

Peninsula Executives Association

PO Box 36255, San Jose, CA 95158

Phone: 408-266-9658 | Fax: 877-826-8501 | peaworks@executives.org



Board Meeting Agenda

September 9, 2021

Call to Order 8:35 a.m. ~ Zoom Conference Call

Welcome ~ Maureen Clark, President

Roll call and welcome of any guests present today.

GUEST AGENDA ITEMS (if applicable)

Guest agenda items will be heard before reviewing other Board matters.

CONSENT AGENDA ITEMS ~ 8:40 a.m.

- ✓ One motion is necessary to accept all items on the Consent Agenda.
- ✓ Board members may approve items be moved off the Consent Agenda to the regular agenda, if desired, by a seconded and approved motion.

1. Minutes and Attendance

Current month's documents:

- August 2021 Board Meeting Minutes
- Participation and Attendance through August 2021
- Financial Statements
 - **Financials through August 31, 2021 attached**
 - Restricted funds are \$710.00; these funds may only be used for invoices rendered to Pro-Staff Painting.
 - **Accounts Receivable outstanding**
 - The last billing round for dues was September 1, 2021, and bills were sent out to every member on that date for 2021-2022 Quarter 3 membership dues. The fee was reduced by the Board from \$355 to \$190, again with members having the option to pay less if they are unable to pay the full amount or break up the payment into payments monthly. Some members requested a revised invoice for the \$355 full dues amount.

- Total A/R outstanding as of August 31, 2021, is \$1,310.00. All of the members with outstanding invoices have been contacted with individual reminder emails by the PEA office staff. Please note that Yeaman Auto Body is not on the reports, because the Board is allowing him to not make payments while on leave (unrealized income to-date is \$380.00 + \$190 Sept 1 invoice = \$570 total). Also, despite repeated attempts by several people, we have been unsuccessful to make contact with either Carpeteria or Mollie Stone's. GR8WORK Builders and California Business Opportunities have mailed checks to us for their outstanding balances.

**Peninsula Executives Association
A/R Aging Summary
As of August 31, 2021**

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
California Business Opportunities				190.00		190.00
Carpeteria				190.00	190.00	380.00
D.B. Gaskill Advertising Specialties				170.00		170.00
GR8WORK Builders, Inc				190.00		190.00
Mollie Stone's Market				190.00	190.00	380.00
TOTAL	\$ 0.00	\$ 0.00	\$ 0.00	\$ 930.00	\$ 380.00	\$ 1,310.00

- **Budget vs Actual Reports:** 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 47 active members as of August 31, 2021, one new potential member who is being interviewed by Membership right away, and one potential member who will attend two breakfasts beginning at the end of summer, and two still in the works that we haven't heard about for a while now.

- **Potential members:** (no action is required by the Board at this time)
 - **Attending two breakfasts and will be interviewed ASAP.**
Kim Tucker, All Reasons Moving & Storage, has submitted an information form for a potential member: **Flordalisa (Flor) Harris, President, Benefits Simplified in San Jose.** Classification: Small Group Health Insurance.
 - **No update yet on this one and I did send B.Asbra an email to get an update.**
Bette Asbra, Pro-Staff Painting, has been in conversation with **Todd Langton** (tplanlanton@ft.newyorklife.com) regarding the open classification with the passing of member Brad Brown, Brown Insurance and Financial Services. Mr. Langton is interested in joining PEA under the classification previously held by Brad Brown. Todd Langton is the person assigned by Brad himself to assume his accounts should he pass.
 - **Will attend end of summer.**
Judy Johnson, Unexpected Treasures is sponsoring **M'Lis Targgart, Massage Therapist, with Body Presence of San Carlos.** Her Classification: Massage Therapist. This company has passed the posting period and has been invited by her sponsor to attend two PEA meeting, which she will be doing at the end of the summer 2021.

- **This is a hopeful 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. Send to peaworks@executives.org.

3. **Review of Weekly Business Meetings & Planning Future Meetings**

The calendar is online at: <http://bit.ly/pea-master-calendar>

Please make note of the upcoming holidays or special activities:

Sep 26, 2021	PEA Annual Picnic & BBQ	Dec 3, 2021	PEA Annual Party
Sep 30, 2021	Committee Meetings	Dec 16, 2021	PEA Annual Live Auction
Oct 21, 2021	Program Committee hosts	Dec 23, 2021	PEA Holiday – No Meeting
Nov 25, 2021	PEA Holiday – No Meeting	Dec 30, 2021	PEA Holiday – No Meeting

DISCUSSION ITEMS ~ 8:55 a.m.

Monthly Check-in Items & Ongoing Discussions

1. Returning to breakfast meetings
2. Finance Update
 - a. Budgeting strategies/scenarios
 - b. Update on Yeaman Auto Body leave of absence update, and Carpeteria, Mollie Stone’s demand letters, A.Roberts
3. Discussion regarding Membership & value proposition for attracting new members
 - a. Update re: last meeting of all Committee Chairs
 - b. Updates from Membership Committee, PR Committee, if there are any to report
4. Critique of online meetings - what works, what doesn't, what might we try?
5. Board subcommittee to propose revisions to the bylaws (progress report)
 - a. A.Roberts provided marked up copy to J.King for this project.
 - b. J.King & M.Clark have solicited the Committee Chairs for their suggested updates.
6. Board subcommittee re: reopening for in-person meetings: health requirements, progression of scenarios, menu options, technology requirements, costs (progress report)

Adjourn 9:45 a.m.

Next Board Meeting: October 14, 2021 @ 8:35 a.m.

Attendance and Participation ~ AUGUST 2021

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guest	Open House # Attendees
8/5/2021	47	9	20	10	26	39	0	31
8/12/2021	47	4	13	8	51	41	1	0
8/19/2021	47	3	25	13	27	35	1	0
8/26/2021	47	4	4	2	11	37	1	0
TOTALS	47	20	62	33	115	153	3	0

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
Aug 2021	47	20	62	16	33	8	115	29	38
Jul 2021	48	35	90	18	76	15	117	23	37
Jun 2021	49	36	101	25	85	21	79	20	41
May 2021	53	13	56	14	23	6	54	14	43
Apr 2021	53	37	95	24	55	14	96	24	43
Mar 2021	53	8	43	11	39	10	42	11	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

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Board Meeting Minutes

August 16, 2021

Present

Maureen Clark, President
Deanne Belcher, Past President
Bobbie Fakkema, Vice President
Michael Aronson, Secretary-Treasurer
John King
Deb Siegle
Judy Schwartz

Board Members not Present

Konrad Thaler

Also present

Angi Roberts, Executive Director

Call to Order 4:17 p.m. ~ Zoom Conference Call

Welcome ~ Maureen Clark, President

Roll call and welcome of any guests present today.

GUEST AGENDA ITEMS (if applicable)

Guest agenda items will be heard before reviewing other Board matters. No guests were present at this meeting.

CONSENT AGENDA ITEMS

1. Minutes and Attendance

Current month's documents:

- July 8, 2021, Board Meeting Minutes
- Participation and Attendance through July 2021
- Financial Statements
 - **Financials through July 31, 2021 attached**
 - Restricted funds are \$710.00; these funds may only be used for invoices rendered to Pro-Staff Painting.
 - **Accounts Receivable outstanding**
 - The last billing round for dues was June 1, 2021, and bills were sent out to every member on that date for 2021-2022 Quarter 2 membership dues. The fee was reduced by the Board from \$355 to \$190, again with members having the option to pay less if they are unable to pay the full amount or break up the payment into payments monthly. Some members requested a revised invoice for the \$355 full dues amount.

- Total A/R outstanding as of July 31, 2021, is \$1,500.00. I have contacted all of the members with outstanding invoices with reminder emails. Please note that Yeaman Auto Body is not on the reports, because the Board is allowing him to not make payments while on leave (unrealized income to-date is \$380.00). Also, despite repeated attempts by several people, we have been unsuccessful to make contact with either Carpeteria or Mollie Stone's.

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D.B. Gaskill Advertising Specialties		170.00				170.00
GR8WORK Builders, Inc		190.00				190.00
Hoge Fenton		190.00				190.00
Mollie Stone's Market		190.00			190.00	380.00
TOTAL	\$ 0.00	\$ 1,120.00	\$ 0.00	\$ 0.00	\$ 380.00	\$ 1,500.00

2. Membership update

We currently have 47 active members as of August 1, 2021, one new potential member this week, and one potential member who will attend two breakfasts beginning at the end of summer, and two still in the works that we haven't heard about for a while now.

- **Member loss:** Fawni & Larick Alan Hill, Larick Alan Hill Architecture & Interior Design, effective August 1, 2021.
- **Potential members:** (no action is required by the Board at this time)
 - **NEW THIS WEEK.**
Kim Tucker, All Reasons Moving & Storage, has submitted an information form for a potential member: **Flordalisa (Flor) Harris, President, Benefits Simplified in San Jose.** Classification: Small Group Health Insurance. This is the first week of the posting period for this potential member.
 - **No update yet on this one and I did send B.Asbra an email to get an update.**
Bette Asbra, Pro-Staff Painting, has been in conversation with **Todd Langton** (tplanlton@ft.newyorklife.com) regarding the open classification with the passing of member Brad Brown, Brown Insurance and Financial Services. Mr. Langton is interested in joining PEA under the classification previously held by Brad Brown. Todd Langton is the person assigned by Brad himself to assume his accounts should he pass.
 - **Will attend end of summer.**
Judy Johnson, Unexpected Treasures is sponsoring **M'Lis Targgart, Massage Therapist, with Body Presence of San Carlos.** Her Classification: Massage Therapist. This company has passed the posting period and has been invited by her sponsor to attend two PEA meeting, which she will be doing at the end of the summer 2021.
 - **This is a hopeful 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.

3. Review of Weekly Business Meetings & Planning Future Meetings

The calendar is online at: <http://bit.ly/pea-master-calendar>

Please make note of the upcoming holidays or special activities:

Sep 2, 2021	PEA Holiday – No Meeting	Dec 3, 2021	PEA Annual Party
Sep 26, 2021	PEA Annual Picnic & BBQ	Dec 16, 2021	PEA Annual Live Auction
Sep 30, 2021	Committee Meetings	Dec 23, 2021	PEA Holiday – No Meeting
Oct 21, 2021	Program Committee hosts	Dec 30, 2021	PEA Holiday – No Meeting
Nov 25, 2021	PEA Holiday – No Meeting		

D.Siegle moved to accept the consent agenda as is, with a second by B.Fakkema. Motion passes unanimously.

DISCUSSION ITEMS Monthly Check-in Items & Ongoing Discussions

1. Discussion of in-person meetings
 - i. COVID variant is hitting people hard and may not be the last variant we will see; also hitting those who have a vaccination, and they may pass to others. Board discussed return to in person events and was in agreement to hold off still until November 30, 2021.
 - ii. MOTION: D.Siegle moved to remain with virtual events for regular PEA business meeting through September-November 2021 and continue with \$190 dues for next quarter to be revisited at next quarter; a second was provided by J.Schwartz. Motion passes unanimously.
 - iii. Both of these items will be shared at the Board of Directors scheduled time at the business meeting on August 26, 2021. A.Roberts will compile the list from the meeting today of items to cover with the membership.
2. Finance Update
 - a. Budgeting strategies/scenarios: The budget is being reviewed by the Finance Committee and they will provide an update soon.
 - b. Update on Yeaman Auto Body leave of absence: M.Clark related that Yeaman Auto does have a capability to attend our business meetings held on zoom she was advised in discussions she had with Homer Jamison who has been helping with Yeaman's computers; it would seem this is more of a matter of Yeaman's choosing to not participate. We will send Scott Yeaman a demand letter for his update since he has not replied to A.Roberts' contacts. M.Clark will sign the letter.
 - c. Update on Carpeteria demand letter. A.Roberts has drafted letter for M.Clark to sign.
 - d. Update on Mollie Stone's demand letter. A.Roberts has drafted letter for M.Clark to sign.
3. Discussion regarding Membership & value proposition for attracting new members
 - a. Updates from Membership Committee, PR Committee
 - i. JB Bell has been doing a great job having meetings and the Committee has been working on identifying open classifications to pursue, and more.
 - ii. PR Committee is off to a slow start this year. There are plans from the Membership Committee to work with PR in getting some promotion for PEA members. In the past, getting members to do press releases has been hard for PR to get members interested in doing. PR should consider perhaps how their role in promoting PEA has changed, and PR could move to social platforms and do Facebook posts, posts on our Twitter account, or revive the blog again and get engagement from our members and the general public that way.
4. M.Clark is interested in calling a joint meeting with the Chairs of Committees and the Board to find out how the Committees are doing and if they need any help, resources, what can be done to help move their Committee

forward. After this, she is considering meeting every two weeks on zoom to continue the check-ins. The Board was in consensus with meetings like this and agreed that this would continue to move committees forward, as well as facilitate committee-to-committee communications.

5. Critique of online meetings - what works, what doesn't, what might we try?
 - a. The Board was in agreement that the zoom meetings are going well and are very active and engaging each week. Many thanks to all who contribute. Members will be encouraged also to contribute ideas for meetings.
6. Board subcommittee to propose revisions to the bylaws (progress report)
 - a. A.Roberts provided marked up copy to J.King for this project. J.King has reviewed these and is thinking the Board should review the edits so far. Some additional volunteers who might be also willing to help with the updates of the Bylaws are members Katherine West, Georgie Gleim. It was also suggested that Committee Chairs be contacted for their input since the Bylaws are updated infrequently.
7. Board subcommittee re: reopening for in-person meetings: health requirements, progression of scenarios, menu options, technology requirements, costs (progress report)
 - a. Update on venue pricing. A.Roberts has been collecting pricing and options from a lot of different venues and suggested that PEA think creatively and apart from the norm of a standard meeting from the past. For instance:
 - i. perhaps meeting in a community room with bagels and cream cheese and coffee;
 - ii. or at a Starbuck's with a larger patio at 8 am on a Thursday;
 - iii. or take advantage of an outside patio for a venue and have a no-host event similar to the last one at The Sheraton (there were 31 present on August 5, 2021 at the first networking event hosted by PEA);
 - iv. or members could have an outside event in their parking lot, as Brian Irion suggested previously with members bringing their own refreshments and/or drinks.
 - v. A.Roberts will compile this information in a doc for the Board to have as a resource.

Discussion Items

1. Allow monthly dues payments?
2. Accept auto payments not only directly from banks and through QuickBooks, but also by credit card?

A motion was made by M.Aronson to accept monthly payments of dues invoices by credit card if they are set up as an auto-pay and are based on a higher fee to cover transaction fees with credit card on file; a second was received from D.Siegle. Motion passes unanimously.

Motion to adjourn at 4:48 p.m. by J.Schwartz with second by J.King to the next regular Board meeting on September 9, 2021 @ 8:35 a.m.

Respectfully submitted,

Angi Roberts
PEA Executive Director

Attendance and Participation ~ JULY 2021

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guest	Open House # Attendees
7/1/2021	48	0	1	7	0	0	0	0
7/8/2021	48	10	25	26	35	37	0	0
7/15/2021	48	3	12	12	30	36	3	0
7/22/2021	48	1	22	7	34	37	1	0
7/29/2021	48	21	30	24	18	38	0	0
TOTALS	48	35	90	76	117	148	1	0

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
Jul 2021	48	35	90	18	76	15	117	23	37
Jun 2021	49	36	101	25	85	21	79	20	41
May 2021	53	13	56	14	23	6	54	14	43
Apr 2021	53	37	95	24	55	14	96	24	43
Mar 2021	53	8	43	11	39	10	42	11	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

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A/R Aging Summary
As of August 31, 2021

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
California Business Opportunities				190.00		190.00
Carpeteria				190.00	190.00	380.00
D.B. Gaskill Advertising Specialties				170.00		170.00
GR8WORK Builders, Inc				190.00		190.00
Mollie Stone's Market				190.00	190.00	380.00
TOTAL	\$ 0.00	\$ 0.00	\$ 0.00	\$ 930.00	\$ 380.00	\$ 1,310.00

Peninsula Executives Association

Open Invoices
As of August 31, 2021

DATE	TRANSACTION TYPE	NUM	TERMS	DUE DATE	OPEN BALANCE
California Business Opportunities					
06/01/2021	Invoice	3717	PEA dues terms	07/01/2021	190.00
Total for California Business Opportunities					\$190.00
Carpeteria					
03/01/2021	Invoice	3632	PEA dues terms	03/31/2021	190.00
06/01/2021	Invoice	3682	PEA dues terms	07/01/2021	190.00
Total for Carpeteria					\$380.00
D.B. Gaskill Advertising Specialties					
06/01/2021	Invoice	3701	PEA dues terms	07/01/2021	170.00
Total for D.B. Gaskill Advertising Specialties					\$170.00
GR8WORK Builders, Inc					
06/01/2021	Invoice	3684	PEA dues terms	07/01/2021	190.00
Total for GR8WORK Builders, Inc					\$190.00
Mollie Stone's Market					
03/01/2021	Invoice	3641	Net 30	03/31/2021	190.00
06/01/2021	Invoice	3721	PEA dues terms	07/01/2021	190.00
Total for Mollie Stone's Market					\$380.00
TOTAL					\$1,310.00

Peninsula Executives Association

A/P Aging Detail
As of August 31, 2021

DATE	TRANSACTION TYPE	NUM	VENDOR	DUE DATE	PAST DUE	AMOUNT	OPEN BALANCE
Current							
08/31/2021	Bill	Sept 2021	The Association Office	09/01/2021	1	2,626.71	2,626.71
Total for Current						\$2,626.71	\$2,626.71
TOTAL						\$2,626.71	\$2,626.71

Peninsula Executives Association

Balance Sheet

As of August 31, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
First Rep checking 0353	3,551.68
First Rep savings 7458	15,905.97
Total Bank Accounts	\$19,457.65
Other Current Assets	
Undeposited Funds	190.00
Total Other Current Assets	\$190.00
Total Current Assets	\$19,647.65
TOTAL ASSETS	\$19,647.65
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Pre Paid Dues - Pro Staff	710.00
Total Other Current Liabilities	\$710.00
Total Current Liabilities	\$710.00
Total Liabilities	\$710.00
Equity	
Retained Earnings	22,085.24
Net Income	-3,147.59
Total Equity	\$18,937.65
TOTAL LIABILITIES AND EQUITY	\$19,647.65

Peninsula Executives Association

Profit and Loss

August 2021

	TOTAL
Income	
Dues	
2nd Quarter Dues	196.10
Total Dues	196.10
Total Income	\$196.10
GROSS PROFIT	\$196.10
Expenses	
Contract Services	2,625.00
Postage	11.26
QuickBooks Payments Fees	35.00
Tax	
Fed	550.00
Total Tax	550.00
Total Expenses	\$3,221.26
NET OPERATING INCOME	\$ -3,025.16
Other Income	
Interest Income	0.41
Total Other Income	\$0.41
NET OTHER INCOME	\$0.41
NET INCOME	\$ -3,024.75