

Peninsula Executives Association

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Board Meeting Agenda

October 20, 2022

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

Welcome ~ Judy Johnson, 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. – a single motion is necessary for all items, unless an item is moved to the regular agenda by approved motion

1. CONSENT AGENDA: Minutes and Attendance

Current month's documents:

- September 2022 Board Meeting Notes
- Participation and Attendance through September 2022
- Financial Statements
 - **Financials through September 30 2022 attached**
 - As of September 30, 2022, in the checking \$1,345.00 are restricted funds and may only be used to pay membership dues, breakfast invoices, or special event tickets or sponsorships for the members who have credits and are shown as a liability on the Balance Sheet: : Pro-Staff Painting \$965.00; Events, Etc. \$380.00.
 - **Accounts Receivable outstanding**
 - The last billing round for dues was sent out on September 1, 2022, and are for quarter 3 dues for 2022-2023.
 - The Board set the amount of the invoices to be \$190.00 per quarter, again with members having the option to pay less if they are unable to pay the full amount, or break up the invoice into monthly payments. I have received no requests for reduction of the invoiced amount as of today for the September 1 billings. Annual total waived dues in 2022-2023: 2 members have requested an invoice amount reduction for a dues invoice; total invoices waived for this fiscal year total \$470.00. Our budget for this expense is \$760.00.
 - Total A/R for Association membership dues outstanding as of September 30, 2022 is \$4,940.00. See below and attached A/R report. All members have been contacted and reminded of their pending invoice.
 - We also have listed sponsorship and other invoices outstanding and broken them out separately to show the amounts due other than association membership income.

2. CONSENT AGENDA: Membership update

We currently have 47 active members as of September 30, 2022.

3. CONSENT AGENDA: 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:

October 27, 2022	Committee Meetings during regular business meeting
November 10, 2022	PEA Board Meeting, 8:35 a.m.
November 24, 2022	PEA Holiday
December 8, 2022	PEA Board Meeting, 8:35 a.m.
December 15, 2022	Holiday Auction
December 16, 2022	Annual Dinner Party Event
December 22-29, 2022	No PEA Meetings

DISCUSSION ITEMS ~ 8:50 a.m. – 9:45 a.m.

Monthly Check-in Items & Ongoing Discussions – Or items to consider

- Angi Roberts will also **review key dates of Board elections and other activities of the Board** coming up through March 1, 2023.
- **Updates from Committees:** as needed if there are any who require Board assistance with anything
 - **BOOSTER: 2022 Holiday Party:** updates as necessary, are there any requests for the Board
 - **MEMBERSHIP: Application & Interview; Process of Bringing in a New Member, Bridging of previous PEA membership:** An ad hoc group is working on the review of docs. The Board needs to determine how it wants to handle the bridging of a returning Member's previous time with PEA
- **Critique of online meetings (ongoing):** what works, what doesn't, what might we try
- **Projects to consider or suggested previously by Board or Regular Members**
 - **Policy Manual Creation:** Table of Contents draft has been provided by A.Roberts separately
 - **Discussion regarding change of Accounting Period:** change from Mar 1 – Feb 28 to calendar year. Anniversary Party would stay same date; elections would move up to the late fall, which would take it away from the holiday break period each year. Accounting and other functions are easier for volunteers to manage if in a calendar year; would also end Member confusion regarding quarterly Membership dues invoices.
 - **Other new ideas or projects for the Board?**

Still pending: Would the Board like to assign these to a Committee for next week's Committee Meetings?

- Making Facebook a public page rather than private for current or former Members;
- Creating a LinkedIn page/group, perhaps involving the PR Committee or Membership Committee in postings (social media tasks are not currently the responsibility of the executive director role and are not assigned to anyone)
- Executive director would set up new pages for uniformity and brand consistency; volunteers would be responsible for postings and/or other items the Board suggests

Adjourn 9:45 a.m.

Next Board Meeting: November 10, 2022, 8:35 a.m.



Action Allies

You've heard of "Power Partners" – but that may evoke a specific experience in a prior leads group. We want to clear the slate and start thinking differently. Thus a new name.

We know from experience that meeting with and interacting with other PEA members who may have similar clients or marketing needs can deepen your target market knowledge and build business connections that can result in potential leads. Getting to know like-minded PEA members a bit better encourages knowledge exchange and trust.

Rather than placing PEA member in historical categories, we thought it might be wise to have you SELF SELECT your first and second choice categories. And, we know that you will likely fit into more than one category - so we are noodling about that, too. PLUS, we encourage you to suggest a new category – the senior-focused group did not exist until last year, for example, and now includes folks that you might think "fit" elsewhere.

Please take a gander at the (somewhat) historical categories below. Then further below, please identify your first and second choice. AND if you'd like, make a suggestion for a new category.

1. All Things Automotive
2. Finance & Real Estate - services related to MONEY or PROPERTY
3. Home & Business Maintenance & Improvement (this may end up splitting into two groups)
4. Personal Services – think B to C, with the CONSUMER the direct recipient of service
5. Business Management Services – think B to B, where the business receives the offering i.e. website, legal advice, etc
6. Health and Well-Being (including retail)
7. Senior-focused Services
8. ??????

MEMBER NAME: _____

COMPANY NAME: _____

ACTION ALLIES: GROUP 1ST CHOICE: _____

ACTION ALLIES: GROUP 2ND CHOICE: _____

SUGGESTION FOR ANOTHER GROUP (PLEASE SUGGEST A NAME AND DESCRIBE IT HERE).

ADDITIONAL GROUP NAME: _____

NEW GROUP DESCRIPTION:

Power Partners

TABLE	GROUP	ALIAS	GROUP MEMBERS
1	Power Partners-Business Services	pp-services@executives.org	All About Business Services DB Gaskill Advertising Specialties JB Bell Business Consulting Int'l Lost Boys Design Studio NetWork Focus San Mateo Daily Journal Three Sixty HR, Inc.
2	Power Partners-Finance/Real Estate	pp-finance@executives.org	Charlotte Russell State Farm, Inc. Cushman and Wakefield First Republic Bank Irvin, Abrahamson, & Co Law Offices of Brian Irion Rugh Financial, LLC Wells Fargo Private Bank
3	Power Partners-Future Planning	pp-future@executives.org	All Reasons Moving & Storage Brown Financial & Insurance Services California Business Opportunities Events, Etc... McGlashan & Sarrail Sheraton Palo Alto
4	Power Partners-Health	pp-health@executives.org	Arranged4Comfort Benyammi Family Dentistry Leta Zwiebel, Ph.D., Licensed Psychologist McRoskey Mattress Company Palo Alto Chiropractic Offices
5	Power Partners-Home Improvement	pp-improvement@executives.org	Banks Electric GR8WORK Builders, Inc High Tek Deck Interior Ingenuity JL Designs & Interiors Larick Alan Hill Pro-Staff Painting The Integrated Lifestyle
6	Power Partners-Maintenance	pp-maintenance@executives.org	A&A Plumbing Arborwell Professional Tree Management Hassett Hardware Helming's Auto Repair Home Preservation Services Lane Cleaning Services Perfection Auto Detail Pioneer Services Prostone Services Yeaman Auto Body

TABLE	GROUP	ALIAS	GROUP MEMBERS
7	Power Partners-Personal	pp-personal@executives.org	Advantage Career Solutions Dynasty Cleaners Gleim the Jeweler Innovative Sales and Leasing Keller Williams Residential Realty Mollie Stone's Market Smilin Dogs Susan Scott at Expressions Salon
8	Power Partners-Senior-Focus	pp-senior-focus@executives.org	Home Care Assistance Pacific Hearing Service Reverse Mortgages Only Senior Seasons Skylawn Memorial Park T-O-P Move Management Unexpected Treasures

Attendance and Participation ~ SEPTEMBER 2022

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guests
9/1/2022	47	0	0	0	0	0	0
9/8/2022	47	4	14	13	79	42	0
9/15/2022	47	3	24	32	93	42	0
9/22/2022	47	8	18	14	33	38	0
9/20/2022	47	37	40	29	68	39	0
TOTALS	47	52	96	88	273	161	0

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
Sep 2022	47	52	96	24	88	22	273	68	40
Aug 2022	48	22	154	51	64	21	138	46	40
July 2022	48	54	57	14	88	22	252	63	42
June 2022	46	48	74	19	76	19	274	69	44
May 2022	46	50	46	14	30	10	120	39	39
Apr 2022	46	58	54	18	70	23	115	38	44
Mar 2022	46	132	124	25	98	20	199	40	43
Feb 2022	47	53	64	13	45	9	134	27	44
Jan 2022	46	57	113	28	68	17	174	44	41
Dec 2021	46	64	40	13	53	18	95	32	41
Nov 2021	46	47	57	19	54	18	125	42	42
Oct 2021	45	53	63	16	36	9	177	44	38
Sep 2021	47	16	23	6	18	5	21	5	39
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