

SEAPAX BOARD RETREAT - 11/03/19

Agenda and Minutes

Date: November 3rd, 2019

Time: 9:00a-2:30p

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

Meeting Agenda

Welcome speech, introductions, approval of 9/8 board meeting minutes, housekeeping (Brad)

Thank you to former board members – they set us up well.

Welcome to Cara – 2020 Secretary

Nominations for open Board positions:

Joshua Jackson – nominated for Director at Large (made and seconded)

Kim Arent – nominated for Communications chair (made and seconded)

Thank you to Brendan for coffee and doughnuts!

Beth Ahlstrom acting as Timer

Motion to approve September minutes (made and seconded)

Ice-breaker (Cara)

Onboarding (Brad/Cara/Kim)

1. Conflict of interest forms were handed out to all new Board members for signatures.
2. G-Drive
 - a. Brad led orientation of G-Drive organization (“SEAPAX Board”)
 - b. Contact info will be updated by Brad, Steve, and new Webmaster Evangelina. All Board members should have access to the entire drive, but the folders remain committee/position specific.
 - c. Cara and Brad will create a Caretaking strategy.
3. Website
 - a. Functionality: we currently use SilkStart, as we receive a large discount thru NPCA. Features include the Event Calendar, jobs board, and group communications features.
 - b. Anyone hosting or planning an event can, and should, post their own events to the calendar. Questions can be directed to Evangelina (webmaster@seapax.org).
4. Board meetings & agendas
 - a. Cara led a brief overview on how items are added to each meeting agenda and the overall process of communications regarding meetings. The Prezi can be viewed here:
https://prezi.com/maowbje3s4j5/?utm_campaign=share&utm_medium=copy
 - b. Then we played a trivia game for review:
<https://create.kahoot.it/share/8a776912-ec5d-4144-b8e6-b30340216574>

Annual Membership Survey Summary (Brad)

1. 58 respondents in 2018, 69 respondents in 2019
2. Key takeaways:
 - a. 2 primary ways RPCVs are discovering SEAPAX: 1) thru friends/family/coworkers and 2) via NPCA
 - b. Survey responses (people reporting where they get their SEAPAX information from) indicate that the newsletter has greater impact than FB page
 - c. Top reasons members report they do not attend events: Busy/conflicts/logistics
 - d. More outdoor and service events are desired in the future
 - e. Many members are not aware of swag for sale or website functionality (events calendar, job board)
3. Major takeaways: How do we better market ourselves? How can we better engage people in our events?
4. Ideas:
 - a. Locality survey for newsletter – Brendan will take the lead
 - b. Combine smaller group events
 - c. Connecting undergrads (prospective PCVs) with grad students (RPCVs) – this is different than the Mentorship Program but would involve liaising with the PCHQ recruiter and UW campus staff (if available)

Program/Committee Presentations

1. Communications (Kira, Steve, Kim)
 - a. Facebook: Group vs Page
 - i. Group – open (requires permission to join), anyone can post
 - ii. Page – Kim is gatekeeper and has sole permission to post
 - b. Instagram and LinkedIn – new outlets this year!
 - c. Timeline and processes to have items included in newsletter and/or sent thru social media channels:
 - i. Recommended to contact Comms Team directly about posts: info@seapax.org and Kim will triage
 - d. We will discuss goals and strategies at the next meeting when Comms Team rep is present
2. Advocacy (Jenn/Beth)
 - a. NPCA hosts bi-weekly phone calls, which include Capitol updates on PC-related news (bills, funding, State Dept. happenings)
 - b. There are opportunities to meet with legislators (Kim Schrier of Issaquah has met with SEAPAX members in the past) to share what PC is, share experience, promote funding, etc.
 - c. Action Day on the Hill (March 5, 2020) is held in DC, and is a chance to share with legislators/aide. The entire month of March will be an opportunity for the Advocacy Committee to organize meetings with local legislators to promote PC

issues. This is a great time since many don't know much about PC. An example of a legislator to focus our attention on is Rep. Kim Schrier of Issaquah, who is new to Congress. NPCA provides talking points, sets up meetings, and handles other logistics to support RPCVs participating in the events.

3. Service (Andrea)
 - a. The survey indicated there was an interest in increased service events throughout the year. They are great ways to get out and meet members, their families, and get involved in the community.
 - b. Event ideas for 2020 can be sent to Andrea.
4. Grants & Calendars (Ilene/Carolee)
 - a. All grants info is on website – local awardees and PCPP (PCVs seeking project funding during their service)
 - b. Will do Holiday Flash Give again this year
 - c. Approx \$800 was available 2019, \$788 used to date
 - d. There is discussion among the committee about the best way to perform outreach and spread the word about grants (send-off hasn't been super helpful, PC country director email is a lot of work, can't sell calendars at PC official events)
 - e. One option could be connecting with the PC Recruiter (to communicate with Seattle-area PCVs. Also possibly sending a member email (semi-annual?) to advertise grant availability)
 - f. Gates Foundation Giving Market – SEAPAX was not invited this year
 - g. New calendar price structure is in place (\$15 each, 5+ \$13 each)
 - h. The Board is asked to promote calendar sales (at SEAPAX events, workplaces)
5. Speakers' Bureau (Katy)
 - a. Recommendation to terminate SEAPAX Speakers Bureau and promote PCHQ Speakers Match Program
 - i. PCHQ program has more resources, marketing, and staff; there's an expected greater return on investment
 - ii. SEAPAX will take a less active role and instead facilitate as needed
 - iii. Update website to reflect this change (Evangalina)
 - b. Discussion – include outside speakers in SEAPAX board meetings? May increase engagement.
 - i. Brad will discuss with Katy
6. Mentorship (Jenn)
 - a. Next steps: getting it on the website.
 - i. Jenn will create the content and contact the Comms team
 - ii. We will need mentors – Board members (for now) will fill out Google form for data collection and “field test”
 - b. Promotions: Include in new member email, laptop/tablet/QR code at holiday party
7. Events (Brad)
 - a. There is no Events chair at this time. It would be great to have at least 1 (more desired). Committees will take on this role as appropriate until Chair is available.

- b. Events needing coordination
 - i. Happy Hour – date, place, finding host. Board members have signed up to host for the next several months.
 - ii. Trivia Night – Brendan will do most
 - iii. Eats Out – every 3 months
 - iv. Book Club – participation is going down, earmarking for now until Events Chair identified
 - v. Peanut Stew Cookoff, Cinco de Mayo, Iftar – one-off events, not hard to coordinate, will let sit for now
 - vi. Annual Picnic – Brendan
 - vii. SEAPAX campout – count Regional campout this time
 - viii. Regional Campout – Columbia River group is taking this over for 2020
 - ix. Holiday party – at Kathryn Jacoby’s home Dec 14, 2019 – Brad will coordinate volunteers; will need coordinator for 2020
 - x. Ski trip – Josh Jackson will plan for March

501(c)(3) Status (Brendan/Josh)

1. Currently, SEAPAX has WA state non-profit recognition but not federal.
2. Why are we discussion 501 status? There are federal incentives available with 501 status, including increased viability in the eyes of potential donors.
3. One requirement is an agreement on our official name: SEAPAX (Seattle Area Peace Corps Association)
4. Other requirements include: Board member roles detailed, transition period, by-laws requirements, advocacy and lobbying considerations, i.e. political and legislative activities, what you can and can’t do and say re: bills
5. We will need to focus by-laws on being “charitable”
6. Brendan and Josh J. will continue to move this forward

Treasurer’s Report & 2020 Budget (Brendan)

1. Merchandise – possible graphic alternatives (esp. baby clothes); Cara will investigate

PCC2020 Update

1. What’s been nailed down
 - a. Thursday, July 16 Reception @ UW Center for Urban Horticulture and Husky Union Building
 - b. Housing possibilities – UW Residence Halls, SEAPAX members as hosts (identified during survey)
 - c. Conference theme – Cultivating Connections (refugees/immigrants, indigenous peoples, and girls’ education)
2. Opportunities
 - a. Host event (potential fundraiser) in the evening during the conference
 - b. Entertainment during registration

- c. Sunday event – service-oriented?
- 3. Fundraising
 - a. Needs to happen soon
 - b. 70+ orgs identified for contact, will need to double this
 - c. Sponsorship package – if put together, will seek Board approval
 - d. Postage for letters – Board approved up to \$150
 - e. *A Towering Task* – UW Kane Hall is already reserved
 - i. Will keep moving this forward (talk to director, ensure venue is available for a date change, explore funding options)