



Minutes

CESA Board Conference Call

5/28/19

Board members in attendance: Dana Carey, Donna Mayer, Brentt Blaser, Robert Ullrey, Janice Bell, Gerry Malais, Mary Jo Flynn-Nevins

Staff in attendance: Andrea Messina

Guests in attendance: Eric Grobmeyer

Call to Order at: 3:05pm

Approval of Minutes: Vicki Osborn made a motion to approve the minutes. Donna seconded the motion. The motion carried.

Financial Report: Andrea presented the April financials. CESA has \$231K in savings and checking. The P&L shows a loss of \$9K. This is largely due to paying the \$10K conference hotel deposit. Membership income is the same as last year and we have not received sponsorship funds from SCE yet. But, we are trending exactly the same as last year in terms of net profit. Andrea will be sending the chapters checks from last year's profits as it had been determined by the board. Andrea will work with Dana and Ray to ensure the proper percentage to each chapter. Donna Meyer made a motion to accept the financial report. Robert seconded the motion. The motion carried.

Chapter Updates

Southern: They are hosting a workshop in June and August. They are marketing them to Southern CA members in separate emails but also to all members in the weekly CESA email. They just finished their flyer for the networking event that happens after the workshop. They are moving forward with their strategic plan.

Coastal: Coastal has been quiet lately. They have quarterly workshops and working on the conference.

Inland: There is a general membership and board meeting in June. They are trying to update the policies and are working on their tax status. The Treasurer is going to be opening a new account.

Committee Chair Reports

EMMA – Donna Mayer: This is not a committee any longer and should be removed from the agenda. Vicki and Donna may be selected for a precon training at the conference.

Legislative – Matthew Hawkins:

Membership – Janice Bell: Janice updated the flyer for membership and will be sending it to previous members in the Inland Chapter. She would like some help from the other two chapters. Action: Andrea will send Janice the lapsed membership list on July 1st.

Mentoring – Brentt Blaser: Brentt did all the updates from the last meeting, but has not sent it to the board yet. During the next couple weeks, Brentt can make the edits so we can get them posted on the website. There are not really metrics in the competency framework and role map so it won't be fully integrated, but Brentt did try to somewhat incorporate it. He wants to encourage people to complete the applications before the conference so we can launch it there.

Public Affairs – Soraya Sutherlin:

Training and Education – Dana Carey: The committee has gone through the standards and a long list of training opportunities so they can send it out to members. Now that we know where the gap areas are, we can create a curriculum online or through in-person meetings or at the conference.

Conference 2019 – Eric Grobmeyer: Yoli sent notes from the conference committee meeting from 5/22. They pretty much finalized breakout and precon speakers. Beth is working with Suzanne on her plenary session. CalVolunteers will be participating in the general session and hosting one breakout. They are missing one four-hour session so they are working to find that replacement. The marketing plan will be sent to the board. Todd is working on the audio ads. Eric is waiting to hear from Todd on this description. The committee is working on the social events at the conference and should have them finalized by 6/28. The schedule has not been finalized. Vicki noted that they usually don't do a keynote during the awards. The board would like to see a big picture timing of the agenda. Not all the details, but at least the main events. The luncheon is 11:30-1:00 on Wednesday and then the keynote would be at 1:15. The keynote will not be taking place during lunch. The board would request that the committee only use one or two hash tags.

Policy – Vicki Osborn: Vicki asked the chapters if they took the policy questions to their boards including the positions on the board and the rotation. Donna did receive some feedback and

she will send it to Donna. The only comment from Southern was that it might be a constitutional issue not a policy issue. Vicki can update the wording to make sure the policy agrees with the constitution. **Action:** we will leave this on the agenda once we hear from

Awards – Vicki Osborn: Vicki heard concerns about the timeline and meeting in the beginning of July to vote on the awards. Vicki suggested having a call in August for the board to select the winners and the nominations would need to be submitted in July. The nomination deadline is August 12th for the chapters to send their nominations to the state board and then the board will vote on the August 26th phone call.

New/Old Business:

- Nomination for Ron Alves Lifetime Membership – Vicki made a motion to approve Ron’s lifetime membership. Dana seconded the motion. The motion carried. **Action:** Ray will draft a letter and send it to Ron congratulating him.
- Membership Survey
- Social Media Policies for Postings – A few past posts have been somewhat of an endorsement. It might be worthwhile to send out the social media policy. The decision should lie with the President and the Committee Chair. **Action:** Andrea will send the existing policy to the board and to the committee chair. **Action:** Vicki will add language about involving the committee chair in making the decision.
- CESA emails for Committee Chairs – Andrea noted that there was a request for committee chairs to have cesa.net emails. The board determined that we will use Your Membership for members to communicate with committee chairs. **Action:** Andrea will update the page where the committee chairs are listed so it is clear who is the chair of which committee and it’s obvious how to contact them.
- Who needs hotel rooms for 7/12 meeting in Sacramento – Donna, Andrea (Robert does not need a room, Vicki may not attend) **Action:** Andrea will send an email
- Review of action items

Action Items from April 29th:

Action: Andrea will schedule a training with Your Membership for the documents, landing page, content updating and forms.

Action: Ray will communicate the survey results to the committee chairs and what is required of them.

Action: Mary Jo will update the document and then Ray will draft a blurb for the weekly email. Then Mary Jo suggests releasing small chunks of information at a time so members see the board working on each items. We want to make it clear that CESA heard the members and is taking action.

Action Items from May 28th

Action: Ray will draft a letter and send it to Ron Alves congratulating him on honorary membership.

Action: Andrea will send the existing social media policy to the board and to the committee chair. Vicki will add language about involving the committee chair in making the decision.

Action: Andrea will update the page where the committee chairs are listed so it is clear who is the chair of which committee and it's obvious how to contact them. - done

Adjournment: Donna made a motion to adjourn. The meeting was adjourned 4:08pm.