 min)
 - Results ([1](#) & [2](#)) of design competition
 - Present TeeSpring.com/Stores/SEAPAX
9. SEAPAX Rebranding (Linh - 10 min)
10. Mentorship Program (Jenn/Brad - 15 min)
11. Resources for Newcomers (Andrea - 5 min)
12. Speakers' Bureau (Brad - 5 min)
13. Events (Alana/Brad - 5 min)
 - Eats Out 3/21
 - Potential scavenger hunt & potluck/eats out around 4/27
 - Cinco de Mayo event in tandem with next board meeting
 - [Regional Campout 2019](#)
 - SEAPAX Campout - Reimbursement (\$147.28)
 - SEAPAX Picnic - approval of expenditure (\$120-\$150)
14. SEAPAX Manual (Brad/Sarah - 5 min)
15. Annual Survey (Brad - 5 min)
16. [Peace Corps Connect 2020](#) (Brad - 10 min)

Next Board Meeting: 05/05/2019

Board Meeting Minutes

Attendees: Emily Biester, Brendan Chiesa, Brad Cleveland, Alana Delvecchio, Josh Fliegel, Steve Gapinski, Jenn Ritchey, Andrea Shelton, Sarah Swenson, Carolee Walters

Guests: Linh

Absentees: Beth Ahlstrom, Kim Arent, Kira Cha, Ilene Jaffe, Katy Kaltenbrun, Sheila Carey, Trisha Patek, Jenny Sayles

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 (Sarah to present, 20 min)
 - i. Review of communications model and policies - [Communications chart](#)
 - ii. Proposing to start an Instagram account this year
 - iii. Membership Shout out - We would post about this in the newsletter and on social media. It's basically a way for us to get to know the people in our community better through digital platforms. We would ask them to share a current project, or spotlight something from their peace corps experience.
 - iv. G-drive Security - Backup will be made in a secure folder on G-drive that is only accessed by the SEAPAX drive account holders. Folder will include documents that are vital for the function of the org and therefore need to be more secure.
 1. Need to ensure that SEAPAX org documents also be created by the SEAPAX account.
 2. Steve will also look into the domain storage capabilities as a another backup source.
 3. Access / password - President / VP / Secretary / Gatekeeper should be the only ones with the password to the G-drive/gmail account login
 - v. Website use/function for SEAPAX
 1. The website is managed by webmaster while chairs who are updating frequently will also have admin capability to update their own files.
 - a. Secretary - Emily
 - b. Newsletter - Kira

- c. Grants? - probably don't need to have access, will check with her
 - d. Membership - Kim
 - e. President/VP - have access for backup
- vi. Website/emails
 - 1. Steve is researching ways to secure the gmail/domain so that our emails are recognized as secure and not as SPAM, he will continue to see how to do this and update committee
- d. **Grants Committee Chairs** – Ilene Jaffe
 - i. PCPP donation to Andrew in Philippines, \$103. Emailed Andrew, newsletter announced & website updated.
- e. **Speakers Bureau Chair** – Katy Kaltenbrun, Sheila Carey (Brad to present, 5 min)
 - i. [Resources](#)
 - ii. Program to match individuals to a school, university, or community group where one will have the opportunity to share a slideshow of pictures and stories
 - iii. [Sign-up Form](#)
- f. **Calendar sales** – Carolee Walters
 - i. Current inventory: 24 2019's, 10 perpetuals, many notecards
 - ii. Mail and in person sales continued in Feb
 - iii. March price of 2019: \$6 (in April, remaining 2019s will be donated to new teachers in Seattle Schools--other suggestions welcome)
- g. **Events Chair** – Alana Delvecchio, Jenny Sayles (Alana/Brad, 5 min)
 - i. (Carolee) SEAPAX local campout June 28-30 Spencer Spit on Lopez Island. Request reimburse \$147.28 for reservation. Would like to recruit 1-2 people to be on campout committee with me.
- h. **Membership Chair** – Kim Arent
 - i. No updates.
- i. **Webmaster** – Steve Gapinski
 - i. No updates.
- j. **Newsletter Editor** – Kira Cha
 - i. No updates.
- k. **NPCA Advocacy Chairs** – Jenn Ritchey, Beth Ahlstrom (Jenn/Brad, 15 min)
 - i. Update on the Mentor Program
- l. **President** – Brad Cleveland
 - i. Regional Campout (8/1-8/4): Aspen Point Campground @ Lake of the Fremont-Winema National Forest (hosted by Southern Oregon RPCVs) (5 min)

- ii. The NPCA is accepting applications from Western U.S. city RPCV affiliate groups to host the 2020 Peace Corps Connect Conference; application is due March 30th (10 min)
 - iii. The paraguayan rug from SEAPAX member Barbara Stahler was successfully auctioned off for \$200 to Janet Callis at the Peanut Stew Cook-Off. The \$200 will go into our grants budget.
 - m. **Vice President** – Sarah Swenson
 - i. No updates.
 - n. **Treasurer** – Brendan Chiesa
 - i. Review of finances (Brendan/Brad, 20 min)
- 2. Introductions
 - a. Board members & roles, committees
- 3. January's board minute meetings unanimously approved. Sarah motioned.
- 4. Vote on new board members
 - a. Katy Kaltenbrun (Speakers' Bureau Co-Chair) Jenn nominated Katy Kaltenbrun for Speakers' Bureau Co-Chair, Carolee seconded, all in favor, none opposed.
 - b. Sheila Carey (Speakers' Bureau Co-Chair) Josh nominated Sheila Carey for Speakers' Bureau Co-Chair, Brendan seconded, all in favor, none opposed.
- 5. Communications Update (Sarah)
 - a. Met last month, talked about communications Chart, updated 2/17/19. Updated point person guidelines to make it clear who is responsible for which tasks. If questions feel free to reach out to Sarah or Kira.
 - b. Proposing to start an Instagram to continue to reach out to members through social media.
 - i. Kim has volunteered to manage this as well as Facebook. Kim posting about events and other updates. For now e-mail Kim with updates and/or photos for use on IG.
 - ii. Hoping to start in next month. Managed by SEAPAX only. Great platform for those who are off FB. Low-maintenance, communicate what you need to say in the photo b/c no one reads the tagline.
 - iii. Need to remember not everyone wants their photo published on a public platform. Potential solution to hand out stickers instead of a waiver: Red or Green stickers to indicate if it's okay to post photos.
 - iv. Brendan motioned to approve Instagram account, Emily seconded, all in favor, none opposed. Motion passed.
 - c. Membership shout out to get to know community through digital platform, highlight individual members.
 - i. Ensure our platforms are synced (social media, website, etc)

- ii. Format of a blog article about a member on the website. Potentially they can talk about a project they have or had in Peace Corps.
 - iii. Need to figure out guidelines, such as how to manage multiple submissions and the criteria for which stories get published (i.e. first come, first served, random selection, etc) and frequency (biweekly, monthly, etc) before launch
 - iv. Kim will take the lead, Sarah will follow up with guidelines via e-mail. Will find a backup if Kim can't continue in the future.
 - d. Google Drive: Some files and folders go missing, developing ways to better secure. Already started creating secure folders so only those with SEAPAX account can get into those folders (i.e. President's folder, organization documents, treasurer). President, VP, Secretary, and Gatekeeper are those who need access to those documents in the account itself. Steve is looking into ways to backup account to our domain. Emphasized that anything with people's personal information should be protected as well. If creating document, ensure it's under the SEAPAX account so multiple people have access/ownership.
 - e. Website function: Continuing to keep the administration rights the same. Instead of sending to webmaster, you can post your own event. Steve will help with blog for member shout out, has ability to post on blog (can e-mail submissions to webmaster@seapax.org)
 - f. Issues in the past with e-mails coming up as spam, researching ways to secure gmail domain so it's not recognized as spam.
6. SEAPAX's [Mission and Vision Statement](#) for website
- a. Discussion on how to edit the bullet point about the 3rd goal of Peace Corps.
7. Review of finances
- a. Review of Financial Reports (Brendan): Review of financial position. Transferred money back into savings that had been allocated for calendar sales. Breakdown of how the money was spent in Jan-Feb 2019. Net revenue of \$-71.18. Need for P.O. Box to have official address, and to continue to receive physical mail. Proposal to move money from savings into CD ladder account to increase revenue generated from interest. Josh motioned to transfer money from savings account to CD ladder account, Brad seconded, all in favor, none opposed. Motion passed.
 - b. Analysis of 2016, 2017, and 2018 deficits (Brad): Review of non-grants related finances and grant-related finances, and the specific revenue sources.
 - i. Recognition for substantial contributions from donors. Motion to recognize person who made single contribution of \$450 by providing with swag. Proposal to have criteria for which contributions should receive recognition (i.e. more than \$15). Can build in a tier system, could be as

simple as a personalized card. Josh motioned to approve Brad recognizing largest donor with an appropriate gift not to exceed \$50, Jenn seconded, all in favor, none opposed. Motion passed.

- ii. Discussion of grants related finances and the net operating revenue. Thinking about how to allocate membership funds and calendar sales toward grants. Take home messages: active solicitation increases amount of revenue we receive from member contributions, and the more people who help sell plus a higher number of vendors increases the amount we obtain from calendars.
- iii. Can we reliably generate ~\$2,000 from member contributions? Benefit of having a yearly membership donation drive, suggestion of raffle tickets though we'd need permission from the city.
- iv. Currently we're at around \$400-800 for grants from calendar sales. Do we want to increase that amount? Discussion about promoting calendar sales (Bill and Melinda Gates Foundation, workplace, University of Washington). Make sure members understand some membership dues money goes to grants. May solicit the help from members in doing calendar sales. Start with the board in having a commitment to selling the calendars. Issue tracking calendars/note cards and the money obtained from sales. May do pre-orders to better track orders.

- c. Process for approving expenditures (Brad): General review. Some gray areas on individual vs. board approval for operational expenditures, and how to manage reimbursements for expenditures under \$100. Challenges with system of submitting expected expenses for the budget (turnover of chairs, don't always submit expected expenses, no approval system in place). Biggest challenge to address is how to handle costs under \$100. Gap in by-laws for grants approvals over \$100 without board pre-approval. Need for clarification in the by-laws for grants. Annual operation voting. Questions moving forward on improved accounting methods, transparent and formal process for approving expenditures <\$100, and process for approving yearly budget and fair allocation of \$ towards different programs/activities

8. SEAPAX Rebranding (Linh)

- a. 2019 Campaign for Re-Branding: Confusing instructions about the logo v. t-shirt design, since both don't always work together. In the future can develop brand guidelines, and a color palette. Marketing campaign would follow these guidelines so it's cohesive. Suggestion to update brand to connect with a wider group of (R)PCVs, and reflect the priorities and personality of SEAPAX. Rough timeline: conversation, concepts proposal, concept refinement, final logo and colors, launch 2020.

- b. Discussion of whether we want to change logo, and if so, does the timeline work. Set of rules for how to either replace or to refresh/update the logo. T-shirt design can be new every year, logo should not change every year. Linh volunteers to be designer for Instagram.
9. SEAPAX Swag (Brendan/Brad)
- a. Results ([1](#) & [2](#)) of design competition (Brad): Kim's design won, has been updated to reflect SEAPAX established 1977.
 - b. Present TeeSpring.com/Stores/SEAPAX (Brendan): Website in maintenance, unable to present at this time. T-shirts, hoodies, mugs, baby clothes available as merchandise. Won't need inventory. Set at \$10 minimum for revenue. 75% to grants, 25% to general programs. Different options with logo on front and on back, and color options. Storefront created at TeeSpring.com/Stores/SEAPAX. It's a print on-demand service. Proposal to buy two test t-shirts to ensure the size of the image is appropriate. Steve to send Brendan 2000 x 2000 version of current logo. Need for guidelines next year (i.e. transparent background, 1mb size of images). Josh motioned to approve Brendan to spend up to \$100 to buy two t-shirts, Brad seconded, all in favor, none opposed. Motion passed. Brad requested Brendan send a link to the board to review before it's published in the newsletter. Announcement in the newsletter after we've received the test shirts.
 - c. SEAPAX Campout - Reimbursement (\$147.28) Josh motioned, Brad seconded, all in favor, none opposed. motion passed.
 - d. SEAPAX Picnic - approval of expenditure (\$120-\$150). Josh motioned, Brendan seconded, all in favor, none opposed. Motion passed.
10. Events (Brad)
- a. Eats Out 3/21, Potential scavenger hunt & potluck/eats out around 4/27, Cinco de Mayo event in tandem with next board meeting
 - b. May 13th Peace Corps send-off event, save the date
 - c. [Regional Campout 2019](#) Flyer, Brad will post and follow-up to post on the appropriate channels.
 - d. SEAPAX Campout 2019: Carolee will follow up on advertising, and putting it on the events calendar. Sarah happy to help out.
11. [Peace Corps Connect 2020](#) (Brad): Deadline March 30th to host Peace Corps Connect 2020. Andrea will discuss with UW this week. Trying to find venue (with a lecture hall for 500 people and rooms for breakout sessions) i.e. college, convention center. Ability to have sponsors and speakers. JBeth Ahlstrom would be the expert on this. Need a team to work on this and have sketch outline. NPCA should cover the costs, SEAPAX may have to contribute money or volunteers as well. Housing options as well (i.e. dorms in the university). Brad will send e-mail asking for people to help plan. Sarah happy to help with proposal.

12. Speakers' Bureau (Brad)

- a. Katy and Sheila listed some information on the agenda with more information.
Will hear more in the future.

13. Minutes unanimously approved (Brendan motioned, Emily seconded, all in favor, none opposed)

Notes taken by Emily Biester

To be approved by next board meeting on 05/05/2019