



ACTIVE 20-30 CLUB OF U.S. & Canada

I. CALL TO ORDER: National President Okrepkie: Santa Rosa #50 called the meeting to order at 6:03 PM (PST), on May 13, 2019 via UberConference call.

II. INTRODUCTIONS/ESTABLISH QUORUM: National President Jeff Okrepkie: Santa Rosa #50, a quorum was established.

2018 - 2019 National Board of Directors & Officers

President: Jeff Okrepkie, Santa Rosa #50
Immediate Past President: Tommy Lovell, Carson Valley #85
President Elect: Jeneba Lahai, Greater Folsom #77
Region 1 Director: Jessica Slone, Fort Wayne #700
Region 2 Director: Rachel Mason, Chico #100
Region 3 Director: Abbey Kronenberg, Valley of the Sun #1028
Region 4 Director: Ryan West, Hangtown #43
Region 5 Director: Tiffani Montgomery, Redwood Empire #1029
National Treasurer: Jaci McAleer, Greater Sacramento #1032
International Relations Officer: Lauren Goff, Greater Sacramento #1032
Executive Director: Dale Fenton

National Board Members Absent:

National Secretary: Libby DuFresne, Redwood Empire #1029

Committee Chairs Present:

Fundraising – A. Hensley & R. Eure
History – M. Spilman
Laws & Regulations – T. Lovell
National Convention 2019 – Carson Valley #85
New Clubs Charter – A. Fury
Technology Chair – C. Thompson

Committee Chairs Absent:

Marketing Project – C. Stacy
Alumni Relations –
Awards Chair – H. Esrey-Hughes
Membership Growth & Retention – J. Goldstein

Other Members Present:

Linda Abdelbaki, Great Sacramento #1032; Ester, Tres Rios, Costa Rica International Relations Officer; Mike Kingsley, Eugene #920, Geoffrey Cheung, Past Active Life, Healdsburg #205, Tyler Bazlen, Sacramento #1; Chris MacPhail, Sacramento #1; Timber Carson Valley #85, Charles Thompson, Eugene #920

III. APPOINTMENT OF PARLIAMENTARIAN: National President Jeff Okrepkie: Santa Rosa #50
A. was appointed as parliamentarian.

IV. ADJUSTMENTS/APPROVAL OF AGENDA: National President Jeff Okrepkie: Santa Rosa #50

- A. Would like to add Ester to the agenda as item V., before consent agenda and move everything else down accordingly.

It was **MOVED** by **Abbey Kronenberg (Region 3 Director)** **SECONDED** by **Jeneba Lahai (President Elect)** **AND AGREED BY THE BOARD**, to approve the agenda with the adjustment noted above.

V. ESTER – International President-Elect Candidate, Tres Rios, Costa Rica – current International Relations Officer

- A. Key strategy working towards promoting member satisfaction
- B. Project management, and finance management training and other online trainings to the clubs
- C. 4-5 strategic plan to promote continuity
- D. Brand perception analysis
- E. Active 20-30 resume available

VI. CONSENT AGENDA:

A. Minutes of Previous Meetings

It was **MOVED** by **Rachel Mason (Region 2 Director)** **SECONDED** by **Tiffani Montgomery (Region 5 Director)** **AND AGREED BY THE BOARD**, to approve the April board meeting minutes as presented.

B. Financial Report as of April 30, 2019

- i. We are a little better than anticipated, and not had to pull from reserves yet, but does anticipate this needing to happen before the end of the year.
- ii. Budget was sent out in the convention packet

It was **MOVED** by **Abbey Kronenberg (Region 3 Director)** **SECONDED** by **Rachel Mason (Region 2 Director)** **AND AGREED BY THE BOARD**, to approve the Financial Reports for the period ending April 30, 2019.

C. National Foundation Financial Reporting as of April 30, 2019

- i. Full amount requested by the growth and retention committee was granted, full financials soon to come for the foundation

VII. PRESIDENT REPORT: National President Jeff Okrepkie: Santa Rosa #50

A. Topeka

- i. Changed their name “Topeka 20/30 Club” and continuing business, using the same Facebook site
- ii. Trademark attorney confirmed this would be a violation of the agreement
- iii. Cease and desist letter has been sent, which was needed to enforce trademark authority

B. Red Bluff Logo

- i. Several points of follow-up have occurred with the club on the use of the logo with no action or response
- ii. Region Director will attempt one more time to connect with club President
- iii. Other clubs misusing the logo/trademark will be approached by Region Directors

C. Refresh on the two international proposals that U.S. has proposed that are on the table

- i. Executive Director – International
 - 1. Not an active member

- 2. To promote continuity
- ii. AGM – at least 2 full reports in the non-dominant language
- iii. Advisory Guidelines – name change

VIII. ACTION ITEMS

- A. Rename International Scrapbook Award
 - i. International Best Scrapping Award, be renamed Geoffrey Cheung Best Scrapbook Award
 - 1. Unanimously voted on by Region 5

It was **MOVED** by Rachel Mason (Region 2 Director) **SECONDED** by Jess Slone (Region 1 Director) **AND AGREED BY THE BOARD**, to approve moving forward with proposal for renaming the International Best Scrapping Award as presented in the Board Action Form. (6-0-1 T. Lovell)

IX. PRESIDENT ELECT REPORT: Jeneba Lahai: National President-Elect, Greater Folsom #77

- A. Met with National Office, gained some background on the organization
 - i. Leadership development goals
 - ii. Leveraging their experience with other organizations to help assist with our organizations goals
 - iii. Reviewing Foundation and general accounts
 - iv. General liability
 - v. Budget is in process
 - vi. Growth and retention initiatives

X. IPP REPORT: Tommy Lovell: Immediate Past President, Carson Valley #85

- A. Went to Region 4 meeting, Chico, and other visitations

XI. TREASURER REPORT: Jaci McAleer: National Treasurer, Greater Sacramento #1032

- A. Awards
 - i. Might need to bump up line item budget to cover the cost for some of the National Awards

It was **MOVED** by Tommy Lovell (Immediate Past President) **SECONDED** by Rachel Mason (Region 2 Director) **AND AGREED BY THE BOARD**, to approve moving \$1,450 from Historical Acquisitions line item to Awards Supplies line item.

B. ACTION ITEMS*

- i. Legal Fees – Trademarks
 - 1. Because we are having the attorney call in to AGM and the trademark work for expanding trademark, we will need to bump up legal fees by \$3,000.

It was **MOVED** by Tommy Lovell (Immediate Past President) **SECONDED** by Ryan West (Region 4 Director) **AND AGREED BY THE BOARD**, to approve moving \$3,000 from Historical Acquisitions line item to Legal Fees line item.

- ii. Photographer at Convention
 - 1. Would suggest having the \$1,900 coming from the Membership Growth and Retention line item

It was **MOVED** by Tiffani Montgomery (Region 5 Director) **SECONDED** by Jeneba Lahai (President-Elect) to approve to hire a photographer to offer headshots for our members at convention in

June 2019 fir 1,900, to come from Membership Growth and Retention line item. **MOTION WAS RETRACTED** after discussion.

Discussion: There was comment that this amount seemed excessive for a professional within the organization.

Is it fair to those not going to convention who will not benefit from this when the national organization is spending such funds? It might be a better option to do this an international midterm after some additional research.

Note, forward we can offer a photographer a receipt from the foundation for an in-kind of donation of services.

XII. INTERNATIONAL RELATIONS OFFICER: Lauren Goff: International Relations Officer, Greater Sacramento #1032

- A. No longer on the call, no report

XIII. NATIONAL OFFICE: Dale Fenton: Executive Director

- A. Clubs Not in Good Standing
 - i. Emails have gone out to remind on outstanding information
- B. IRS Tax Penalty
 - i. Today received IRS, dismissed former tax penalties per our request
- C. Websites
 - i. Cost of getting Domain URL so others cannot use, got quote (slightly skewed what was received)
 - ii. We could purchase the domain names for a small price (\$3) collect all of the related domain names, starting the discussion on purchasing domain names
 - 1. i.e. Active 20-30.net, .info, etc.
 - iii. There is still \$750 allocated for website expenses that is still available for use

It was **MOVED** by **Tiffani Montgomery (Region 5 Director)** **SECONDED** by **Rachel Mason (Region 2 Director)** **AND AGREED BY THE BOARD**, to approve allow technology chair and team to spend no more than \$300 to purchase domain names.

XIV. OLD BUSINESS

- A. The Q
 - i. No further update
- B. New York City
 - i. No further update on accountants to help close out their accounts
- C. Midterm Convention Close Out
 - i. Net income was \$268.68
 - ii. Printing of board packets was not in the original budget

It was **MOVED** by **Tommy Lovell (Immediate Past President)** **SECONDED** by **Jeneba Lahai (President-Elect)** **AND AGREED BY THE BOARD**, to approve the final close out report for National Midterm 2019.

- D. Convention 2020 Submissions
 - i. Requested quote from McDonald to understand how much it would be to run National Convention through the organization - \$500 per employee per day not including travel and per diem – labor only, all up a couple thousand for two

people to run the convention as event planning is not a part of the contract with McDonald

- ii. There is nothing in the Bylaws that says we need to have a convention, just that we need to have an AGM
 - 1. Looking some place central to host AGM (possibly a convention) that is easy to go to with minimal travel
 - 2. If no one steps up – have it in East Bay somewhere central
 - iii. Seattle has expressed interest, but there will need to be extensive support to help move this along; Seattle was still waiting on information to come back from hotels
 - 1. Jeneba has agreed to help push Max, would need the National Office to help on some of the matters including presentation
 - iv. Discussion continued on several aspects of the process and finding someone capable of stepping up to host
- E. Washington DC
- i. No response, certified letter went out

XV. NEW BUSINESS

XVI.COMMITTEES

- A. Bylaws – D. Fenton
 - i. No report
- B. Marketing Project – C. Stacy (J. Okrepkie reported)
 - i. Had follow-up call and cleared up the plan and revised RFP to be more PR centric and is ready to go out
 - ii. Tiffani is going to be resubmitting and develop a timeline
- C. Alumni Relations – R. West, once term is over
 - i. No report
- D. Awards Chair – H. Esrey-Hughes (J. Lahai reported)
 - i. Looking at making the awards packet more user-friendly next year
- E. Fundraising – A. Hensley & R. Eure
 - i. Working on outreach kit for clubs as resource, stay tuned
- F. History – M. Spilman
 - i. No report for this month
- G. Laws & Regulations – T. Lovell
 - i. No report for this month
- H. Membership Growth & Retention – J. Goldstein (A. Kronenberg reported)
 - i. Asked for additional funding:
 - 1. There were a couple of clubs that the committee never received application (Folsom and Petaluma)
 - 2. Folsom application was subsequently sent to committee
 - 3. Petaluma, still cannot locate
 - 4. Committee will be compiling amount of additional funding they are requesting

- I. National Convention 2019 – Carson Valley #85
 - i. Total 91 registrations
 - ii. Hotel sold out
 - iii. Got the OK to have a bar outside of AGM
 - iv. Project Presentation during AGM – will be confirmed (Keeton will be attending)
 - v. Credentials committee – Dale will help keep this in order

- J. New Clubs Charter – A. Fury
 - i. Dallas
 - 1. Matt, new President
 - 2. 7 official members, 2 prospective
 - 3. Goal to charter before end of year (December)
 - 4. Looking for National support for a tabling event \$150
 - 1. They have already received some support for a recruiting event
 - 2. Dallas does not have a committed sponsoring club, possibly reach out to the men’s club in Region 3
 - ii. Denver Women’s club – interest there

- K. Public Relations – H. Grider
 - i. New inquiry on Denver women’s club
 - ii. About to break 1,000 Facebook likes

- L. Technology – C. Thompson
 - i. No report for this month

XVII.REGIONAL DIRECTORS

Region 1: Jessica Slone: National Director Region 1, Fort Wayne #700

Region 1 Director Jessica Slone reported:

- A. Brentwood is holding on to 10 members
- B. Fort Wayne is struggling a bit, not sure if there is the membership drive for the club to continue

Region 2: Rachel Mason: National Director Region 2, Chico #100,

Region 2 Director Rachel Mason reported:

- A. Things are going well, doing visitations and held president’s call

Region 3: Abbey Kronenberg: National Director Region 3, Valley of the Sun #1028

Region 3 Director Abbey Kronenberg reported:

- A. Held president’s call, NPE candidate attended
- B. Annual Wuffle Ball Activity
- C. Glendale club update – one of the main members had passed away, the member that was keeping it going; it seems like this club will be dying down
- D. Phoenix and Scottsdale golf event

Region 4: Ryan West, National Director Region 4 Hangtown #43

Region 4 Director Ryan West reported:

- A. Had Region 4 meeting, uploaded the minutes and attendance
- B. 106 starting the term, 85-90 now with loss of some clubs, a couple strong clubs

Region 5: Tiffani Montgomery, National Director Region 5 Redwood Empire #1029

Region 5 Director Tiffani Montgomery reported:

- A. Seeing an increase in club visitations
- B. Redwood empire 40+ members
- C. Petaluma Awards night – Tiffani will pass along information

XV. ADJOURNMENT Jeff Okrepkie: National President, Santa Rosa #50

It was **MOVED** by Tommy Lovell (Immediate Past President), **SECONDED** by Rachel Mason (Region 2 Director) **AND AGREED BY THE BOARD**, to adjourn the meeting at 8:36 pm (PST).