



Peninsula Executives Association

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Board Minutes ~ Video Conference

April 8, 2021

Board Members Present:

Maureen Clark, President, presiding
Bobbie Fakkema, Vice President
Michael Aronson, Secretary & Treasurer
Deanne Belcher, Past President, non-voting
Deb Siegle
Judy Schwartz
John King
Konrad Thaler

Board Members Absent:

None

Also Present:

Angi Roberts, PEA Executive Director
Karen Bowne
Neal Coogler

CALL TO ORDER AND WELCOME

Maureen Clark, 2021 President, Presiding

The meeting was called to order at 8:37 a.m. by Maureen Clark, PEA President, presiding. M.Clark welcomed the Board and thanked them for their attendance at this special meeting, as well as our guests today.

A quorum is present for this meeting.

CONSENT AGENDA

The Board discussed the use of the consent agenda for routine items or those of a noncontroversial nature or those that may have been discussed at length previously where only a vote is pending. Items on the consent agenda could include minutes, financial statements, etc. Any item may be moved to the regular agenda by a Board member, by seconded and approved motion.

M.Aronson moved to implement the use of the consent agenda for regular Board meetings. A second was provided by B.Fakkema and the motion passed unanimously.

Consent Agenda Items, April 8, 2021

1. Minutes and Attendance

- March 18, 2021 Board Retreat Minutes
- Participation and Attendance through March 2021, attached to the minutes
- Financial Statements
 - **Review of Financials through March 28, 2021**
 - Restricted funds are \$1,065.00; these funds may only be used for invoices rendered to Pro-Staff Painting.

- **Accounts Receivable outstanding:** Total A/R as of March 31, 2021 is \$1,500.00.

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Arranged4Comfort		190.00				\$190.00
California Business Opportunities		190.00				\$190.00
Carpeteria		190.00				\$190.00
D.B. Gaskill Advertising Specialties		-20.00				\$ -20.00
Home Preservation Services		190.00				\$190.00
Mollie Stone's Market		190.00				\$190.00
Rugh Financial, LLC		-190.00				\$ -190.00
Shoshanna Kaplinsky, MFT		190.00				\$190.00
State Farm Agency		190.00				\$190.00
Tearse Eye Care		190.00				\$190.00
The Integrated Lifestyle		190.00				\$190.00
TOTAL	\$0.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$1,500.00

- **Budget vs Actual:** Reporting will be updated when a 2021 budget is presented by the Finance Committee to the Board and adopted.

2. Membership update

We currently have 53 active members as of February 1, 2021 and one potential still in the works.

- Potential member: Robin Azevedo, McRoskey Mattress, met with her former employee Jill Bibo, who is now with [Garage Solutions](#), and Jill will be presenting to her CEO information about PEA for the company to join as a member of PEA, sponsored by Robin; Jill has also spoken to D. Belcher, PEA President, regarding their potential membership.
- **REMINDER TO ALL:** Send a photo to the office of you and PEA members when you work together! Given our virtual meetings, we will show photos during success stories and in emails to members, as well as adding throughout the website.

3. Review of Weekly Business Meetings & Planning Future Meetings

Currently on the calendar for first half of 2021: A.Roberts will provide view-access to the Board of the full PEA master calendar for the business meetings.

B.Fakkema moved to accept all of the items on the consent agenda. A second was provided by J.King and the motion passed unanimously.

DISCUSSION ITEMS ~ ALL

Feedback from Judy and Bobbie re: their informal member survey

J.Schwartz & B.Fakkema shared the information they collected from their informal surveys of PEA members. Those interviewed provided the following input regarding their experience at PEA:

- Approval process took too long to finally join PEA.
- Felt like they were treated like a one-year-old by their mentor; others said the mentor program was great and very helpful to them.
- Took too long to integrate into the group
- Description of the group they were given by their sponsor they felt was accurate description of reality of PEA
- Longevity of the group was its own testimonial
- Need to think of ways to connect to each other, in addition to zoom meetings; some members had a goal of meeting one new person each week when they were a new member of PEA
- Most important things were uniform among all respondents:
 - Networking leading to referrals

- Personal referrals
- Relationships with other PEA members
- Suggestion was changing our description language to talk about these three areas as being representative of the group to represent the group's breath from A-to-Z businesses'
- Top 3 Things we should seek for PEA
 - Advertise the group to draw in more new member businesses
 - Change the language to be more relevant and up-to-date
 - Bring in dynamic and fun people to the group to keep it lively and fun
- Some interviewed felt that new members may not see the value of the relationships and want immediate rewards.
- Want more people in the group who are like them—want to build and grow their business; owners may be best pool, although we have been really lucky over the years with the people who work for large businesses as employees and join PEA.
- Think carefully about the fit when we invite new businesses to check us out. Do a better job of explaining about PEA.
- Have more of a presence online to find potential new members; Facebook, etc.
- Common among many was the loyalty and the friendships are important to them. One member remarked that they joined because everyone they already trusted was a member.

How do we use this information? It was suggested that we have a meeting to review the information (redacted) with the Committee Chairs and include the Board as optional. Maureen and Angi will set up this meeting with the Chairs.

Brief feedback from the first committee meetings

The Committee meetings were great today—it was unanimous among all Board members. The committees were very lively, and all members were engaged and contributing.

A brief overview of priorities for the Finance Committee this year

M.Aronson is the Chair of the Finance Committee. They are looking at a quarterly budget and a lot of what-if scenarios. They are still fact gathering and then will be able to help determine a budget. They also want to poll members when they feel comfortable returning to face-to-face business meetings, would like to continue with zoom meetings to avoid traffic, or want some type of hybrid model for PEA. Looking to compile the information needed to get together to make some reasonable assumptions for the year. The Finance Committee will also be gathering information from the other PEA committees for their activities for the year. The next most urgent date is the release of the next dues invoices on June 1, 2021, so the budget at least for the next quarter would be due at the May 13, 2021 Board meeting.

Bylaws Revision

A.Roberts has a list of changes recommended by the previous Board, other members, and A.Roberts' suggestions of changes due to updates in laws, etc. Any edits recommended should be sent to the office for compilation for when this committee is formed and working on this project. J.B.Bell, PEA member, has some suggestions on behalf of the Membership Committee she will be forwarding into the office. Other suggestions shared included reviewing the definitions of members, the types of members, and some of the specific requirements around open houses, attendance, classifications, and percentages.

ADJOURNMENT

Having completed the regular business of the Board, the meeting was adjourned to an Executive Session at 9:23 a.m.

The Executive Session was adjourned at 9:35 a.m. Action item from Executive Session is that B.Fakkema will visit member Scott Yeaman, Yeaman AutoBody with an offer that must be responded to by April 30. A.Roberts will summarize the points made and the PEA Leave of Absence Policy and forward to B.Fakkema for this meeting.

Respectfully submitted,

Angi Roberts
PEA Executive Director

Upcoming Board Meeting

May 13, 2021 @ 8:35 a.m., online Zoom meeting

Attendance and Participation ~ MARCH 2021

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guest	Open House # Attendees
3/4/2021	52	3	29	19	16	46	1	0
3/11/2021	52	0	7	9	16	41	1	0
3/18/2021	52	0	22	3	3	43	0	0
3/25/2021	52	48	25	34	40	48	0	0
TOTALS	52	51	83	65	75	179	2	0

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
Mar 2021	52	51	83	21	65	16	75	19	45
Feb 2021	52	23	24	6	16	4	33	8	48
Jan 2021	52	45	76	19	41	10	96	24	42
Dec 2020	52	9	156	31	32	6	18	4	43
Nov 2020	52	16	68	17	26	7	46	12	43
Oct 2020	52	28	120	24	61	12	15	3	43
Sep 2020	52	1	12	4	29	10	3	1	39
Aug 2020	54	4	49	12	5	1	60	15	41
Jul 2020	54	7	39	10	7	2	25	6	43
Jun 2020	54	4	13	3	14	4	18	5	45
May 2020	54	9	2	1	14	4	5	1	45
Apr 2020	56	4	1	1	3	2	0	0	41
Mar 2020	55	32	46	23	68	34	74	37	40
Feb 2020	56	68	128	32	103	26	90	23	47
Jan 2020	56	85	170	43	118	30	152	38	45
Dec 2019	56	46	128	43	66	22	90	30	47
Nov 2019	57	67	129	43	83	28	96	32	45
Oct 2019	57	74	183	37	110	22	150	30	47
Sep 2019	57	69	156	39	101	25	159	40	44
Aug 2019	57	80	153	38	106	27	141	35	46
Jul 2019	57	65	143	48	72	24	101	34	43
Jun 2019	56	87	186	47	108	27	149	37	44
May 2019	55	65	208	52	98	25	156	39	44
Apr 2019	54	67	145	48	83	28	177	59	46
Mar 2019	54	57	131	33	144	36	130	33	42
Feb 2019	56	51	119	30	86	22	121	30	46
Jan 2019	54	90	213	43	152	30	150	30	43
Dec 2018	56	29	74	37	49	25	71	36	46
Nov 2018	56	67	165	41	109	27	116	29	47
Oct 2018	57	72	116	29	97	24	157	39	45
Sep 2018	57	48	183	46	103	26	144	36	43
Aug 2018	58	54	200	50	96	24	153	38	46
Jul 2018	58	66	178	59	98	33	119	40	45
Jun 2018	58	70	147	37	82	21	117	29	44
May 2018	58	56	193	39	121	24	164	33	42
Apr 2018	58	67	197	49	135	34	182	46	45
Mar 2018	57	45	152	38	88	22	146	37	44
Feb 2018	57	28	153	51	113	34	84	22	44
Jan 2018	58	69	209	63	148	43	131	28	49