

# Peninsula Executives Association

950 South Bascom Avenue, Suite 1113 (#118), San Jose, CA 95128  
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## Board Meeting Minutes January 19, 2017

### Present:

Angelo Izzo, President  
 Neal Coogler, Vice President  
 Bobbie Fakkema

Julie Fukuhara  
 Georgie Gleim, Treasurer &  
 Secretary  
 Bob Rosenberg, Ex Officio

James Stout

### Also Present:

Angi Roberts, Executive Director  
 Melanie Bailey

**Call to Order 8:40am by Angelo Izzo**

### **Review Minutes: December 2016 Regular Board Meeting**

The minutes will be posted to basecamp for approval.

The office will upload to basecamp for the new board orientation in March the document that was created that explains use of basecamp.

### **Review December Participation & Attendance Report** (included below)

### **Review December Finance Reports:** Comparative Balance Sheet & Comparative P&L (included below)

James moved to accept the attendance, participation, and finance reports, and Georgie provided a second. MSA.

Wemorph is printer who did printing of books before. Angi will get pricing, and check for standard sizing. Regular books and other regular sized papers. The board discussed whether these pads are something that we want to do, or should they be abandoned now. Too many members want this so we cannot drop this quite yet.

### **December 2016**

| Date          | Ongoing Leads | Direct Leads | Referral Leads | Internet Leads | Attendance | Open Houses |
|---------------|---------------|--------------|----------------|----------------|------------|-------------|
| 12/1/2016     | 11            | 95           | 31             | 21             | 54         | 0           |
| 12/8/2016     | 5             | 51           | 6              | 20             | 44         | 0           |
| 12/15/2016    | 24            | 73           | 32             | 24             | 49         | 0           |
| 12/22 & 12/29 | 0             | 0            | 10             | 13             | Holiday    | Holiday     |
| <b>TOTAL</b>  | <b>40</b>     | <b>219</b>   | <b>79</b>      | <b>78</b>      | <b>147</b> | <b>0</b>    |

### **December 2016**

| Month     | Ongoing | Avg per week | Direct | Avg per week | Referrals | Avg per week | Internet | Avg per week | Attendance avg per week |
|-----------|---------|--------------|--------|--------------|-----------|--------------|----------|--------------|-------------------------|
| Dec 2016  | 40      | 13           | 219    | 73           | 79        | 20           | 78       | 20           | 49                      |
| Nov 2016  | 36      | 12           | 178    | 59           | 66        | 22           | 59       | 20           | 48                      |
| Oct 2016  | 55      | 15           | 235    | 59           | 131       | 33           | 55       | 14           | 47                      |
| Sep 2016  | 35      | 9            | 262    | 66           | 84        | 21           | 83       | 20           | 45                      |
| Aug 2016  | 50      | 13           | 249    | 62           | 98        | 25           | 82       | 21           | 42                      |
| July 2016 | 22      | 7            | 164    | 55           | 78        | 26           | 90       | 30           | 44                      |
| June 2016 | 55      | 11           | 294    | 59           | 145       | 29           | 106      | 21           | 46                      |

| Month    | Ongoing | Avg per week | Direct | Avg per week | Referrals | Avg per week | Internet | Avg per week | Attendance avg per week |
|----------|---------|--------------|--------|--------------|-----------|--------------|----------|--------------|-------------------------|
| May 2016 | 39      | 13           | 130    | 43           | 197       | 62           | 31       | 10           | 49                      |
| Apr 2016 | 55      | 14           | 238    | 60           | 112       | 28           | 137      | 34           | 45                      |
| Mar 2016 | 26      | 2            | 260    | 57           | 129       | 30           | 120      | 25           | 46                      |
| Feb 2016 |         |              | 248    | 62           | 83        | 21           | 93       | 23           | 46                      |
| Jan 2016 |         |              | 242    | 61           | 125       | 31           | 87       | 22           | 46                      |
| Dec 2015 |         |              | 200    | 50           | 58        | 17           | 60       | 15           | 46                      |
| Nov 2015 |         |              | 216    | 72           | 97        | 32           | 69       | 23           | 45                      |

### Unfinished Business

Update on elections: The nominating committee met on January 12 and started with a list of potential board members. They have spoken with all the people and these members have agreed to be on the ballot: Debbie Clark, Maureen Clark, Jeanette Loretz all said yes. Chuck and Helen said they would help if needed.

Elections take place on January 29.

### New Business

We will ask the Craig Calkins EOY Nominating committee to document the process for choosing the volunteer who manages the committee. The new board will review the process created.

We have two members who have resigned: 360 Payment Solutions and Gentle Giant. Georgie moved to accept the resignations, with a second being provided by Bobbie. MSA.

Angi will ask Kim Tucker, All Reasons Moving, if her company wants to return as a member.

The board discussed comments that members have heard the PEA is becoming too political in what we are saying for success stories. For instance, David Gaskill went through his contributions and some were political in content. These types of conversations can divide the group. We are not promoting our own political or charitable contributions. Reminder to the members about not discussing these at the meetings. Angelo will give a reminder from the podium that we are a business leads group, our bylaws state what we may talk about soliciting for political contributions or nonprofit contributions. Angi make up a guide for L&I person. Angelo will announce this at the beginning of the meeting, no political humor. Politics will be top of mind and we don't want it to be brought into the meetings.

### Upcoming Board meetings: February 9

Georgie moved to adjourn the meeting. Having completed all the business at hand, the meeting was adjourned at 9:15am by Angelo Izzo.

Respectfully submitted,

Angi Roberts  
Executive Director

## PEA FINANCIALS DECEMBER 2016

### PEA PROFIT & LOSS WITH PREVIOUS YEAR COMPARISON – DECEMBER 2016

|                                  | Mar - Dec 16     | Mar - Dec 15     | \$ Change       | % Change       |
|----------------------------------|------------------|------------------|-----------------|----------------|
| <b>Ordinary Income/Expense</b>   |                  |                  |                 |                |
| <b>Income</b>                    |                  |                  |                 |                |
| <b>Donations income</b>          | 0.00             | 134.00           | -134.00         | -100.0%        |
| <b>Dues</b>                      |                  |                  |                 |                |
| <b>1st Quarter Dues</b>          | 19,469.00        | 19,515.00        | -46.00          | -0.24%         |
| <b>2nd Quarter Dues</b>          | 19,697.00        | 18,789.00        | 908.00          | 4.83%          |
| <b>3rd Quarter Dues</b>          | 18,851.88        | 18,449.00        | 402.88          | 2.18%          |
| <b>4th Quarter Dues</b>          | 11,309.00        | 13,413.20        | -2,104.20       | -15.69%        |
| <b>Guest breakfast fees</b>      | 1,582.88         | 2,226.00         | -643.12         | -28.89%        |
| <b>Dues - Other</b>              | <u>143.50</u>    | <u>-42.00</u>    | <u>185.50</u>   | <u>441.67%</u> |
| <b>Total Dues</b>                | 71,053.26        | 72,350.20        | -1,296.94       | -1.79%         |
| <b>Initiation Fees</b>           | 1,296.24         | 617.80           | 678.44          | 109.82%        |
| <b>Other Inc</b>                 | 0.00             | 171.00           | -171.00         | -100.0%        |
| <b>Outings - income</b>          |                  |                  |                 |                |
| <b>Holiday Dinner</b>            | 2,351.00         | 2,590.00         | -239.00         | -9.23%         |
| <b>Picnic</b>                    | 1,536.00         | 0.00             | 1,536.00        | 100.0%         |
| <b>Sharks</b>                    | 1,665.00         | 1,710.00         | -45.00          | -2.63%         |
| <b>Outings - income - Other</b>  | <u>0.00</u>      | <u>240.00</u>    | <u>-240.00</u>  | <u>-100.0%</u> |
| <b>Total Outings - income</b>    | <u>5,552.00</u>  | <u>4,540.00</u>  | <u>1,012.00</u> | <u>22.29%</u>  |
| <b>Total Income</b>              | <u>77,901.50</u> | <u>77,813.00</u> | <u>88.50</u>    | <u>0.11%</u>   |
| <b>Gross Profit</b>              | 77,901.50        | 77,813.00        | 88.50           | 0.11%          |
| <b>Expense</b>                   |                  |                  |                 |                |
| <b>Anniversary celebration</b>   | 0.00             | 326.21           | -326.21         | -100.0%        |
| <b>Board retreat</b>             | 394.91           | 0.00             | 394.91          | 100.0%         |
| <b>Breakfasts</b>                | 38,934.29        | 39,266.84        | -332.55         | -0.85%         |
| <b>Contract Services</b>         | 26,120.00        | 28,025.00        | -1,905.00       | -6.8%          |
| <b>Gifts Given</b>               | 150.00           | 196.41           | -46.41          | -23.63%        |
| <b>Insurance</b>                 | 250.00           | 250.00           | 0.00            | 0.0%           |
| <b>Office supplies</b>           | 64.81            | 47.60            | 17.21           | 36.16%         |
| <b>Outings - expense</b>         |                  |                  |                 |                |
| <b>Holiday Dinner</b>            | 3,306.04         | 2,976.77         | 329.27          | 11.06%         |
| <b>Picnic</b>                    | 1,408.00         | 0.00             | 1,408.00        | 100.0%         |
| <b>Sharks</b>                    | 1,665.00         | 1,716.00         | -51.00          | -2.97%         |
| <b>Outings - expense - Other</b> | <u>0.00</u>      | <u>160.00</u>    | <u>-160.00</u>  | <u>-100.0%</u> |
| <b>Total Outings - expense</b>   | <u>6,379.04</u>  | <u>4,852.77</u>  | <u>1,526.27</u> | <u>31.45%</u>  |
| <b>Postage</b>                   | 4.70             | 0.00             | 4.70            | 100.0%         |

|                                        | <b>Mar - Dec 16</b> | <b>Mar - Dec 15</b> | <b>\$ Change</b> | <b>% Change</b> |
|----------------------------------------|---------------------|---------------------|------------------|-----------------|
| <b>Reproduction</b>                    | 338.60              | 425.39              | -86.79           | -20.4%          |
| <b>Tax</b>                             |                     |                     |                  |                 |
| <b>State &amp; Fed filing fee</b>      | 35.00               | 55.00               | -20.00           | -36.36%         |
| <b>Total Tax</b>                       | 35.00               | 55.00               | -20.00           | -36.36%         |
| <b>Tax Prep</b>                        | 1,250.00            | 1,250.00            | 0.00             | 0.0%            |
| <b>Web site related expenses</b>       |                     |                     |                  |                 |
| <b>Domain Name Renewal</b>             | 0.00                | 193.84              | -193.84          | -100.0%         |
| <b>Software subscriptions</b>          | 0.00                | 283.67              | -283.67          | -100.0%         |
| <b>Verio web hosting</b>               | 299.40              | 239.50              | 59.90            | 25.01%          |
| <b>Total Web site related expenses</b> | 299.40              | 717.01              | -417.61          | -58.24%         |
| <b>Total Expense</b>                   | 74,220.75           | 75,412.23           | -1,191.48        | -1.58%          |
| <b>Net Ordinary Income</b>             | 3,680.75            | 2,400.77            | 1,279.98         | 53.32%          |
| <b>Other Income/Expense</b>            |                     |                     |                  |                 |
| <b>Other Income</b>                    |                     |                     |                  |                 |
| <b>Interest Income</b>                 | 0.50                | 0.38                | 0.12             | 31.58%          |
| <b>Total Other Income</b>              | 0.50                | 0.38                | 0.12             | 31.58%          |
| <b>Net Other Income</b>                | 0.50                | 0.38                | 0.12             | 31.58%          |
| <b>Net Income</b>                      | <b>3,681.25</b>     | <b>2,401.15</b>     | <b>1,280.10</b>  | <b>53.31%</b>   |

## PEA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON – DECEMBER 2016

|                                       | <u>Dec 31, 16</u>       | <u>Dec 31, 15</u>       |
|---------------------------------------|-------------------------|-------------------------|
| <b>ASSETS</b>                         |                         |                         |
| <b>Current Assets</b>                 |                         |                         |
| <b>Checking/Savings</b>               |                         |                         |
| First Rep checking 0353               | 8,967.90                | 8,546.81                |
| First Rep savings 7458                | <u>7,544.55</u>         | <u>5,143.96</u>         |
| <b>Total Checking/Savings</b>         | 16,512.45               | 13,690.77               |
| <b>Accounts Receivable</b>            |                         |                         |
| 11000 · Accounts Receivable           | <u>-6,498.00</u>        | <u>-3,818.00</u>        |
| <b>Total Accounts Receivable</b>      | -6,498.00               | -3,818.00               |
| <b>Other Current Assets</b>           |                         |                         |
| 12000 · Undeposited Funds             | <u>340.00</u>           | <u>1,421.00</u>         |
| <b>Total Other Current Assets</b>     | 340.00                  | 1,421.00                |
| <b>Total Current Assets</b>           | <u>10,354.45</u>        | <u>11,293.77</u>        |
| <b>TOTAL ASSETS</b>                   | <b><u>10,354.45</u></b> | <b><u>11,293.77</u></b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                         |                         |
| <b>Equity</b>                         |                         |                         |
| 32000 · Retained Earnings             | 6,673.20                | 8,892.62                |
| Net Income                            | <u>3,681.25</u>         | <u>2,401.15</u>         |
| <b>Total Equity</b>                   | <u>10,354.45</u>        | <u>11,293.77</u>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b><u>10,354.45</u></b> | <b><u>11,293.77</u></b> |

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## Board Meeting Minutes February 8, 2017

### **Present:**

|                                      |                           |
|--------------------------------------|---------------------------|
| Angelo Izzo, President               | Bobbie Fakkema            |
| Neal Coogler, Vice President         | Julie Fukuhara            |
| Georgie Gleim, Treasurer & Secretary | Helen Ingwersen           |
| Karen Bowne                          | Bob Rosenberg, Ex Officio |
| Debbie Clark                         | James Stout               |
| Maureen Clark                        |                           |

### **Absent:**

Jeanette Loretz

### **Also Present:**

Angi Roberts, Executive Director  
Melanie Bailey, Guest

**Call to Order at 8:40am by Angelo Izzo.**

### **Self-introductions**

Each person shared one thing the rest of the group may not have known about them.

### **Board structure**

#### *Historical spreadsheet*

Attached is the spreadsheet that shows the history of the board over the last several years. It helps us keep track of how many directors we need to elect in any one year.

#### *Officers selection*

Neal Coogler has been the VP for 2016-2017 fiscal year, and is a candidate for the role of president for 2017-2018. The board members present did not nominate another individual for the role of president.

Karen Bowne self-nominated for the role of Vice President.

Debbie Clark self-nominated for the combined role of Treasurer/Secretary.

Georgie presented a motion to accept the above-mentioned individuals above as the officers for 2017-2018. Julie Fukuhara provided a second, and the motion passes unanimously.

#### *Committee – Board Liaison selection*

The committees will meet on March 23 at the regular breakfast meeting for the spotlight, classification and leads & introduction portions of the meeting. At that time, each committee will choose its chair for the coming fiscal year. The current chairs may continue or there may be some other member who is desirous of being the chair of the committee. There will also be a choice made by the board members as to who will be the board liaison person on the committee.

Right now, these are the committee chairs with the board member assignments.

#### Attendance Committee

James Stout\* - Chair  
Pat Banks  
Bill Flynn  
John Garcia  
Curtis Lane  
Don Miller  
Randy Mills  
Sergio Quilici

#### Mentor/Shepard Committee

Konrad Thaler - Chair  
Brad Brown  
Neal Coogler\*  
Chuck Fulanovich  
David Gaskill  
Fawni Hill  
John King  
Richard Phillips

#### Public Relations Committee

Skip Gould - Co-Chair  
JB Bell - Co-Chair  
Michael Aronson  
David Dove  
Bobbie Fakkema\*  
Mike Fox  
Adam Pyle

Leads Committee

**Jesse Meddaugh\*** - Chair  
Robin Azevedo  
Kaye Sharbrough  
Steve Spratt  
Sandie Prevot  
Nick Rugh  
George Russ  
Juan Navarro  
Katherine West

Booster Committee

**Fella Benyammi** - Co-Chair  
**Susan Scott** - Co-Chair  
Bette Asbra  
Jeff Badzik  
Peggy Calhoun  
Debbie Clark  
Laurie Moore  
Avi Safar  
Julie Stern Fukuhara\*

Membership Committee

**Leta Zwiebel** - Co-Chair  
**Susan Hannah** - Co-Chair  
Maureen Clark  
Mike Feller  
Helen Ingwersen  
Angelo Izzo\*  
Judy Johnson  
Jon Maystrik

Program Committee

**Georgie Gleim\*** - Chair  
Karen Bowne  
Brian Irion  
Jeanette Loretz  
Larry Moore  
Albert Ong  
Barry Taleghani  
Scott Yeaman

Committee Coordinator

**Bob Rosenberg, Ex Officio\***

Ethics Committee (meets as needed)

Maureen Clark  
Larry Hassett  
John King  
Brian Irion  
Don Miller  
Leta Zwiebel  
Bob Rosenberg, Ex Officio\*

\* indicates Board member

## Review Operations

Today, we'd like to spend some time today reviewing the back-office operations and the support tools for the board to use.

The board uses Basecamp as their online collaboration tool and document archive. We'll be providing an overview of basecamp today and then each of you will be invited to join, set up your user ID and password. You will find a guide to basecamp at this link online:

- Once you have set up your user ID and password, please update your profile with the best way to reach you via email, phone, etc. Even add a photo!
- Basecamp is organized into projects. Projects are assigned by department or topical area, for instance, attendance committee, board matters, financial reports, membership, etc.
- Now, only board members are invited to join basecamp, but it was started last year with just the board members. As time goes on, we will invite other committee chairs and volunteers to also join us on basecamp.
- Access to projects is determined by your role with PEA. Board members have access to all projects.
- All volunteers have access to the All Volunteer project. We use this project for the sharing of information that all members might need access to, i.e., the classification schedule for the coming year, the master roster, and more.
- Each project in basecamp has several sections: Discussions, To-do lists, Files, Text document, Event.
- Calendars and to-do lists do not overlap between projects. The general calendar is the primary calendar for the organization and will contain the board meetings, PEA event calendar of activities, due dates that may affect all committees, and more.
- Starting a conversation: Use basecamp to have conversations with the full board about an idea or committee request, make a motion on some matter, or bring up for discussion a budget item consideration. To start a conversation, go to the appropriate project and click on Discussion. Type your message, and then scroll down to where it says, "To attach files drag & drop here or [select files from your computer...](#) or [Google Docs...](#)" Click on the link to add any files to this message.
- Then decide who you want the message to be sent to by selecting one of the three options presented:
  - When I post this message, email it to all [2 people](#) who want emails about this project.
  - Let me choose who should get an email...
  - Don't email anyone, just post the message to Basecamp.

If you click on where it says, "...email it to all," the number there equates to the number of people who have access to this project. By clicking on the number there, you can see the people who you would like this message to

be sent out to. Clicking the second bubble will allow you to choose who to send the message to. And clicking the last bubble will post the message for the sake of historical archiving, but not email anyone regarding the message.

- Uploading a file: go to the appropriate project and click on “File” – a new window will be presented where you may drag and drop the files, select files from your computer, or upload Google documents to the project. It is especially helpful to upload Google docs to basecamp, so that basecamp is maintained as the primary access point for all our documents, history, and master templates, samples, etc.
- How to search, project structure: Use the search at the top of the page to search on keywords within document content, file names, messages or message subjects, and more across all projects at one time. The search results provided are in the order of date/relevance.
- How to vote on a matter, presenting a motion in basecamp: To present a motion in basecamp, be sure you are in the Board Operations project. Then start a Discussion, type your message, attach any relevant files, and then select the first bubble in the send-to options to send the message to the full board of directors. All board members should respond to the motion as soon as they are able, starting with a second to the motion, and then that person who provided the second also voting, as well as each other board member voting. You may vote either by logging into basecamp online or just by responding to the basecamp email sent automatically by the system. Once everyone has voted, then the matter will be closed, and the history of all the voting will be stored in basecamp.
- General calendar: The general calendar is used to record dates that may cross multiple projects. It is not where committees post their meeting dates or milestone dates for individual board or committee tasks.
- Text documents, other features: The text document function is great for online brainstorming when you are not all in the same room... think of it as a virtual white board. It's also a great tool to use when you are working in your committee on an instruction or letter and want to get the input of all your committee members, without sending a bunch of emails. Everyone just logs in online, views the text document, and provides their input.

We hope that you will enjoy using basecamp and find it helpful as we manage the activities and operations of PEA together.

Financials and final year-end statistics will be uploaded to basecamp, as well. The current financials are also attached to these minutes.

January 2017 Regular Board Meeting minutes, December 2016 meeting minutes are also in Basecamp for review.

Typical board meeting agenda, topics.

Typically, we have these agenda items monthly for our monthly board meetings.

- Review Minutes from last board meeting
- Review Participation & Attendance Report for previous month
- Review Finance Reports: Comparative Balance Sheet & Comparative P&L
- Unfinished Business
- New Business

Meetings are held the second week of each month immediately after the regular breakfast meeting from 8:35-9:30am. In the case of a PEA holiday, the board meeting will be one week later in the third week of the month. The agenda and any handouts will be uploaded to basecamp.

On occasion, the membership committee will request a brief meeting with the board for voting in a new member. If the board meeting will not be coming for some time, then the board may have an extra meeting for 5-15 minutes for the primary purpose of discussing with the membership committee chairs the potential new member's interview form, application, etc., and vote in or decline membership to the potential candidate. At the request of the board members present today we will encourage membership committee chairs to provide this information in advance of the requested meeting date by at least a couple of days so that there is an opportunity for everyone to read/review the interview form prior to the board meeting.

We will cover some more information about the inner workings of PEA at the board retreat in March, too.

## **Unfinished Business**

We will update the unfinished business matters at the March 9 board meeting.

## **New Business**

The board requested that Angelo mention from the podium about all the side conversations going on during the breakfast meetings. This type of behavior makes it very hard for Angelo to get the information across to everyone, is rude and disrespectful to the person speaking, and makes it very difficult for those who do want to hear to be able to hear.

**Tax filing for this fiscal year:** The board discussed the fact that we have no CPA as a current member and tax filing will be coming up in the next few months. The board decided to use TNT, Inc. Certified Public Accountants, previous PEA member, to do our filing for this fiscal year, unless we have a member in that classification at the time the filings are due; if we do have a member in that classification, then we will review at the board meeting who will prepare the filings for PEA.

### **Upcoming Board meetings:**

March 9, April 13, May 11, June 8

**Board retreat date in March:** Please hold these two dates for a meeting from 6-9pm at the Sheraton/Westin while we confirm attendance of the full board: **Monday, March 13 or Tuesday, March 28.** We will advise of the final date ASAP. Dinner will be provided for this board retreat.

Georgie moved to adjourn the meeting. Having completed all the business at hand, the meeting was adjourned at 9:35am by Angelo Izzo.

Respectfully submitted,

Angi Roberts  
Executive Director

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## Board Retreat – Meeting Minutes March 13, 2017

### **Present:**

Neal Coogler, President  
Karen Bowne, Vice President  
Debbie Clark, Treasurer & Secretary  
Georgie Gleim  
Maureen Clark  
Bobbie Fakkema

Julie Fukuhara  
Helen Ingwersen  
Angelo Izzo, Ex Officio  
Bob Rosenberg  
James Stout

**Absent:**  
Jeanette Loretz

Also Present:  
Angi Roberts, Executive Director

### **• Call to Order, Welcome and Ordering**

Call to Order at 6:38pm by Neal Coogler, President.

The agenda was approved by consent by the board members present tonight.

This meeting is a joint meeting of the outgoing board of directors and the 2017-2018 board.

- **Review Minutes: Jan-Feb 2017 Regular Board Meeting** (uploaded to Basecamp)
- **Review Participation & Attendance Report** (uploaded to Basecamp)
- **Review Finance Reports: Comparative Balance Sheet & Comparative P&L** (uploaded to Basecamp)
  - a. **QuickBooks Online Project:** board motion/approval to proceed and convert to QBO versus desktop version
  - b. **Signers on First Republic accounts:** please bring a copy of your driver's license and one other form of ID to the next breakfast meeting (has to be submitted to First Republic Bank with change in signatory cards)
    - i. Signatory cards will be signed at a breakfast meeting

**Leads and attendance review.** Jan and Feb are lower numbers, so maybe we don't focus on the leads, and if the attendance is down, then there might be a way to keep the leads up. Start promoting more that it is a slower time and leads are not always reported. Some of our members should take advantage of mentioning different holidays to remind people to use their company, for instance, Ladera might want to mention Valentine's Day shopping to keep the leads up throughout the month. Other businesses could do the same thing: make a general announcement and promote their business for certain occasions. Some of the newer people may not think of that as an item to share. Little tips to add to the members' conversations.

Suggestion is to do a leads roundtable on other ways to promote your business. Might not be holiday focused, but seasonal focused. The board decided to do this topic for May 4 board presentation at the regular weekly breakfast meeting: How to promote yourself at PEA; we will discuss this at the April board meeting.

Financials were also reviewed and are at the end of these minutes. Karen made a motion to approve both the attendance and participation statistics and the financial reports. A second was provided by Helen. MSA.

We will add to the podium announcements at weekly meetings for members to notify the office of absences at least by Monday 9am, if they can. This is an excused absence versus no knowledge of what is going on.

Angi will announce in a separate email the upcoming First Thursday topics.

**TechSoup Idea.** Neal introduced an idea to get PEA converted to QuickBooks Online at a cost through TechSoup for \$50 for the entire year. Intuit has removed any charge for electronic invoices if customer pays via ACH. Neal's company would volunteer her time to set up the QuickBooks Online (QBO) account. Intuit matches the payment to the invoice automatically. So much easier for members to pay and what is delinquent. Would be an ongoing cost for \$50. Julie move to do this. Maureen second. MSA.

**Signature cards.** Please bring a copy of your driver's license to the next breakfast meeting.

- **Committee Review**

- Committee responsibilities
- Board liaison responsibilities
- Committee chairs and board liaison assignments
- Committee binders, upcoming committee meeting in March
- Sharing of information and lessons learned from last year

We need a checklist or binder or something so that when a new chair takes over who to contact and who to ask. Neal and Angi will be working on these in digital format during Neal's term this year.

We will start building into the agenda to add a couple of departments to each meeting to give updates and get feedback on what their committee is doing.

**Attendance.** Sergio would be chair and James is the board liaison.

This committee is supposed to reach out to people who are not showing up. Upcoming March 23 committee meeting, this must be reviewed with the members of the committee to be sure they understand that this is their role. It was also suggested to:

- Have attendance stand up once a month to share the attendance numbers for the month.  
"We only had x number of people here and we paid for all of them."

**Mentorship.** Konrad has been the chair for a couple of years and would like to stay on; Neal would be the liaison.

**Leads committee.** Debbie Clark is the board liaison; there is no chair as of now and this will be their primary focus at the next committee meeting.

**Membership committee.** Susan Hannah and Leta Zwiebel are both moving to a different committee, so the chair role is open here. Helen will be the board liaison person.

**Public Relations.** Chairs are Bobbie and Skip; board liaison is Debbie Clark.

**Booster committee.** Currently Fella and Susan Scott are the chairs. Julie is the board liaison, and Angelo will also be a board liaison on this committee because Julie will be on leave mid-term with her pregnancy.

**Program committee.** Georgie is currently the chair and the board liaison for this committee, but will discuss a new chair at the upcoming committee meeting. Karen will be the board liaison for this committee now.

- **Website project**
  - a. April board meeting will be a deeper dive into the website project.
  - b. We will change the board input process to be that of a discussion at the April board meeting, using the projector to show the images and then collecting the thoughts verbally.
- **Nonprofit status through Federal Government Update**
  - a. Angi has spoken to Rebecca and she is amenable to staying on with this project until we have decision from Feds and is willing to do tax return for 2016-2017 fiscal year
  - b. Suggested that this be assigned a future board month for deeper review: May 2017 (after tax season so better able to focus)

We already have 501(c)6 nonprofit status with the State of California, but not with the Federal government. Rebecca was working with Angi on securing for the Federal government as well. We will do a review of the forms and the process at the May board meeting.

- **Upcoming board meetings**

**Note: We will be changing the format of the board meetings to seek board input: we will reduce the statistics portion and do a deep dive into a topic as a conversation at the board meeting**, using the overhead projector potentially to display different topics to get the board members' thoughts collected.

  - a. Brian Irion will provide at the April board meeting a review of the legal and ethical obligations of board members at the April board meeting.
  - b. Restructure of board meetings to have less time spent at the meeting going over statistics and focus on more strategic view and long range planning at the board meetings
    - i. Statistical information will be uploaded to Basecamp one week prior to the board meeting for board members to review; we will spend time at the board meeting addressing concerns, answering questions, etc., but not going over the detail of the reports
  - c. Board meetings will have a main focus area assigned to them monthly so that we can spend the time diving deeper into a topic, which may include strategic plan development and other long-range planning for that topical area
  - d. **Next meetings May 11, June 8**

Angi will upload the stats and information one week before the board meeting to Basecamp in the board project.

Bobbie suggested that for the committees to be successful, each must be given a purpose and an intended result.

Board liaisons will share the information with the members at weekly meeting. We will tell the membership that they need to know what is going on within committees for the organization to be successful. The committee meetings are important and every member needs to attend these very important meetings.

It was suggested that the agenda be formed for the next board meeting from the next set of committee meeting notes. We will read through the notes and pull out 1-2-3 goals. The committee meetings will report on this goal and how they have done on achieving it. This then gives an intention and here's where we left off on that intention. Some of the committees do have some spelled out goals, so has to be by committee to committee. Last meeting each fiscal year is designed to be the meeting where they choose their successor for the coming year.

**Thoughts for the new board:** Stressing leads more. Bob wants us to try to remind people more to say their name and how many leads they gave, not received, since you cannot control the leads you receive. Everyone will then feel responsible then to announce their leads given. We will change the express leads sheet to show totals for each type of lead and then a grand total of all leads given today. This is the number that members would report during the leads and introductions portion of the weekly breakfast meetings. A good tip to ensure that each person gives their leads number is to the next person asks the person before how many leads they gave if they forgot to do it.

- **New Business**

No new business was presented at this meeting.

Georgie moved to adjourn the meeting. Having completed all the business at hand, the meeting was adjourned at 8:14pm by Neal Coogler.

Respectfully submitted,

Angi Roberts  
Executive Director

## Attendance and Participation

### January 2017

| Date         | Ongoing Leads | Direct Leads | Referral Leads | Internet Leads | Attendance | Open Houses |
|--------------|---------------|--------------|----------------|----------------|------------|-------------|
| 01/05/2017   | 8             | 100          | 53             | 29             | 42         | 0           |
| 01/12/2017   | 0             | 0            | 0              | 0              | 0          | 0           |
| 01/19/2017   | 5             | 87           | 37             | 42             | 53         | 0           |
| 01/26/2017   | 24            | 65           | 34             | 18             | 52         | 0           |
| <b>TOTAL</b> | <b>37</b>     | <b>252</b>   | <b>124</b>     | <b>89</b>      | <b>146</b> | <b>0</b>    |

### February 2017

| Date         | Ongoing Leads | Direct Leads | Referral Leads | Internet Leads | Attendance | Open Houses |
|--------------|---------------|--------------|----------------|----------------|------------|-------------|
| 02/02/2017   | 9             | 49           | 31             | 13             | 48         | 0           |
| 02/09/2017   | 8             | 54           | 25             | 21             | 47         | 0           |
| 02/16/2017   | 6             | 32           | 36             | 13             | 48         | 0           |
| 02/23/2017   | 8             | 38           | 16             | 5              | 56         | 0           |
| <b>TOTAL</b> | <b>31</b>     | <b>173</b>   | <b>114</b>     | <b>52</b>      | <b>199</b> | <b>0</b>    |

### February 2017

| Month     | Ongoing | Avg per week | Direct | Avg per week | Referrals | Avg per week | Internet | Avg per week | Attendance avg per week |
|-----------|---------|--------------|--------|--------------|-----------|--------------|----------|--------------|-------------------------|
| Feb 2017  | 31      | 8            | 173    | 43           | 114       | 29           | 52       | 13           | 50                      |
| Jan 2017  | 37      | 12           | 252    | 84           | 124       | 41           | 89       | 30           | 48                      |
| Dec 2016  | 40      | 13           | 219    | 73           | 79        | 20           | 78       | 20           | 49                      |
| Nov 2016  | 36      | 12           | 178    | 59           | 66        | 22           | 59       | 20           | 48                      |
| Oct 2016  | 55      | 15           | 235    | 59           | 131       | 33           | 55       | 14           | 47                      |
| Sep 2016  | 35      | 9            | 262    | 66           | 84        | 21           | 83       | 20           | 45                      |
| Aug 2016  | 50      | 13           | 249    | 62           | 98        | 25           | 82       | 21           | 42                      |
| July 2016 | 22      | 7            | 164    | 55           | 78        | 26           | 90       | 30           | 44                      |
| June 2016 | 55      | 11           | 294    | 59           | 145       | 29           | 106      | 21           | 46                      |
| May 2016  | 39      | 13           | 130    | 43           | 197       | 62           | 31       | 10           | 49                      |
| Apr 2016  | 55      | 14           | 238    | 60           | 112       | 28           | 137      | 34           | 45                      |
| Mar 2016  | 26      | 2            | 260    | 57           | 129       | 30           | 120      | 25           | 46                      |
| Feb 2016  |         |              | 248    | 62           | 83        | 21           | 93       | 23           | 46                      |
| Jan 2016  |         |              | 242    | 61           | 125       | 31           | 87       | 22           | 46                      |

## PEA FINANCIALS FEBRUARY 2017

### PEA PROFIT & LOSS WITH PREVIOUS YEAR COMPARISON – FEBRUARY 2017

8 companies still owe dues for 4Q: \$2,720 (that will end us just about the same as last year)

|                                  | Mar '16 - Feb 17 | Mar '15 - Feb 16 | \$ Change        | % Change       |
|----------------------------------|------------------|------------------|------------------|----------------|
| <b>Ordinary Income/Expense</b>   |                  |                  |                  |                |
| <b>Income</b>                    |                  |                  |                  |                |
| <b>Donations income</b>          | 0.00             | 134.00           | -134.00          | -100.0%        |
| <b>Dues</b>                      |                  |                  |                  |                |
| <b>1st Quarter Dues</b>          | 19,809.00        | 19,515.00        | 294.00           | 1.51%          |
| <b>2nd Quarter Dues</b>          | 19,697.00        | 18,789.00        | 908.00           | 4.83%          |
| <b>3rd Quarter Dues</b>          | 19,809.00        | 18,789.00        | 1,020.00         | 5.43%          |
| <b>4th Quarter Dues</b>          | 17,317.00        | 20,189.00        | -2,872.00        | -14.23%        |
| <b>Guest breakfast fees</b>      | 1,663.00         | 2,289.00         | -626.00          | -27.35%        |
| <b>Dues - Other</b>              | <u>143.50</u>    | <u>-42.00</u>    | <u>185.50</u>    | <u>441.67%</u> |
| <b>Total Dues</b>                | <u>78,438.50</u> | <u>79,529.00</u> | <u>-1,090.50</u> | <u>-1.37%</u>  |
| <b>Initiation Fees</b>           | 1,950.00         | 1,100.00         | 850.00           | 77.27%         |
| <b>Other Inc</b>                 | 0.00             | 171.00           | -171.00          | -100.0%        |
| <b>Outings - income</b>          |                  |                  |                  |                |
| <b>Holiday Dinner</b>            | 2,351.00         | 2,870.00         | -519.00          | -18.08%        |
| <b>Picnic</b>                    | 1,536.00         | 0.00             | 1,536.00         | 100.0%         |
| <b>Sharks</b>                    | 1,665.00         | 1,710.00         | -45.00           | -2.63%         |
| <b>Outings - income - Other</b>  | <u>0.00</u>      | <u>240.00</u>    | <u>-240.00</u>   | <u>-100.0%</u> |
| <b>Total Outings - income</b>    | <u>5,552.00</u>  | <u>4,820.00</u>  | <u>732.00</u>    | <u>15.19%</u>  |
| <b>Total Income</b>              | <u>85,940.50</u> | <u>85,754.00</u> | <u>186.50</u>    | <u>0.22%</u>   |
| <b>Gross Profit</b>              | 85,940.50        | 85,754.00        | 186.50           | 0.22%          |
| <b>Expense</b>                   |                  |                  |                  |                |
| <b>Anniversary celebration</b>   | 0.00             | 536.66           | -536.66          | -100.0%        |
| <b>Board retreat</b>             | 394.91           | 0.00             | 394.91           | 100.0%         |
| <b>Breakfasts</b>                | 47,344.39        | 48,803.45        | -1,459.06        | -2.99%         |
| <b>Contract Services</b>         | 33,962.00        | 30,637.00        | 3,325.00         | 10.85%         |
| <b>Gifts Given</b>               | 150.00           | 196.41           | -46.41           | -23.63%        |
| <b>Insurance</b>                 | 250.00           | 250.00           | 0.00             | 0.0%           |
| <b>Office supplies</b>           | 64.81            | 52.60            | 12.21            | 23.21%         |
| <b>Outings - expense</b>         |                  |                  |                  |                |
| <b>Holiday Dinner</b>            | 3,306.04         | 2,976.77         | 329.27           | 11.06%         |
| <b>Picnic</b>                    | 1,408.00         | 0.00             | 1,408.00         | 100.0%         |
| <b>Sharks</b>                    | 1,665.00         | 1,716.00         | -51.00           | -2.97%         |
| <b>Outings - expense - Other</b> | <u>0.00</u>      | <u>160.00</u>    | <u>-160.00</u>   | <u>-100.0%</u> |
| <b>Total Outings - expense</b>   | <u>6,379.04</u>  | <u>4,852.77</u>  | <u>1,526.27</u>  | <u>31.45%</u>  |
| <b>Postage</b>                   | 4.70             | 0.00             | 4.70             | 100.0%         |
| <b>Reproduction</b>              | 390.60           | 514.09           | -123.49          | -24.02%        |
| <b>Tax</b>                       |                  |                  |                  |                |

|                                          |                         |                         |                         |                        |
|------------------------------------------|-------------------------|-------------------------|-------------------------|------------------------|
| <b>State &amp; Fed filing fee</b>        | <u>35.00</u>            | <u>55.00</u>            | <u>-20.00</u>           | <u>-36.36%</u>         |
| <b>Total Tax</b>                         | <u>35.00</u>            | <u>55.00</u>            | <u>-20.00</u>           | <u>-36.36%</u>         |
| <b>Tax Prep</b>                          | <u>1,250.00</u>         | <u>1,250.00</u>         | <u>0.00</u>             | <u>0.0%</u>            |
| <b>Web site related expenses</b>         |                         |                         |                         |                        |
| <b>Domain Name Renewal</b>               | <u>0.00</u>             | <u>193.84</u>           | <u>-193.84</u>          | <u>-100.0%</u>         |
| <b>Software subscriptions</b>            | <u>0.00</u>             | <u>283.67</u>           | <u>-283.67</u>          | <u>-100.0%</u>         |
| <b>Verio web hosting</b>                 | <u>374.25</u>           | <u>239.50</u>           | <u>134.75</u>           | <u>56.26%</u>          |
| <b>Web site related expenses - Other</b> | <u>59.00</u>            | <u>108.90</u>           | <u>-49.90</u>           | <u>-45.82%</u>         |
| <b>Total Web site related expenses</b>   | <u>433.25</u>           | <u>825.91</u>           | <u>-392.66</u>          | <u>-47.54%</u>         |
| <b>Total Expense</b>                     | <u>90,658.70</u>        | <u>87,973.89</u>        | <u>2,684.81</u>         | <u>3.05%</u>           |
| <b>Net Ordinary Income</b>               | <u>-4,718.20</u>        | <u>-2,219.89</u>        | <u>-2,498.31</u>        | <u>-112.54%</u>        |
| <b>Other Income/Expense</b>              |                         |                         |                         |                        |
| <b>Other Income</b>                      |                         |                         |                         |                        |
| <b>Interest Income</b>                   | <u>0.50</u>             | <u>0.47</u>             | <u>0.03</u>             | <u>6.38%</u>           |
| <b>Total Other Income</b>                | <u>0.50</u>             | <u>0.47</u>             | <u>0.03</u>             | <u>6.38%</u>           |
| <b>Net Other Income</b>                  | <u>0.50</u>             | <u>0.47</u>             | <u>0.03</u>             | <u>6.38%</u>           |
| <b>Net Income</b>                        | <u><b>-4,717.70</b></u> | <u><b>-2,219.42</b></u> | <u><b>-2,498.28</b></u> | <u><b>-112.57%</b></u> |

## PEA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON – FEBRUARY 2017

|                                       | <u>Feb 28, 17</u>      | <u>Feb 29, 16</u>      | <u>\$ Change</u>        | <u>% Change</u>      |
|---------------------------------------|------------------------|------------------------|-------------------------|----------------------|
| <b>ASSETS</b>                         |                        |                        |                         |                      |
| <b>Current Assets</b>                 |                        |                        |                         |                      |
| <b>Checking/Savings</b>               |                        |                        |                         |                      |
| First Rep checking 0353               | 1,508.95               | 5,627.15               | -4,118.20               | -73.18%              |
| First Rep savings 7458                | <u>7,944.55</u>        | <u>5,544.05</u>        | <u>2,400.50</u>         | <u>43.3%</u>         |
| <b>Total Checking/Savings</b>         | <b>9,453.50</b>        | <b>11,171.20</b>       | <b>-1,717.70</b>        | <b>-15.38%</b>       |
| <b>Accounts Receivable</b>            |                        |                        |                         |                      |
| 11000 · Accounts Receivable           | -6,818.00              | -4,498.00              | -2,320.00               | -51.58%              |
| <b>Total Accounts Receivable</b>      | <b>-6,818.00</b>       | <b>-4,498.00</b>       | <b>-2,320.00</b>        | <b>-51.58%</b>       |
| <b>Other Current Assets</b>           |                        |                        |                         |                      |
| 12000 · Undeposited Funds             | -680.00                | 0.00                   | -680.00                 | -100.0%              |
| <b>Total Other Current Assets</b>     | <b>-680.00</b>         | <b>0.00</b>            | <b>-680.00</b>          | <b>-100.0%</b>       |
| <b>Total Current Assets</b>           | <b>1,955.50</b>        | <b>6,673.20</b>        | <b>-4,717.70</b>        | <b>-70.7%</b>        |
| <b>TOTAL ASSETS</b>                   | <b><u>1,955.50</u></b> | <b><u>6,673.20</u></b> | <b><u>-4,717.70</u></b> | <b><u>-70.7%</u></b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                        |                        |                         |                      |
| <b>Equity</b>                         |                        |                        |                         |                      |
| 32000 · Retained Earnings             | 6,673.20               | 8,892.62               | -2,219.42               | -24.96%              |
| <b>Net Income</b>                     | <b>-4,717.70</b>       | <b>-2,219.42</b>       | <b>-2,498.28</b>        | <b>-112.57%</b>      |
| <b>Total Equity</b>                   | <b>1,955.50</b>        | <b>6,673.20</b>        | <b>-4,717.70</b>        | <b>-70.7%</b>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b><u>1,955.50</u></b> | <b><u>6,673.20</u></b> | <b><u>-4,717.70</u></b> | <b><u>-70.7%</u></b> |

# Peninsula Executives Association

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## Board Meeting Minutes

April 13, 2017

### **Present:**

|                             |                 |
|-----------------------------|-----------------|
| Neal Coogler, President     | Maureen Clark   |
| Angelo Izzo, Ex Officio     | Julie Fukuhara  |
| Karen Bowne, Vice President | Helen Ingwersen |
| Debbie Clark, Treasurer &   | James Stout     |
| Secretary                   |                 |

### **Also Present:**

|                                  |
|----------------------------------|
| Angi Roberts, Executive Director |
| Melanie Bailey, Guest            |
| Brian Irion, Guest               |

### **Call to Order at 8:40am by Neal Coogler, President**

We welcome Brian Irion, Law Offices of Brian Irion, to our meeting today. Brian is going to talk about the guidelines and laws around service as a director on the PEA Board of Directors.

Brian handed out the attachment at the end of these minutes. Brian says that he is here today to discuss board service, and to hopefully answer the question of what individuals are opening themselves up to legally with board service. If you have never served on the board before, you do have certain obligations.

- Duty of Loyalty and Good Faith
  - It is your obligation as a director to put the needs of the organization ahead of other matters. You have to try to be informed. If you are going over financials, for instance, you need to try to understand and ask questions if you don't. If you are disciplining someone, look at the bylaws and be sure you understand what the rules are for the discussion/matter. Make sure what you do is fair and in the interest of the corporation.
- Duty of Care
  - You have the right to rely upon committees but not to abdicate. Some directors passed the buck and it was a nondelegable item, so can't just delegate. You must try to understand the issue and your duties are as a board member.
- Dealing with Conflicts of interest
  - Duty to avoid self-interest transactions. Karen Bowne, here at the Sheraton, as example: We don't have a place to meet and Karen being a good employee of the Sheraton, says we can use the Sheraton. She sees the budget of PEA and I could get \$26 out of these guys because I saw the budget, even though I usually get \$25. This is an example of doing something for own personal interest. She has an obligation to her company and she also has an obligation to PEA and its board.
  - You must disclose all facts to both sides and remove yourself from the decision-making process. "I will leave the room and let you discuss openly. I have told you the facts and removed myself of the transaction."
  - Some conflicts would require a convening of the board to resolve.

- I can rely upon a committee, but can't turn a blind eye on anything. Committees are not here to discourage detailed questions from a board member.

**Resignations.** Karen made a motion to accept the resignations of Sandie Prevot and Sergio Qulici, with a second provided by Debbie. MSA.

**Leads books.** This is the last time we are ordering these books, so please try to use the online lead form. The books would be used to give more info on an individual lead to a PEA member. Julie move to order smallest quantity of 10 books, at \$220 plus tax and shipping; Maureen seconded. MSA.

**Membership applications for Homer Jamison, NetWork Focus, and Richard Mayer, Richard Mayer Photography,** were routed around for board signatures. These two new members were approved, but we ran out of time at that board meeting to obtain the appropriate signatures.

**Resignation of Laurie and Larry Moore, Larry's AutoWorks.** They have been long-time members and made significant contributions to the group. The board may consider Emeritus membership for them. The process is that the board nominates for Emeritus, then would go out to membership the following week. Several people in the general membership and on the board purchased gift certificates for Larry's AutoWorks services; now that they are closing their shop, what should members do with those? Laurie and Larry should figure out what to do and Angi will call Laurie to see what to do. We will postpone this vote until we hear from them. We could potentially lose another member, Jeff Badzik, Perfection Auto Detail. He is not sure what is going on with the property so until he finds out what is going on, he is in limbo. This will be a few months down the road until a decision is made.

**Statistics and Minutes Review.** We can always do the review and approval of these reports on basecamp. The board agreed to do the approvals/reviews online going forward. Angi will start the thread; there are three separate motions to approve: participation and leads stats, minutes review, financials.

**QuickBooks Online conversion.** We will set this up to begin on May 15. Intuit offers completely free of charge and no transaction charge. Neal's company will donate this time to convert.

**First Republic Bank.** There was an issue recently with the bank not processing the signature card updates that were made last year. Angi and Neal both have spoken to bank representatives; Angi will be going into the bank after the meeting today to obtain the forms again for the officers to sign. Signers will be Neal Coogler, Karen Bowne, Debbie Clark, Angelo Izzo, as decided previously.

Our internal process is that the office provides the bank statements to the treasurer monthly, along with a print out of the reconciliation report. Online access will also be requested for signatories. Motion to approve signers and provide online access made by Debbie, with a second provided by Karen. MSA.

There was also a motion from Maureen for the same individuals to have access to QuickBooks Online, in addition to Angi Roberts for input, Debbie seconded and MSA. Neal explained that we can automate this so it automatically goes out to board, as well as the list of any outstanding dues, and more. She will also do some custom reports.

Until we convert, the reports provided by the office will be updated to include the basis type and date.

**Dues Payments.** We do not have a policy on what to do if people resign before their use up all their dues. We would not specially encourage any refunds, but will keep this as an action to develop a policy for that type of situation.

**Attendance/Participation Reports.** Angi reviewed the attendance/participation reports. Debbie moved to accept as presented, and James seconded; MSA.

### Attendance and Participation

#### March 2017

| Date             | Ongoing | Direct | Referral | Internet | Attended | Guest Attended | Open House |
|------------------|---------|--------|----------|----------|----------|----------------|------------|
| 3/2/2017         | 22      | 69     | 26       | 19       | 47       | 2              | 0          |
| 3/9/2017         | 11      | 38     | 30       | 18       | 47       | 1              | 0          |
| 3/16/2017        | 12      | 54     | 40       | 32       | 51       | 2              | 0          |
| 3/23/2017        | 3       | 36     | 26       | 25       | 44       | 1              | 0          |
| 3/30/2017        | 27      | 35     | 28       | 14       | 48       | 2              | 0          |
|                  |         |        |          |          |          |                |            |
| TOTALS           | 75      | 232    | 150      | 108      | 237      | 8              | 0          |
| Average per week | 15      | 46     | 30       | 22       | 47       | 2              | 0          |

#### MARCH 2017

| Month     | Ongoing | Avg per week | Direct | Avg per week | Referrals | Avg per week | Internet | Avg per week | Attendance avg per week |
|-----------|---------|--------------|--------|--------------|-----------|--------------|----------|--------------|-------------------------|
| Mar 2017  | 75      | 15           | 232    | 46           | 150       | 30           | 108      | 22           | 49                      |
| Feb 2017  | 31      | 8            | 173    | 43           | 114       | 29           | 52       | 13           | 50                      |
| Jan 2017  | 37      | 12           | 252    | 84           | 124       | 41           | 89       | 30           | 48                      |
| Dec 2016  | 40      | 13           | 219    | 73           | 79        | 20           | 78       | 20           | 49                      |
| Nov 2016  | 36      | 12           | 178    | 59           | 66        | 22           | 59       | 20           | 48                      |
| Oct 2016  | 55      | 15           | 235    | 59           | 131       | 33           | 55       | 14           | 47                      |
| Sep 2016  | 35      | 9            | 262    | 66           | 84        | 21           | 83       | 20           | 45                      |
| Aug 2016  | 50      | 13           | 249    | 62           | 98        | 25           | 82       | 21           | 42                      |
| July 2016 | 22      | 7            | 164    | 55           | 78        | 26           | 90       | 30           | 44                      |
| June 2016 | 55      | 11           | 294    | 59           | 145       | 29           | 106      | 21           | 46                      |
| May 2016  | 39      | 13           | 130    | 43           | 197       | 62           | 31       | 10           | 49                      |
| Apr 2016  | 55      | 14           | 238    | 60           | 112       | 28           | 137      | 34           | 45                      |
| Mar 2016  | 26      | 2            | 260    | 57           | 129       | 30           | 120      | 25           | 46                      |
| Feb 2016  |         |              | 248    | 62           | 83        | 21           | 93       | 23           | 46                      |

**Board classification.** The board had already determined that the upcoming classification talk they are responsible for presenting will be on the topic of how to promote yourself at PEA.

Debbie agreed to be the facilitator of the discussion, and Julie will manage the timer, recorder of leads/ideas is Angi. Each person will stand up for 45 seconds for the room to tell how to promote their business. Then when the time ends, if someone did not get to say the idea, then write it on the index card. This will count as one general lead. Everyone will have to be brief. We will promote this event in advance and Angi will add to the weekly email. What people can do to build their business? It is about building your business, strategically.

**General request.** Neal requested that Angi add to the agenda a reminder for members to pay dues when we send billing out.

**Booster committee, Melanie.** Joining the board meeting today is Melanie Bailey, who is a co-chair of the booster committee, and here to provide an update on their planned activities.

The committee is seeking reiteration of the rule regarding the picnic and if it excuses a member from holding an open house by sponsoring the picnic. The board confirmed that it voted on this rule previously and has not changed the rule that participation as a sponsor in the picnic may not replace the open house commitment by each member as per the bylaws.

The booster committee asked that the board when considering budget amounts consider adding in a small amount of a couple hundred dollar budget to help facilitate events. The picnic is the big one coming up. General thought is to hold it at a park, so not hosted at a home. They are looking at parks in Palo Alto, approx. \$200 for permits and to have alcohol on site. Then would use any extra money for entrees. Everyone else who attends would bring side dishes, desserts, or beverages.

The committee would also like to hold a happy hour type of event at various locations along the peninsula, so convenient for all members; one in Palo Alto, one San Jose, one in San Mateo or farther north. It would be a short meetup type of event held at a bar/restaurant. The committee would like to provide one plate of appetizers and one drink ticket to get the event started. PEA operates under a tight budget so the committee knows that this is an extra expense to add in and could be hard to do. The committee is looking for seed funds; they are asking for a lump sum and then will respond to the board with a plan on how they intend to spend it. Karen offered to host at the first event the first set of appetizers and then the drinks would be no host.

Boosters is also looking for younger professionals to be able to come to these, helping to find ways for members to avoid a lot of traffic traveling by having these local pop-in kinds of events. Long-term thought is that this sort of bar party could replace open houses here and there by members being the host of the happy hours; the idea of the happy hour is a true networking location, and they would sponsor appetizers and drink tickets.

Sheraton has a group that meets here once a month, a senior group; it is very successful for them every month. The feeling is that members are more likely to refer to a local business, so these more local events would be great networking opportunities for members who are near each other to become better acquainted. Open houses have been a concern for a long time now. Karen said that having an open house on a Saturday is also a different thought; a couple of people have been successful with weekend open houses, but the membership in general has not embraced the weekend open house idea.

Melanie also shared that Laurie Moore put her in touch with the Sharks group sales person. Melanie learned of a different activity they offer, a Barracudas game instead. If we can meet the price point, then can get a private room to do a pregame networking event. For the price paid for the Sharks tickets, at a Barracuda game we can also get a room and food. We would do this on a Saturday afternoon, do drink tickets, have hot dogs, private bathrooms, and would be very near the ice; this is a very family friendly event. There are also fan experiences. The committee's request is that the board okay spending \$100 to start the process. This event could be this year or even next year. Julie moved to approve the deposit amount of \$100 and the event itself; a second was provided by Karen. MSA. Melanie will bring a copy of the form to the next meeting and Angi will bring the check for \$100.

Having completed all the business at hand, the meeting was adjourned at 9:45am by Neal Coogler.

Respectfully submitted,

Angi Roberts  
Executive Director

## PEA FINANCIALS MARCH 2017

### PEA PROFIT & LOSS WITH PREVIOUS YEAR COMPARISON – MARCH 2017

|                                        | Mar 17           | Mar 16           | \$ Change       | % Change       |
|----------------------------------------|------------------|------------------|-----------------|----------------|
| <b>Ordinary Income/Expense</b>         |                  |                  |                 |                |
| <b>Income</b>                          |                  |                  |                 |                |
| <b>Dues</b>                            |                  |                  |                 |                |
| <b>1st Quarter Dues</b>                | 8,160.00         | 10,540.00        | 2,380.00        | -22.58%        |
| <b>4th Quarter Dues</b>                | 2,380.00         | 0.00             | 2,380.00        | 100.0%         |
| <b>Guest breakfast fees</b>            | 252.00           | 189.00           | 63.00           | 33.33%         |
| <b>Total Dues</b>                      | <u>10,792.00</u> | <u>10,729.00</u> | <u>63.00</u>    | <u>0.59%</u>   |
| <b>Outings - income</b>                |                  |                  |                 |                |
| <b>Sharks</b>                          | 950.00           | 1,665.00         | -715.00         | -42.94%        |
| <b>Total Outings - income</b>          | <u>950.00</u>    | <u>1,665.00</u>  | <u>-715.00</u>  | <u>-42.94%</u> |
| <b>Total Income</b>                    | <u>11,742.00</u> | <u>12,394.00</u> | <u>-652.00</u>  | <u>-5.26%</u>  |
| <b>Gross Profit</b>                    | <u>11,742.00</u> | <u>12,394.00</u> | <u>-652.00</u>  | <u>-5.26%</u>  |
| <b>Expense</b>                         |                  |                  |                 |                |
| <b>Anniversary celebration</b>         | 253.20           | 0.00             | 253.20          | 100.0%         |
| <b>Board retreat</b>                   | 0.00             | 394.91           | -394.91         | -100.0%        |
| <b>Breakfasts</b>                      | 27.00            | 4,200.20         | 4,173.20        | -99.36%        |
| <b>Contract Services</b>               | 0.00             | 2,612.00         | 2,612.00        | -100.0%        |
| <b>Outings - expense</b>               |                  |                  |                 |                |
| <b>Sharks</b>                          | 956.00           | 1,665.00         | -709.00         | -42.58%        |
| <b>Total Outings - expense</b>         | <u>956.00</u>    | <u>1,665.00</u>  | <u>-709.00</u>  | <u>-42.58%</u> |
| <b>Reproduction</b>                    | 0.00             | 60.50            | -60.50          | -100.0%        |
| <b>Web site related expenses</b>       |                  |                  |                 |                |
| <b>Verio web hosting</b>               | 0.00             | 49.90            | -49.90          | -100.0%        |
| <b>Total Web site related expenses</b> | <u>0.00</u>      | <u>49.90</u>     | <u>-49.90</u>   | <u>-100.0%</u> |
| <b>Total Expense</b>                   | <u>1,236.20</u>  | <u>8,982.51</u>  | <u>7,746.31</u> | <u>-86.24%</u> |

|                            |                         |                        |                        |                       |
|----------------------------|-------------------------|------------------------|------------------------|-----------------------|
| <b>Net Ordinary Income</b> | <u>10,505.80</u>        | <u>3,411.49</u>        | <u>7,094.31</u>        | <u>207.95%</u>        |
| <b>Net Income</b>          | <b><u>10,505.80</u></b> | <b><u>3,411.49</u></b> | <b><u>7,094.31</u></b> | <b><u>207.95%</u></b> |

## PEA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON – MARCH 2017

|                                       | Mar 31,<br>17    | Mar 31,<br>16    | \$<br>Change     | %<br>Change    |
|---------------------------------------|------------------|------------------|------------------|----------------|
| <b>ASSETS</b>                         |                  |                  |                  |                |
| <b>Current Assets</b>                 |                  |                  |                  |                |
| <b>Checking/Savings</b>               |                  |                  |                  |                |
| First Rep checking 0353               | 11,736.70        | 9,812.64         | 1,924.06         | 19.61%         |
| First Rep savings 7458                | 8,144.55         | 5,744.05         | 2,400.50         | 41.79%         |
| <b>Total Checking/Savings</b>         | <b>19,881.25</b> | <b>15,556.69</b> | <b>4,324.56</b>  | <b>27.8%</b>   |
| <b>Accounts Receivable</b>            |                  |                  |                  |                |
| 11000 - Accounts Receivable           | -6,797.00        | -3,818.00        | -2,979.00        | -78.03%        |
| <b>Total Accounts Receivable</b>      | <b>-6,797.00</b> | <b>-3,818.00</b> | <b>-2,979.00</b> | <b>-78.03%</b> |
| <b>Other Current Assets</b>           |                  |                  |                  |                |
| 12000 - Undeposited Funds             | 680.00           | -1,654.00        | 2,334.00         | 141.11%        |
| <b>Total Other Current Assets</b>     | <b>680.00</b>    | <b>-1,654.00</b> | <b>2,334.00</b>  | <b>141.11%</b> |
| <b>Total Current Assets</b>           | <b>13,764.25</b> | <b>10,084.69</b> | <b>3,679.56</b>  | <b>36.49%</b>  |
| <b>TOTAL ASSETS</b>                   | <b>13,764.25</b> | <b>10,084.69</b> | <b>3,679.56</b>  | <b>36.49%</b>  |
| <b>LIABILITIES &amp; EQUITY</b>       |                  |                  |                  |                |
| <b>Equity</b>                         |                  |                  |                  |                |
| 32000 - Retained Earnings             | 3,258.45         | 6,673.20         | -3,414.75        | -51.17%        |
| Net Income                            | 10,505.80        | 3,411.49         | 7,094.31         | 207.95%        |
| <b>Total Equity</b>                   | <b>13,764.25</b> | <b>10,084.69</b> | <b>3,679.56</b>  | <b>36.49%</b>  |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>13,764.25</b> | <b>10,084.69</b> | <b>3,679.56</b>  | <b>36.49%</b>  |

## GUIDELINES FOR DIRECTORS OF CALIFORNIA CORPORATIONS

### I. DUTIES OF DIRECTORS OF A CALIFORNIA CORPORATION

#### A Duties of Loyalty and Good Faith

Directors of a California corporation have fiduciary duties of loyalty and good faith to their corporation and to its shareholders. The *duty of loyalty* requires a director of a California corporation to put the interests of the corporation and its shareholders ahead of any other interests the director may have. A director cannot fulfill his or her duties of loyalty and good faith if he or she is subject to a conflict of interest.

The *duty of good faith* requires directors of a California corporation to act under the honest belief that their actions are in the best interests of their corporation and its shareholders.

#### B. Duty of Due Care

Directors of a California corporation also have a fiduciary *duty of due care* to their corporation and its shareholders. *The duty of due care obligates directors of a California corporation to inform themselves of all material information that is reasonably available to them prior to making a business decision for their corporation.* Directors of a California corporation are required to act in an informed and deliberate manner, and to make reasonable inquiries when further information is required to make informed decisions.

#### C. Dealing with Conflicts of Interest

Many individuals serve as directors and/or officers of more than one company, or may have occasion to do business with the company for which they are on the board of directors. While this is not unusual or in any way improper, certain obligations come into play to ensure the company is fairly treated.

In these circumstances, or in any other conflict of interest situation, a director of a California corporation should fully disclose any potential conflict of interest to the California corporation's officers and other directors, and abstain from participating in any decision for the California corporation that is subject to the conflict of interest. The remaining members of the Board of Directors should then take reasonable measures to ensure the proposed transaction is fair, reasonable, and in the best interests of the corporation.

### II. CALIFORNIA NON-PROFIT CORPORATIONS

California has a series of laws that deal specifically with Nonprofit Mutual Benefit Corporations. These laws can be found at: <http://codes.lp.findlaw.com/cacode/CORP/1/1/d2/3/1/1/s7110>, and begin with California Corporations Code § 7110.

Just as for corporations subject to California's General Corporation laws, officers and directors of a non-profit corporation are fiduciaries to the corporation and its shareholders and members regarding the matters pertaining to the corporation. Members of the board of directors of a Nonprofit Mutual Benefit Corporation are obligated to conduct themselves according to certain standards and in return, receive certain protections from liability.

Corporations Code Section 7231 states:

- (a) A director shall perform the duties of a director, including duties as a member of any committee of the board upon which the director may serve, in good faith, *in a manner such director believes to be in the best interests of the corporation and with such care, including reasonable inquiry, as an ordinarily prudent person in a like position would use under similar circumstances.*
- (b) In performing the duties of a director, a director shall be entitled to rely on information, opinions, reports or statements, including financial statements and other financial data, in each case prepared or presented by:
  - (1) One or more officers or employees of the corporation *whom the director believes to be reliable and competent in the matters presented;*
  - (2) Counsel, independent accountants or other persons as to matters *which the director believes to be within such person's professional or expert competence;* or
  - (3) A committee upon which the director does not serve that is composed exclusively of any or any combination of directors, persons described in paragraph (1), or persons described in paragraph (2), as to matters within the committee's designated authority, which committee the director believes to merit confidence, *so long as, in any case, the director acts in good faith, after reasonable inquiry when the need therefor is indicated by the circumstances and without knowledge that would cause such reliance to be unwarranted.*
- (c) *A person who performs the duties of a director in accordance with subdivisions (a) and (b) shall have no liability based upon any alleged failure to discharge the person's obligations as a director, including, without limiting the generality of the foregoing, any actions or omissions which exceed or defeat a public or charitable purpose to which assets held by a corporation are dedicated.*

### III. APPLICATION OF RULES:

*Review the Bylaws and adhere to them. Review minutes of past meetings when needed.*

*Review the Financials, understand them. Make such inquiries as you need to satisfy yourself.*

*Treat all members equally.*

*When in doubt, ask, understand, bring it up.*

*Act as a Board, not individually (this doesn't mean all votes must be unanimous).*

*Implement or follow procedures designed to preserve integrity of:*

*Finances (e.g., checks and balances, separation of check writing authority v. preparation of financials);*

*Decisions (e.g., history of actions taken in similar situations should result in similar results);*

*Act: with such care, including reasonable inquiry, as an ordinarily prudent person in a like position would use under similar circumstances.*

# Peninsula Executives Association

950 South Bascom Avenue, Suite 1113 (#118), San Jose, CA 95128

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## Board Meeting Minutes

June 15, 2017

### **Present:**

Neal Coogler, President

Maureen Clark

Angelo Izzo, Ex Officio

Julie Fukuhara

Karen Bowne, Vice President

Helen Ingwersen

Debbie Clark, Treasurer & Secretary

James Stout

### **Also Present:**

Angi Roberts, Executive Director

Melanie Bailey, Guest

Jon Maystrik, Guest

Larry Hassett, Guest

### **Call to Order and Welcome by Neal Coogler, PEA President**

The meeting was called to order at 8:32 am by President Neal Coogler. A quorum is present for this meeting.

### **Review Minutes: Finalize Mar-Apr 2017 Regular Board Meetings**

Please approve the minutes through Basecamp either by replying to an email that is sent out on the topic, or by logging into Basecamp online and commenting in the Discussion for that Motion. When you "Add comments" to the bottom of a discussion that is where you say, "I approve the minutes," or "I approve the minutes, with these edits: xxx" to cast your vote on a matter. We would like to give this a try to see if we can get our approvals done this way.

Please make note of link to the PEA Basecamp account. Bookmark this page for PEA's basecamp login:

<https://basecamp.com/2681879/>

Log in with your user ID and password to begin responding to emails, read and vote on the recent minutes, or find information you need for your Board or committee service.

### **Membership Report – Jon Maystrik**

Jon Maystrik, Arborwell Professional Tree Management, and membership committee chair, provided a review of the interview of potential member Leane Reelfs, for the automotive repair classification. Larry Hassett and Jon Maystrik met with Leane and her team, toured her shop, and got a feel for how she would commit herself to the group. Leane has a great business, and her husband is also a partner in the shop. They meet all the PEA requirements and the Membership Committee is recommending her as a member.

The other automotive repair shop potential member, A+ Japanese, was interested in being a member, too, but subsequently withdrew its application. Having two candidates for the one classification brought up the matter of allowing two businesses within the same classification, and the committee did discuss it in order to provide its recommendation to the Board. Allowing that exception would require an edit of the PEA Bylaws to have two businesses in the same classification. The committee was split on the idea of two businesses in the same classification and dividing up the members either by geography or some other determining factor (i.e., only work on American cars).

The two sponsors of these two automotive repair shops had also expressed that from their perspective the shops are working on different vehicles, so it would not seem like a conflict for either shop to have the other as a member in the same classification. Some other non-committee members were also in favor of this idea. Both of the two strong candidates that we had would make great PEA members. James said for his work, he does only residential, so for him he would not be

opposed to having a commercial business within his classification, for instance. All feel that we should be using the members that we have and agree that the territory division is hard to determine and then monitor, however, some feel it can work well, if it is the right kind of businesses. We will add this to an agenda for another meeting to discuss the potential of more than one business per classification.

Since A+ Japanese has withdrawn their application, only the Helming's Automotive Repair application was presented to the Board with recommendation by the Membership Committee for an affirmative vote on its application. Helen moved to accept the new member Helming's Automotive Repair, Leane Reelfs primary attendee and Michael Reelfs associate member. Maureen provided a second and the motion carries unanimously.

### **Review Participation & Attendance Report**

A suggestion was made to begin sending an automatic email saying that "we missed you" when someone is absent from a weekly breakfast. Angi will explore automating this through MailChimp, our email provider. Additionally, Angi's office is also working on automating the leads and attendance statistics. The system recommended will provide information by name, company name, or date. Attendance Committee members will have access to this information so that they can begin following up with members who are absent. We will share with the members also so they are aware of their own attendance statistics. There are other time-saving processes that will be put in place, too.

### **Review Finance Reports: Comparative Balance Sheet & Comparative P&L**

The review of the financial reports will stay as an agenda item for the meeting with time for review and questions. We will review April financials on basecamp with the May minutes. Motion to approve the financial statements by James, Maureen provided a second. Motion carries unanimously.

### **Prepaid dues—Liability to the association**

We don't have a policy if addresses what happens when a member quits and wants a refund on their prepaid membership dues. If we allow a refund, then we might want to consider a separate account to hold our prepaid dues out of the working checking account. We will forward this item as unfinished business to be discussed at a future Board meeting.

### **Unfinished Business**

#### **Honorary Membership—Larry and Laurie Moore, Larry's Auto Works, Inc.**

We are considering today the possibility of awarding honorary membership status to Larry & Laurie Moore, who recently retired and sold their 40-year old company, Larry's Auto Works, Inc., in Mountain View. In the past the classification of honorary was reserved for the small group of the original founders. Don Miller is our current honorary member and he attends regularly. Breakfasts are paid by the PEA organization for honorary members, but Don does pay for his own meals. Because honorary members receive their meals for no fee, this may not be something that is sustainable for us long range. This could become a hardship to the organization to sustain this expense. We need to think of in what terms we award honorary members. There was discussion for the differences of the emeritus and honorary.

The Board determined that the new policy for honorary membership is that members are eligible after 20-years of PEA membership. Honorary members will only pay for weekly breakfasts they attend, with exception of anniversary meeting, and no membership dues. Motion by Karen to accept this policy immediately, with a second provided by Helen. Motion carries unanimously.

The Board already approved emeritus membership for Laurie and Larry. A motion was presented by Karen and seconded by Helen to change their membership from emeritus to honorary. Motion carries unanimously. Next week we will put vote to

the membership for final approval, per the bylaws. If the motion passes, then, we will honor Larry & Laurie at the anniversary meeting as new honorary members.

Brad Brown has submitted a letter to the Board regarding creating a perpetual award in the name of Larry and Laurie Moore having to do with their high number of leads giving throughout the years. What about Spirit of Giving Award that honors all of our honorary members and their dedicated service to PEA. October board meeting we will take it up again.

### **Board spotlight -- June 22**

The Leads Committee will share the information and results from the member survey that was completed recently. Maureen will take the lead on this spotlight talk.

Maureen shared some of the information from the survey:

- Encourage members to get together outside of meetings, such as resuming Power Partners groups
- Mix up the table assignments
- Spotlight a special lead once or twice a month (extraordinary leads)
- And there are lots of ideas for the other committees together
- Bottom line that this is a group of trusted vetted businesses
- The committee will start with a spotlight to share the information and then will share separately the information collected that is for other committees that are ideas that they can implement with their committees.

Kaye is chair of the Leads Committee and Steve Spratt is co-chair right now. Maureen will coordinate having a committee chair meeting to share the information the Leads Committee has compiled.

### **New Business**

#### **Committee Review – Board Liaison Updates**

One of the updates we would like to start implementing at the weekly breakfasts are one-minute committee updates, given by a committee member. We will pass around a calendar where committees will choose the week they want to give their one-minutes update. Every week, we hear from the Membership Committee, and the other committees might have updates, too, so we will rotate the committees throughout the calendar. We will discuss this more fully at the next Board meeting, due to the amount of time left today.

Angi mentioned that there is a capability of providing an alias for each committee. The Board was in favor of the office implementing the aliases. Angi will also create an alias for all the mentees for First Thursday meeting reminders.

Having completed all the business at hand, the meeting was adjourned at 9:42 am by Neal Coogler.

Respectfully submitted,

Angi Roberts

Executive Director

- **Upcoming board meetings:** July 13, August 10, September 14
- NO PEA Meeting on July 6 due to holiday

## ATTENDANCE AND PARTICIPATION – MAY 2017

| Date               | #<br>Members | Ongoing   | Direct     | Referral   | Internet  | Attended   | Guest    | Open<br>House |
|--------------------|--------------|-----------|------------|------------|-----------|------------|----------|---------------|
| 5/4/2017           | 60           | 10        | 20         | 11         | 4         | 46         | 1        | 0             |
| 5/11/2017          | 60           | 5         | 42         | 32         | 32        | 50         | 1        | 0             |
| 5/18/2017          | 60           | 7         | 44         | 26         | 18        | 40         | 2        | 0             |
| 5/25/2017          | 60           | 0         | 0          | 0          | 0         | 0          | 0        | 0             |
| Special<br>program | 60           | 0         | 117        | 0          | 0         | 0          | 0        | 0             |
| <b>TOTALS</b>      | <b>60</b>    | <b>22</b> | <b>186</b> | <b>106</b> | <b>54</b> | <b>136</b> | <b>4</b> | <b>0</b>      |
| <b>Avg per wk</b>  |              | <b>6</b>  | <b>27</b>  | <b>37</b>  | <b>18</b> | <b>45</b>  | <b>1</b> | <b>0</b>      |

## MAY 2017

| Month     | Ongoing | Avg<br>per<br>week | Direct | Avg<br>per<br>week | Referrals | Avg<br>per<br>week | Internet | Avg<br>per<br>week | Attendance<br>avg per week |
|-----------|---------|--------------------|--------|--------------------|-----------|--------------------|----------|--------------------|----------------------------|
| May 2017  | 22      | 6                  | 186    | 27                 | 106       | 27                 | 54       | 18                 |                            |
| Apr 2017  | 60      | 14                 | 182    | 46                 | 99        | 25                 | 68       | 17                 | 46                         |
| Mar 2017  | 75      | 15                 | 232    | 46                 | 150       | 30                 | 108      | 22                 | 49                         |
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| Sep 2016  | 35      | 9                  | 262    | 66                 | 84        | 21                 | 83       | 20                 | 45                         |
| Aug 2016  | 50      | 13                 | 249    | 62                 | 98        | 25                 | 82       | 21                 | 42                         |
| July 2016 | 22      | 7                  | 164    | 55                 | 78        | 26                 | 90       | 30                 | 44                         |
| June 2016 | 55      | 11                 | 294    | 59                 | 145       | 29                 | 106      | 21                 | 46                         |
| May 2016  | 39      | 13                 | 130    | 43                 | 197       | 62                 | 31       | 10                 | 49                         |
| Apr 2016  | 55      | 14                 | 238    | 60                 | 112       | 28                 | 137      | 34                 | 45                         |
| Mar 2016  | 26      | 2                  | 260    | 57                 | 129       | 30                 | 120      | 25                 | 46                         |

## PEA PROFIT & LOSS WITH PREVIOUS YEAR COMPARISON – MAY 2017 – CASH BASIS

|                                        | Total              |                    |                    |                |
|----------------------------------------|--------------------|--------------------|--------------------|----------------|
|                                        | Mar -<br>May, 2017 | Mar -<br>May, 2016 | Change             | % Change       |
| <b>Income</b>                          |                    |                    |                    |                |
| Dues                                   |                    |                    | 0.00               |                |
| 1st Quarter Dues                       | 17,409.00          | 15,640.00          | 1,769.00           | 11.31%         |
| 4th Quarter Dues                       | 2,720.00           |                    | 2,720.00           |                |
| Guest breakfast fees                   | 462.00             | 483.00             | -21.00             | -4.35%         |
| <b>Total Dues</b>                      | <b>\$20,591.00</b> | <b>\$16,123.00</b> | <b>\$4,468.00</b>  | <b>27.71%</b>  |
| Outings - income                       |                    |                    | 0.00               |                |
| Sharks/Barracudas                      | 950.00             | 1,665.00           | -715.00            | -42.94%        |
| <b>Total Outings - income</b>          | <b>\$950.00</b>    | <b>\$1,665.00</b>  | <b>\$-715.00</b>   | <b>-42.94%</b> |
| Unapplied Cash Payment Income          | -306.00            | -340.00            | 34.00              | 10.00%         |
| <b>Total Income</b>                    | <b>\$21,235.00</b> | <b>\$17,448.00</b> | <b>\$3,787.00</b>  | <b>21.70%</b>  |
| <b>Gross Profit</b>                    | <b>\$21,235.00</b> | <b>\$17,448.00</b> | <b>\$3,787.00</b>  | <b>21.70%</b>  |
| <b>Expenses</b>                        |                    |                    |                    |                |
| Anniversary celebration                | 253.20             |                    | 253.20             |                |
| Bank fees                              | 400.00             |                    | 400.00             |                |
| Board retreat                          | 577.65             | 394.91             | 182.74             | 46.27%         |
| Breakfasts                             | 5,258.76           | 11,591.77          | -6,333.01          | -54.63%        |
| Contract Services                      | 5,224.00           | 7,836.00           | -2,612.00          | -33.33%        |
| Insurance                              | 250.00             | 250.00             | 0.00               | 0.00%          |
| Outings - expense                      |                    |                    | 0.00               |                |
| Sharks                                 | 1,056.00           | 1,665.00           | -609.00            | -36.58%        |
| <b>Total Outings - expense</b>         | <b>\$1,056.00</b>  | <b>\$1,665.00</b>  | <b>\$-609.00</b>   | <b>-36.58%</b> |
| Reproduction                           | 75.60              | 96.70              | -21.10             | -21.82%        |
| Tax                                    |                    |                    | 0.00               |                |
| State & Fed filing fee                 | 20.00              |                    | 20.00              |                |
| <b>Total Tax</b>                       | <b>\$20.00</b>     | <b>\$0.00</b>      | <b>\$20.00</b>     |                |
| Tax Prep                               | 1,250.00           |                    | 1,250.00           |                |
| Unapplied Cash Bill Payment Expense    | -7.00              | 24.95              | -31.95             | -128.06%       |
| Web site related expenses              |                    |                    | 0.00               |                |
| Verio web hosting                      | 24.95              | 99.80              | -74.85             | -75.00%        |
| <b>Total Web site related expenses</b> | <b>\$24.95</b>     | <b>\$99.80</b>     | <b>\$-74.85</b>    | <b>-75.00%</b> |
| <b>Total Expenses</b>                  | <b>\$14,383.16</b> | <b>\$21,959.13</b> | <b>\$-7,575.97</b> | <b>-34.50%</b> |
| <b>Net Operating Income</b>            | <b>\$6,851.84</b>  | <b>\$-4,511.13</b> | <b>\$11,362.97</b> | <b>251.89%</b> |
| <b>Other Income</b>                    |                    |                    |                    |                |
| Interest Income                        | 0.21               | 0.20               | 0.01               | 5.00%          |
| <b>Total Other Income</b>              | <b>\$0.21</b>      | <b>\$0.20</b>      | <b>\$0.01</b>      | <b>5.00%</b>   |
| <b>Net Other Income</b>                | <b>\$0.21</b>      | <b>\$0.20</b>      | <b>\$0.01</b>      | <b>5.00%</b>   |
| <b>Net Income</b>                      | <b>\$6,852.05</b>  | <b>\$-4,510.93</b> | <b>\$11,362.98</b> | <b>251.90%</b> |

PEA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON – MAY 31, 2017 – CASH BASIS

Total

|                                     | As of May 31,<br>2017 | As of May 31,<br>2016 (PY) | Change            | % Change       |
|-------------------------------------|-----------------------|----------------------------|-------------------|----------------|
| <b>ASSETS</b>                       |                       |                            |                   |                |
| <b>Current Assets</b>               |                       |                            |                   |                |
| <b>Bank Accounts</b>                |                       |                            |                   |                |
| First Rep checking 0353             | 4,427.74              | -163.98                    | 4,591.72          | 2800.17%       |
| First Rep savings 7458              | 8,544.95              | 6,144.25                   | 2,400.70          | 39.07%         |
| <b>Total Bank Accounts</b>          | <b>\$12,972.69</b>    | <b>\$5,980.27</b>          | <b>\$6,992.42</b> | <b>116.92%</b> |
| <b>Other Current Assets</b>         |                       |                            |                   |                |
| Undeposited Funds                   | 3,589.00              | 680.00                     | 2,909.00          | 427.79%        |
| <b>Total Other Current Assets</b>   | <b>\$3,589.00</b>     | <b>\$680.00</b>            | <b>\$2,909.00</b> | <b>427.79%</b> |
| <b>Total Current Assets</b>         | <b>\$16,561.69</b>    | <b>\$6,660.27</b>          | <b>\$9,901.42</b> | <b>148.66%</b> |
| <b>TOTAL ASSETS</b>                 | <b>\$16,561.69</b>    | <b>\$6,660.27</b>          | <b>\$9,901.42</b> | <b>148.66%</b> |
| <b>LIABILITIES AND EQUITY</b>       |                       |                            |                   |                |
| <b>Liabilities</b>                  |                       |                            |                   |                |
| <b>Total Liabilities</b>            |                       |                            | <b>\$0.00</b>     |                |
| <b>Equity</b>                       |                       |                            |                   |                |
| Retained Earnings                   | 9,709.64              | 11,171.20                  | -1,461.56         | -13.08%        |
| Net Income                          | 6,852.05              | -4,510.93                  | 11,362.98         | 251.90%        |
| <b>Total Equity</b>                 | <b>\$16,561.69</b>    | <b>\$6,660.27</b>          | <b>\$9,901.42</b> | <b>148.66%</b> |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$16,561.69</b>    | <b>\$6,660.27</b>          | <b>\$9,901.42</b> | <b>148.66%</b> |

# Peninsula Executives Association

950 South Bascom Avenue, Suite 1113 (#118), San Jose, CA 95128  
Phone: 408-266-9658 | Fax: 877-426-8501 | [PEAworks@assoc-office.com](mailto:PEAworks@assoc-office.com)



## Board Meeting Minutes July 13, 2017

### Present:

Neal Coogler, President  
Angelo Izzo, Ex Officio  
Karen Bowne, Vice President  
Debbie Clark, Treasurer & Secretary  
Maureen Clark

James Stout

### Absent

Julie Fukuhara (excused-LOA)  
Helen Ingwersen

### Also Present:

Angi Roberts, Executive Director  
Melanie Bailey, Guest

### Call to Order and Welcome by Neal Coogler, PEA President

The meeting was called to order at 8:43am by President Neal Coogler. A quorum is present for this meeting.

### Review Minutes: Finalize Mar-Jun 2017 Regular Board Meetings

Board members reviewed minutes from the March, April, May and June regular board meetings.

- March minutes motion to approve with correction from Maureen on page 2, next to last paragraph to change "Debbie Clark" to be "Maureen Clark." MSA.
- April minutes: motion to approve with no corrections, Maureen, second by Karen. MSA.
- May minutes: motion to approve with Debbie, Maureen, MSA.
- June minutes: Motion to approve Maureen, second Karen. MSA.

Member survey slides? Do we want to put up on PEA member-only login area on website? Maureen will check and let Angi know

Angi will contact Larry & Laurie to see if they might come anytime soon.

### Review Finance Reports: Comparative Balance Sheet & Comparative P&L

### Review Participation & Attendance Report

Whose job is to do collections: ED sends out reminders and then if problem account, then brought to the board and someone on the board typically will call. We could also send a letter to them through us mail, that says you are behind in your dues and they need to be made current. Angi already does this for the members who are behind in dues.

Excused absences will be reinforced so people know they should be doing this. We will ask the attendance committee to mention the number of people in the room each week at breakfast. This will help people to understand that they need to call the office or email when they will not be attending. Start the conversation with concern and question such as: is there something preventing you from attending? The attendance committee job is retention. Also suggest to people to apply for leave of absence if they are going to be gone for an extended period.

Attendance committee to give weekly report that is like this: 45 people present today, 4 on leave of absence, 6 who did not call the office for an excused absence. Also remind audience to notify the office by Friday prior to the next Thursday meeting to make it before the cutoff for counts to the hotel. Attendance will check-in with Angi at the break to see who of

the people absent have an excused absence and will announce the numbers during the leads and introductions portion of the meeting.

The matter of nonattendance by CG Appliance was discussed. The board terminated CG Appliance's membership immediately due to nonattendance; motion presented by James, second by Maureen. MSA.

Angi will send to Neal the letters of determination to get the discount for QBO through TechSoup.

## **Unfinished Business**

- Board members signed Chris Torres application.
- Committee Review – Board Liaison Updates
  - a. Board Liaison One-minute Committee Updates: Each board liaison will give an update on their committee. Please provide information on upcoming activities, milestones coming up, areas where you might need assistance from the Board or members, etc.

Maureen shared that she is still working on the concept of having a meeting of committee chairs. She will also work with Angi on the random calendar times of assigning tables by number to get people to mix up their seating pattern. Maureen will let Angi know when we should bring table stakes, and numbers.
  - b. Each committee will also begin doing a 1-minute update at weekly breakfast meetings. We discussed and passed around a sign-up sheet for board liaison or chairs to pick the week they will speak.

Guest Melanie Baily, Boosters Committee Co-Chair, updated the board on Boosters' activities.

- Happy hours are still being planned. More info to come on this.
- Picnic: Boosters would like to rent a park and pay for the main entrée; cost is \$154 for Questa in Mountain View; Palo Alto \$231 – \$287. Flood Park in Menlo Park has a large group area with tables, etc. (San Mateo Parks and Rec). Fee is to book space and obtain alcohol permit. There may be other insurance requirements, as well.
  - Questa is the favored park with the date of Sept 24 as target date (would be between Oktoberfest and golf tournament); would be BYOB and potluck food. Kid friendly and free, casual event. Last year's board suggested no more than \$500 spent on this event in total. Debbie moved to set as \$500 for the budget for the picnic. Second by Karen. MSA.

Adjourn 9:45 AM

Respectfully submitted,

Angi Roberts  
PEA Executive Director

Upcoming board meetings: August 10, September 14

## Attendance and Participation

JUNE 2017

| Date          | #<br>Members | Ongoing   | Direct     | Referral   | Internet  | Attended   | Guest    | Open<br>House |
|---------------|--------------|-----------|------------|------------|-----------|------------|----------|---------------|
| 6/1/2017      | 60           | 13        | 55         | 25         | 30        | 35         | 0        | 0             |
| 6/8/2017      | 60           | 9         | 44         | 24         | 27        | 35         | 0        | 0             |
| 6/15/2017     | 60           | 6         | 44         | 28         | 21        | 40         | 0        | 0             |
| 6/22/2017     | 61           | 8         | 46         | 24         | 17        | 47         | 0        | 0             |
| 6/29/2017     | 61           | 25        | 61         | 29         | 35        | 41         | 1        | 0             |
| <b>TOTALS</b> | <b>61</b>    | <b>61</b> | <b>253</b> | <b>130</b> | <b>95</b> | <b>198</b> | <b>1</b> | <b>0</b>      |

JUNE 2017

| Month     | Ongoing | Avg<br>per<br>week | Direct | Avg<br>per<br>week | Referrals | Avg<br>per<br>week | Internet | Avg<br>per<br>week | Attendance<br>avg per week |
|-----------|---------|--------------------|--------|--------------------|-----------|--------------------|----------|--------------------|----------------------------|
| Jun 2017  | 61      | 12                 | 253    | 12                 | 130       | 26                 | 198      | 26                 | 40                         |
| May 2017  | 22      | 6                  | 186    | 27                 | 106       | 27                 | 54       | 18                 | 47                         |
| Apr 2017  | 60      | 14                 | 182    | 46                 | 99        | 25                 | 68       | 17                 | 46                         |
| Mar 2017  | 75      | 15                 | 232    | 46                 | 150       | 30                 | 108      | 22                 | 49                         |
| Feb 2017  | 31      | 8                  | 173    | 43                 | 114       | 29                 | 52       | 13                 | 50                         |
| Jan 2017  | 37      | 12                 | 252    | 84                 | 124       | 41                 | 89       | 30                 | 48                         |
| Dec 2016  | 40      | 13                 | 219    | 73                 | 79        | 20                 | 78       | 20                 | 49                         |
| Nov 2016  | 36      | 12                 | 178    | 59                 | 66        | 22                 | 59       | 20                 | 48                         |
| Oct 2016  | 55      | 15                 | 235    | 59                 | 131       | 33                 | 55       | 14                 | 47                         |
| Sep 2016  | 35      | 9                  | 262    | 66                 | 84        | 21                 | 83       | 20                 | 45                         |
| Aug 2016  | 50      | 13                 | 249    | 62                 | 98        | 25                 | 82       | 21                 | 42                         |
| July 2016 | 22      | 7                  | 164    | 55                 | 78        | 26                 | 90       | 30                 | 44                         |
| June 2016 | 55      | 11                 | 294    | 59                 | 145       | 29                 | 106      | 21                 | 46                         |
| May 2016  | 39      | 13                 | 130    | 43                 | 197       | 62                 | 31       | 10                 | 49                         |
| Apr 2016  | 55      | 14                 | 238    | 60                 | 112       | 28                 | 137      | 34                 | 45                         |
| Mar 2016  | 26      | 2                  | 260    | 57                 | 129       | 30                 | 120      | 25                 | 46                         |

# Peninsula Executives Association

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## Board Meeting Minutes August 10, 2017

### **Present:**

Neal Coogler, President  
Angelo Izzo, Ex Officio  
Karen Bowne, Vice President  
Debbie Clark, Treasurer &  
Secretary

Maureen Clark

James Stout  
Helen Ingwersen

### **Absent**

Julie Fukuhara (excused-LOA)

### **Also Present:**

Angi Roberts, Executive Director

### **Call to Order and Welcome by Neal Coogler, PEA President**

The meeting was called to order at 8:33am by President Neal Coogler. A quorum is present for this meeting.

### **Review Minutes: Finalize July 2017 Regular Board Meeting**

James moved to approve the July minutes, Maureen seconded. There was then discussion about some of the items of the minutes to clarify intent.

- Correction to word under finance report section, paragraph 2, fourth line, change “presenting” to “preventing.”
- Attendance committee will report on excused and unexcused absences weekly, i.e., 4 unexcused absences and the rest were excused from attendance from the previous week. Angi will include this on the weekly agenda beginning August 17.
- We will reinforce in the agenda that we start at 7:10am, so try to get here by 7 to get through the line and then easier to get food beforehand; you won’t be alone and there are a group of us here who are early.
- Chair or rep from the committee, third Thursday in September after the general breakfast meeting: we will have a meeting of the committee chairs on September 21 immediately after the regular breakfast meeting (date to be verified as we get closer).
- Weekly update by committees will begin in September and is a brief one-minute update.

Having discussed completely, the minutes were unanimously approved by the board members present.

### **Finance report**

The finance report was provided by Angi and are a part of these minutes.

Website: we will ask Michael Aronson to send as much ahead of time as he can of any website ideas he has, so it can be reviewed before the board meeting.

We will revisit the budget once we have the amount for the website from Michael Aronson. Karen moved to accept the financial reports, and Helen seconded. MSA.

## **Participation reports**

A review of some of the people with attendance concerns and the primary attendance issue is Keith Goddin, The Floor Store.

**ACTION ITEM:** James/attendance committee will contact Keith Goddin.

Kim Tucker came today to visit; she is considering rejoining in the moving company classification.

Charlotte Russell was to come today, but did not; she had mentioned through Skip that she is bringing an association to the next meeting. The board asked that Angi advise Skip to speak with her about her paying for her second person. We suggest that it is more appropriate to intro her associate after she has joined the group. Right now, this is a trial period for her to decide if she wants to join and for us to get to know us.

**ACTION ITEM:** Announce at meetings that if companies have an associate who may attend instead of them, then to let the office know. We will send a questionnaire around on a clipboard for a couple weeks in a row to collect this information, too.

## **Policy for prepayment of membership dues.**

Should a member decide to quit before we use the prepaid membership dues, we have not stated a policy on how to handle any refund of prepaid dues. The matter was discussed the following policy was adopted by unanimous vote of the board.

- Prepayment of dues will be accepted for the same fiscal year only.
- We will move \$3700, which is the total of Pro-Staff's prepaid dues on account right now, from saving to checking and refund all but \$680 to them, which is for the remainder of the current fiscal year.
- Maureen moved to not accept prepayments beyond the current fiscal year, and James provided a second. MSA.
- Maureen moved to not refund for dues paid during the current quarter at the time the member leaves PEA, with a second from Helen. MSA.

We will contact Bette to advise her of the new policy and refund her overage amount.

Adjourn 9:56 AM

Respectfully submitted,

Angi Roberts  
PEA Executive Director

Upcoming board meetings: September 14, October 12, November 9

# Peninsula Executives Association

## Profit and Loss

**March - July, 2017**

|                                            | <b>Total</b>           |                     |                    |                 |                |
|--------------------------------------------|------------------------|---------------------|--------------------|-----------------|----------------|
|                                            | <b>Mar - Jul, 2016</b> |                     | <b>Change</b>      | <b>% Change</b> |                |
|                                            | <b>Mar - Jul, 2017</b> | <b>(PY)</b>         |                    |                 |                |
| <b>Income</b>                              |                        |                     |                    |                 |                |
| <b>Dues</b>                                |                        | 69.00               |                    | 69.00           |                |
| <b>1st Quarter Dues</b>                    | 19,468.00              | 19,129.00           | 339.00             | 1.77%           |                |
| <b>2nd Quarter Dues</b>                    | 13,749.16              | 18,109.00           | -4,359.84          | -24.08%         |                |
| <b>3rd Quarter Dues</b>                    | 17.43                  | 680.00              | -662.57            | -97.44%         |                |
| <b>4th Quarter Dues</b>                    | 3,060.00               | 340.00              | 2,720.00           | 800.00%         |                |
| <b>Guest breakfast fees</b>                | 1,027.84               | 819.00              | 208.84             | 25.50%          |                |
| <b>Total Dues</b>                          | <b>\$ 37,391.43</b>    | <b>\$ 39,077.00</b> | -\$                | <b>1,685.57</b> | -4.31%         |
| <b>Initiation Fees</b>                     | 517.57                 | 250.00              |                    | 267.57          | 107.03%        |
| <b>Outings - income</b>                    |                        |                     | 0.00               |                 |                |
| <b>Sharks/Barracudas</b>                   | 950.00                 | 1,665.00            | -715.00            | -42.94%         |                |
| <b>Total Outings - income</b>              | <b>\$ 950.00</b>       | <b>\$ 1,665.00</b>  | -\$                | <b>715.00</b>   | -42.94%        |
| <b>Unapplied Cash Payment Income</b>       | -2,062.00              | -1,360.00           | -702.00            | -51.62%         |                |
| <b>Total Income</b>                        | <b>\$ 36,797.00</b>    | <b>\$ 39,632.00</b> | -\$                | <b>2,835.00</b> | -7.15%         |
| <b>Gross Profit</b>                        | <b>\$ 36,797.00</b>    | <b>\$ 39,632.00</b> | -\$                | <b>2,835.00</b> | -7.15%         |
| <b>Expenses</b>                            |                        |                     |                    |                 |                |
| <b>Anniversary celebration</b>             |                        | 253.20              |                    | 253.20          |                |
| <b>Bank fees</b>                           |                        | 60.00               |                    | 60.00           |                |
| <b>Board retreat</b>                       | 577.65                 | 394.91              | 182.74             | 46.27%          |                |
| <b>Breakfasts</b>                          | 12,616.34              | 19,992.17           | -7,375.83          | -36.89%         |                |
| <b>Contract Services</b>                   | 10,453.00              | 13,060.00           | -2,607.00          | -19.96%         |                |
| <b>Gifts Given</b>                         |                        | 150.00              | -150.00            | -100.00%        |                |
| <b>Insurance</b>                           | 250.00                 | 250.00              | 0.00               | 0.00%           |                |
| <b>Outings - expense</b>                   |                        |                     | 0.00               |                 |                |
| <b>Sharks</b>                              | 1,056.00               | 1,665.00            | -609.00            | -36.58%         |                |
| <b>Total Outings - expense</b>             | <b>\$ 1,056.00</b>     | <b>\$ 1,665.00</b>  | -\$                | <b>609.00</b>   | -36.58%        |
| <b>Postage</b>                             |                        | 4.70                | -4.70              | -100.00%        |                |
| <b>Printing</b>                            | 254.80                 |                     | 254.80             |                 |                |
| <b>Reproduction</b>                        | 135.70                 | 154.70              | -19.00             | -12.28%         |                |
| <b>Tax</b>                                 |                        |                     | 0.00               |                 |                |
| <b>State &amp; Fed filing fee</b>          | 20.00                  | 35.00               | -15.00             | -42.86%         |                |
| <b>Total Tax</b>                           | <b>\$ 20.00</b>        | <b>\$ 35.00</b>     | -\$                | <b>15.00</b>    | -42.86%        |
| <b>Tax Prep</b>                            | 1,250.00               |                     | 1,250.00           |                 |                |
| <b>Unapplied Cash Bill Payment Expense</b> | -27.00                 | 0.00                | -27.00             |                 |                |
| <b>Web site related expenses</b>           |                        |                     | 0.00               |                 |                |
| <b>Verio web hosting</b>                   | 99.80                  | 174.65              | -74.85             | -42.86%         |                |
| <b>Total Web site related expenses</b>     | <b>\$ 99.80</b>        | <b>\$ 174.65</b>    | -\$                | <b>74.85</b>    | -42.86%        |
| <b>Total Expenses</b>                      | <b>\$ 26,999.49</b>    | <b>\$ 35,881.13</b> | -\$                | <b>8,881.64</b> | -24.75%        |
| <b>Net Operating Income</b>                | <b>\$ 9,797.51</b>     | <b>\$ 3,750.87</b>  | <b>\$ 6,046.64</b> |                 | <b>161.21%</b> |
| <b>Other Income</b>                        |                        |                     |                    |                 |                |
| <b>Interest Income</b>                     | 0.84                   | 0.32                | 0.52               | 162.50%         |                |
| <b>Total Other Income</b>                  | <b>\$ 0.84</b>         | <b>\$ 0.32</b>      | <b>\$ 0.52</b>     |                 | <b>162.50%</b> |
| <b>Net Other Income</b>                    | <b>\$ 0.84</b>         | <b>\$ 0.32</b>      | <b>\$ 0.52</b>     |                 | <b>162.50%</b> |
| <b>Net Income</b>                          | <b>\$ 9,798.35</b>     | <b>\$ 3,751.19</b>  | <b>\$ 6,047.16</b> |                 | <b>161.21%</b> |

**Peninsula Executives Association**  
**Balance Sheet**  
**As of July 31, 2017**

|                                     | <b>Total</b>                  |                                    |                    |                 |
|-------------------------------------|-------------------------------|------------------------------------|--------------------|-----------------|
|                                     | <b>As of Jul 31,<br/>2017</b> | <b>As of Jul 31,<br/>2016 (PY)</b> | <b>Change</b>      | <b>% Change</b> |
| <b>ASSETS</b>                       |                               |                                    |                    |                 |
| <b>Current Assets</b>               |                               |                                    |                    |                 |
| <b>Bank Accounts</b>                |                               |                                    |                    |                 |
| <b>First Rep checking 0353</b>      | 6,632.41                      | 5,408.02                           | 1,224.39           | 22.64%          |
| <b>First Rep savings 7458</b>       | 8,945.58                      | 6,544.37                           | 2,401.21           | 36.69%          |
| <b>Total Bank Accounts</b>          | <b>\$ 15,577.99</b>           | <b>\$ 11,952.39</b>                | <b>\$ 3,625.60</b> | <b>30.33%</b>   |
| <b>Other Current Assets</b>         |                               |                                    |                    |                 |
| <b>Undeposited Funds</b>            | 3,930.00                      | 2,970.00                           | 960.00             | 32.32%          |
| <b>Total Other Current Assets</b>   | <b>\$ 3,930.00</b>            | <b>\$ 2,970.00</b>                 | <b>\$ 960.00</b>   | <b>32.32%</b>   |
| <b>Total Current Assets</b>         | <b>\$ 19,507.99</b>           | <b>\$ 14,922.39</b>                | <b>\$ 4,585.60</b> | <b>30.73%</b>   |
| <b>TOTAL ASSETS</b>                 | <b>\$ 19,507.99</b>           | <b>\$ 14,922.39</b>                | <b>\$ 4,585.60</b> | <b>30.73%</b>   |
| <b>LIABILITIES AND EQUITY</b>       |                               |                                    |                    |                 |
| <b>Liabilities</b>                  |                               |                                    |                    |                 |
| <b>Total Liabilities</b>            |                               |                                    | <b>\$ 0.00</b>     |                 |
| <b>Equity</b>                       |                               |                                    |                    |                 |
| <b>Retained Earnings</b>            | 9,709.64                      | 11,171.20                          | -1,461.56          | -13.08%         |
| <b>Net Income</b>                   | 9,798.35                      | 3,751.19                           | 6,047.16           | 161.21%         |
| <b>Total Equity</b>                 | <b>\$ 19,507.99</b>           | <b>\$ 14,922.39</b>                | <b>\$ 4,585.60</b> | <b>30.73%</b>   |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$ 19,507.99</b>           | <b>\$ 14,922.39</b>                | <b>\$ 4,585.60</b> | <b>30.73%</b>   |

## Attendance and Participation

### JULY 2017

| Date          | #<br>Members | Ongoing   | Direct     | Referral  | Internet  | Attended   | Guest    | Open<br>House |
|---------------|--------------|-----------|------------|-----------|-----------|------------|----------|---------------|
| 7/6/2017      | 61           | 0         | 0          | 0         | 0         | 0          | 0        | 0             |
| 7/13/2017     | 61           | 8         | 43         | 33        | 48        | 42         | 0        | 0             |
| 7/20/2017     | 61           | 7         | 24         | 9         | 11        | 41         | 1        | 0             |
| 7/27/2017     | 61           | 15        | 49         | 28        | 12        | 43         | 0        | 0             |
| <b>TOTALS</b> | <b>61</b>    | <b>30</b> | <b>116</b> | <b>70</b> | <b>51</b> | <b>126</b> | <b>1</b> | <b>0</b>      |

### JULY 2017

| Month     | Ongoing | Avg<br>per<br>week | Direct | Avg<br>per<br>week | Referrals | Avg<br>per<br>week | Internet | Avg<br>per<br>week | Attendance<br>avg per week |
|-----------|---------|--------------------|--------|--------------------|-----------|--------------------|----------|--------------------|----------------------------|
| Jul 2017  | 30      | 10                 | 116    | 39                 | 70        | 23                 | 51       | 17                 | 42                         |
| Jun 2017  | 61      | 12                 | 253    | 51                 | 130       | 26                 | 95       | 26                 | 40                         |
| May 2017  | 22      | 6                  | 186    | 27                 | 106       | 27                 | 54       | 18                 | 47                         |
| Apr 2017  | 60      | 14                 | 182    | 46                 | 99        | 25                 | 68       | 17                 | 46                         |
| Mar 2017  | 75      | 15                 | 232    | 46                 | 150       | 30                 | 108      | 22                 | 49                         |
| Feb 2017  | 31      | 8                  | 173    | 43                 | 114       | 29                 | 52       | 13                 | 50                         |
| Jan 2017  | 37      | 12                 | 252    | 84                 | 124       | 41                 | 89       | 30                 | 48                         |
| Dec 2016  | 40      | 13                 | 219    | 73                 | 79        | 20                 | 78       | 20                 | 49                         |
| Nov 2016  | 36      | 12                 | 178    | 59                 | 66        | 22                 | 59       | 20                 | 48                         |
| Oct 2016  | 55      | 15                 | 235    | 59                 | 131       | 33                 | 55       | 14                 | 47                         |
| Sep 2016  | 35      | 9                  | 262    | 66                 | 84        | 21                 | 83       | 20                 | 45                         |
| Aug 2016  | 50      | 13                 | 249    | 62                 | 98        | 25                 | 82       | 21                 | 42                         |
| July 2016 | 22      | 7                  | 164    | 55                 | 78        | 26                 | 90       | 30                 | 44                         |
| June 2016 | 55      | 11                 | 294    | 59                 | 145       | 29                 | 106      | 21                 | 46                         |

# Peninsula Executives Association

950 South Bascom Avenue, Suite 1113 (#118), San Jose, CA 95128  
Phone: 408-266-9658 | Fax: 877-426-8501 | [PEAworks@assoc-office.com](mailto:PEAworks@assoc-office.com)



## Board Meeting Minutes September 14, 2017

### **Present:**

Neal Coogler, President  
Angelo Izzo, Ex Officio  
Karen Bowne, Vice President  
Debbie Clark, Treasurer & Secretary  
Maureen Clark

### **Also Present:**

Angi Roberts, Executive Director  
Melanie Bailey  
Michael Aronson

### **Absent**

Helen Ingwersen  
James Stout  
Julie Fukuhara (excused-LOA)

### **Call to Order and Welcome by Neal Coogler, PEA President**

The meeting was called to order at 8:30am. A quorum was present for this meeting.

### **Discussion: Website Refresh, Guest Michael Aronson, Lost Boys Design**

Michael was invited to the board meeting today to discuss the creation of a new website. Public use of the site would be for finding vetted professionals that people can use and trust. By the old entries currently on the PEA blog, it looks like we are an old organization and not active. Instead of having just a list of members, we will go for more of a Diamond Certified list of trusted vendors. When you click on a name, will give more info, short bio of person and contact info. There was discussion among the board that if we make it too hard to find a vendor with too many clicks to get to the info, then people will abandon their search. To update profile information, members will complete a Wufoo form that will then be reviewed by PR and then send to Angi, who will then post to the site.

We will use a form online to collect leads. Angi did a quick review of Wufoo form we will use. Angi created the leads forms as well as attendance form so that we can collect this information electronically, rather than tracking manually. The last purchase of leads books was our last purchase, and we eventually will run out and will not reorder them. We will keep the express leads forms for the transition period. We will retrain the members to make this easy for people.

Color scheme and graphics will change. We will also have a member login; will have individual login available on the site, but will most likely stick with the one login for all members and we will change the password once a year; will have four logins: General member, Board area, PR committee, and admin.

We will present the new website with the members, and Michael will create the PowerPoint for us to share. We will take info in on the backend and categorize info on the member area by type of thing, i.e., general member info, general board info, etc. We will keep the "give a lead" link on the new site, too.

We will do a teleconference of the Wufoo forms. We may find a plugin to do this leads tracking, but we will do this in stages: first, launch website and present a modern website. Then, second, add in the plugins down the road that we want to change or add. The individual logins will be there, so if we want to go to this individual login then we can add this without having to redo the entire website to do this. We can also do an after-meeting training for people who are having a hard time, once a month.

Michael provided his bid for his work on the website; the rate is a not to exceed amount; normally \$2500 or so just to put up a website in general, and then the pricing is added to for the plugins. The bid from Michael is \$4750. Timeline for the website would be about 40-50 hours. First will come a photoshop mockup and that may take a week or two to develop the look and feel. And, when we go from there, we will spend the time up front as a board and then the time for Michael will be in the code writing. The board thanked Michael for his time today and he was excused.

Now that we have this estimated cost, we will develop the 2017-2018 budget with the help of Neal, Debbie and Angi, including this \$4750 not to exceed amount, and then we will discuss this again as a full board.

### **Review Participation & Attendance Report**

The report was reviewed and discussed. It was mentioned that there was a math error in the average weekly attendance figure for August; it should be 45 rather than the 36 shown. Angi will correct this. A motion was made by Karen to accept the minutes and the participation reports, with the correction noted above, and Maureen provided a second. MSA with corrections.

### **Review Finance Reports**

*Invoicing for Membership Dues.* It was suggested that the office send out invoices to members earlier, at least two weeks prior to the first day of the quarter. We will set up to send out an invoice early and then put the guest breakfast charges on a separate invoice. Angi and Neal will work on finishing up the remaining auto-send invoices, and we will report before next board meeting the aging A/R. Karen mentioned that the cashflow does affect other vendors, for instance the Sheraton. The last check that was sent has not been received by them yet. Angi had mailed this to the Sheraton; in the future, the office will hand the check to Karen at a weekly meeting, or will leave it at the front desk for her.

If we want to, we can also add credit cards as a payment option for the invoices in the future. We would need to build into the budget the merchant card/transaction fees that would be charged to us for accepting credit cards.

#### *Discussion: Member Statuses.*

- The board discussed the status of Redwood General Tire. They are behind in their dues payments and have not attended for many months. Karen moved to terminate the membership of Redwood General Tire, with Debbie providing a second. MSA.
- The board asked that the office send warning letter to Keith Goddin for pending termination due to non-attendance and late dues payments.
- The board signed the All Reasons Moving membership application form.
- Maureen suggested that attendance committee might follow-up on money due, however, in the past the board has followed up on the delinquent fees, sharing the responsibility among all board members.

*Tax filings.* Rebecca is not likely to be as interested as she was when we first started with her. Karen will speak to Chris Torres regarding doing our tax filings. She did file an extension so forms are not due now.

#### *Weekly Meeting Attendance/Participation Discussion.*

Angi will send out an email that the September 28 committee meeting is very important and to please encourage the chairs to do their succession planning for the next term at that meeting. Historically, the committee meetings are some of our meeting that have the most members absent.

The board discussed the weekly meetings and the amount of people who come in late or are talking when Neal is talking. Everyone listens to success stories, but they are not listening to announcements. It was suggested to make this lack of attention by members a subtopic while in their committee groups to come up with 1-2 ideas as to why are people coming later and how to get members to pay attention to the announcements. One suggestion is that the Leads and Intro person says at the end a thank you to those attending today, and announces the people who are presenting the following week. Angi will also begin including in the weekly emails the members in the limelight email for the next two weeks, rather than just one week out.

It was also suggested that Neal have someone else call the meeting to order, or wander around more during announcements portion, specifically standing by people who are having conversations at their tables and not paying attention to the announcements. We could also fine people who talk out of turn; this may not be appropriate for PEA, but could get attention of the member; fines collected could be put into a website fund.

Having completed all the business of the board, the meeting was adjourned at 9:49am.

Respectfully submitted,

Angi Roberts  
PEA Executive Director

**Upcoming board meetings:** October 12, November 9, December 14

# Peninsula Executives Association

## Balance Sheet

As of August 31, 2017

|                                     | <b>Total</b>              |                     |                     |                 |
|-------------------------------------|---------------------------|---------------------|---------------------|-----------------|
|                                     | <b>As of Aug 31, 2016</b> |                     |                     |                 |
|                                     | <b>As of Aug 31, 2017</b> | <b>(PY)</b>         | <b>Change</b>       | <b>% Change</b> |
| <b>ASSETS</b>                       |                           |                     |                     |                 |
| <b>Current Assets</b>               |                           |                     |                     |                 |
| Bank Accounts                       |                           |                     |                     |                 |
| First Rep checking 0353             | 870.73                    | 5,230.77            | -4,360.04           | -83.35%         |
| First Rep savings 7458              | 9,146.05                  | 6,744.43            | 2,401.62            | 35.61%          |
| <b>Total Bank Accounts</b>          | <b>\$ 10,016.78</b>       | <b>\$ 11,975.20</b> | <b>-\$ 1,958.42</b> | <b>-16.35%</b>  |
| Other Current Assets                |                           |                     |                     |                 |
| Undeposited Funds                   | 3,092.00                  | 0.00                | 3,092.00            |                 |
| <b>Total Other Current Assets</b>   | <b>\$ 3,092.00</b>        | <b>\$ 0.00</b>      | <b>\$ 3,092.00</b>  |                 |
| <b>Total Current Assets</b>         | <b>\$ 13,108.78</b>       | <b>\$ 11,975.20</b> | <b>\$ 1,133.58</b>  | <b>9.47%</b>    |
| <b>TOTAL ASSETS</b>                 | <b>\$ 13,108.78</b>       | <b>\$ 11,975.20</b> | <b>\$ 1,133.58</b>  | <b>9.47%</b>    |
| <b>LIABILITIES AND EQUITY</b>       |                           |                     |                     |                 |
| <b>Liabilities</b>                  |                           |                     |                     |                 |
| <b>Total Liabilities</b>            |                           |                     | <b>\$ 0.00</b>      |                 |
| <b>Equity</b>                       |                           |                     |                     |                 |
| Retained Earnings                   | 9,709.64                  | 11,171.20           | -1,461.56           | -13.08%         |
| Net Income                          | 3,399.14                  | 804.00              | 2,595.14            | 322.78%         |
| <b>Total Equity</b>                 | <b>\$ 13,108.78</b>       | <b>\$ 11,975.20</b> | <b>\$ 1,133.58</b>  | <b>9.47%</b>    |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$ 13,108.78</b>       | <b>\$ 11,975.20</b> | <b>\$ 1,133.58</b>  | <b>9.47%</b>    |

**Peninsula Executives Association**

**Profit and Loss**  
**March - August, 2017**

|                                            | <b>Total</b>           |                        |                     |                 |
|--------------------------------------------|------------------------|------------------------|---------------------|-----------------|
|                                            | <b>Mar - Aug, 2017</b> | <b>Mar - Aug, 2016</b> | <b>Change</b>       | <b>% Change</b> |
| <b>Income</b>                              |                        |                        |                     |                 |
| <b>Dues</b>                                | 69.00                  |                        | 69.00               |                 |
| <b>1st Quarter Dues</b>                    | 19,468.00              | 19,469.00              | -1.00               | -0.01%          |
| <b>2nd Quarter Dues</b>                    | 15,089.16              | 19,357.00              | -4,267.84           | -22.05%         |
| <b>3rd Quarter Dues</b>                    | 357.43                 | 680.00                 | -322.57             | -47.44%         |
| <b>4th Quarter Dues</b>                    | 3,400.00               | 340.00                 | 3,060.00            | 900.00%         |
| <b>Guest breakfast fees</b>                | 1,027.84               | 819.00                 | 208.84              | 25.50%          |
| <b>Total Dues</b>                          | <b>\$ 39,411.43</b>    | <b>\$ 40,665.00</b>    | <b>-\$ 1,253.57</b> | <b>-3.08%</b>   |
| <b>Initiation Fees</b>                     | 517.57                 | 500.00                 | 17.57               | 3.51%           |
| <b>Outings - income</b>                    |                        | 0.00                   |                     |                 |
| <b>Sharks/Barracudas</b>                   | 950.00                 | 1,665.00               | -715.00             | -42.94%         |
| <b>Total Outings - income</b>              | <b>\$ 950.00</b>       | <b>\$ 1,665.00</b>     | <b>-\$ 715.00</b>   | <b>-42.94%</b>  |
| <b>Unapplied Cash Payment Income</b>       | -2,062.00              | -1,360.00              | -702.00             | -51.62%         |
| <b>Total Income</b>                        | <b>\$ 38,817.00</b>    | <b>\$ 41,470.00</b>    | <b>-\$ 2,653.00</b> | <b>-6.40%</b>   |
| <b>Gross Profit</b>                        | <b>\$ 38,817.00</b>    | <b>\$ 41,470.00</b>    | <b>-\$ 2,653.00</b> | <b>-6.40%</b>   |
| <b>Expenses</b>                            |                        |                        |                     |                 |
| <b>Anniversary celebration</b>             | 253.20                 |                        | 253.20              |                 |
| <b>Bank fees</b>                           | 60.00                  |                        | 60.00               |                 |
| <b>Board retreat</b>                       | 577.65                 | 394.91                 | 182.74              | 46.27%          |
| <b>Breakfasts</b>                          | 21,036.02              | 22,092.27              | -1,056.25           | -4.78%          |
| <b>Contract Services</b>                   | 10,453.00              | 15,672.00              | -5,219.00           | -33.30%         |
| <b>Gifts Given</b>                         |                        | 150.00                 | -150.00             | -100.00%        |
| <b>Insurance</b>                           | 250.00                 | 250.00                 | 0.00                | 0.00%           |
| <b>Outings - expense</b>                   |                        | 0.00                   |                     |                 |
| <b>Sharks</b>                              | 1,056.00               | 1,665.00               | -609.00             | -36.58%         |
| <b>Total Outings - expense</b>             | <b>\$ 1,056.00</b>     | <b>\$ 1,665.00</b>     | <b>-\$ 609.00</b>   | <b>-36.58%</b>  |
| <b>Postage</b>                             |                        | 4.70                   | -4.70               | -100.00%        |
| <b>Printing</b>                            | 254.80                 |                        | 254.80              |                 |
| <b>Reproduction</b>                        | 135.70                 | 202.90                 | -67.20              | -33.12%         |
| <b>Tax</b>                                 |                        | 0.00                   |                     |                 |
| <b>State &amp; Fed filing fee</b>          | 20.00                  | 35.00                  | -15.00              | -42.86%         |
| <b>Total Tax</b>                           | <b>\$ 20.00</b>        | <b>\$ 35.00</b>        | <b>-\$ 15.00</b>    | <b>-42.86%</b>  |
| <b>Tax Prep</b>                            | 1,250.00               |                        | 1,250.00            |                 |
| <b>Unapplied Cash Bill Payment Expense</b> | -27.00                 | 0.00                   | -27.00              |                 |
| <b>Web site related expenses</b>           |                        | 0.00                   |                     |                 |
| <b>Verio web hosting</b>                   | 99.80                  | 199.60                 | -99.80              | -50.00%         |
| <b>Total Web site related expenses</b>     | <b>\$ 99.80</b>        | <b>\$ 199.60</b>       | <b>-\$ 99.80</b>    | <b>-50.00%</b>  |
| <b>Total Expenses</b>                      | <b>\$ 35,419.17</b>    | <b>\$ 40,666.38</b>    | <b>-\$ 5,247.21</b> | <b>-12.90%</b>  |
| <b>Net Operating Income</b>                | <b>\$ 3,397.83</b>     | <b>\$ 803.62</b>       | <b>\$ 2,594.21</b>  | <b>322.82%</b>  |
| <b>Other Income</b>                        |                        |                        |                     |                 |
| <b>Interest Income</b>                     | 1.31                   | 0.38                   | 0.93                | 244.74%         |
| <b>Total Other Income</b>                  | <b>\$ 1.31</b>         | <b>\$ 0.38</b>         | <b>\$ 0.93</b>      | <b>244.74%</b>  |
| <b>Net Other Income</b>                    | <b>\$ 1.31</b>         | <b>\$ 0.38</b>         | <b>\$ 0.93</b>      | <b>244.74%</b>  |
| <b>Net Income</b>                          | <b>\$ 3,399.14</b>     | <b>\$ 804.00</b>       | <b>\$ 2,595.14</b>  | <b>322.78%</b>  |

## Attendance and Participation

### AUGUST 2017

| Date          | # Members | Ongoing   | Direct     | Referral   | Internet  | Attended   | Guest    | Open House |
|---------------|-----------|-----------|------------|------------|-----------|------------|----------|------------|
| 8/3/2017      | <b>61</b> | <b>11</b> | <b>58</b>  | <b>48</b>  | <b>37</b> | <b>43</b>  | <b>1</b> | <b>0</b>   |
| 8/10/2017     | <b>61</b> | <b>3</b>  | <b>51</b>  | <b>25</b>  | <b>23</b> | <b>45</b>  | <b>1</b> | <b>0</b>   |
| 8/17/2017     | <b>62</b> | <b>5</b>  | <b>40</b>  | <b>31</b>  | <b>15</b> | <b>44</b>  | <b>0</b> | <b>0</b>   |
| 8/24/2017     | <b>62</b> | <b>21</b> | <b>57</b>  | <b>29</b>  | <b>23</b> | <b>46</b>  | <b>0</b> | <b>0</b>   |
| 8/31/2017     | <b>62</b> | <b>0</b>  | <b>0</b>   | <b>0</b>   | <b>0</b>  | <b>0</b>   | <b>0</b> | <b>0</b>   |
| <b>TOTALS</b> | <b>62</b> | <b>40</b> | <b>206</b> | <b>133</b> | <b>98</b> | <b>178</b> | <b>2</b> | <b>0</b>   |

### AUGUST 2017

| Month            | Ongoing | Avg per week | Direct | Avg per week | Referrals | Avg per week | Internet | Avg per week | Attendance avg per week |
|------------------|---------|--------------|--------|--------------|-----------|--------------|----------|--------------|-------------------------|
| <b>Aug 2017</b>  | 40      | 8            | 206    | 41           | 133       | 27           | 98       | 20           | 45                      |
| <b>Jul 2017</b>  | 30      | 10           | 116    | 39           | 70        | 23           | 51       | 17           | 42                      |
| <b>Jun 2017</b>  | 61      | 12           | 253    | 51           | 130       | 26           | 95       | 26           | 40                      |
| <b>May 2017</b>  | 22      | 6            | 186    | 27           | 106       | 27           | 54       | 18           | 47                      |
| <b>Apr 2017</b>  | 60      | 14           | 182    | 46           | 99        | 25           | 68       | 17           | 46                      |
| <b>Mar 2017</b>  | 75      | 15           | 232    | 46           | 150       | 30           | 108      | 22           | 49                      |
| <b>Feb 2017</b>  | 31      | 8            | 173    | 43           | 114       | 29           | 52       | 13           | 50                      |
| <b>Jan 2017</b>  | 37      | 12           | 252    | 84           | 124       | 41           | 89       | 30           | 48                      |
| <b>Dec 2016</b>  | 40      | 13           | 219    | 73           | 79        | 20           | 78       | 20           | 49                      |
| <b>Nov 2016</b>  | 36      | 12           | 178    | 59           | 66        | 22           | 59       | 20           | 48                      |
| <b>Oct 2016</b>  | 55      | 15           | 235    | 59           | 131       | 33           | 55       | 14           | 47                      |
| <b>Sep 2016</b>  | 35      | 9            | 262    | 66           | 84        | 21           | 83       | 20           | 45                      |
| <b>Aug 2016</b>  | 50      | 13           | 249    | 62           | 98        | 25           | 82       | 21           | 42                      |
| <b>July 2016</b> | 22      | 7            | 164    | 55           | 78        | 26           | 90       | 30           | 44                      |
| <b>June 2016</b> | 55      | 11           | 294    | 59           | 145       | 29           | 106      | 21           | 46                      |

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## Board Meeting Minutes

Virtual Board Meeting  
October 9, 2017

### Present:

Neal Coogler, President  
Debbie Clark, Treasurer &  
Secretary  
Julie Fukuhara  
Helen Ingwersen

### Also Present

Jon Maystrik  
Mike Feller

### Absent

Karen Bowne, Vice President  
Maureen Clark  
Angelo Izzo, Ex Officio  
James Stout

### Call to Order and Welcome by Neal Coogler, PEA President

The meeting was called to order at 11:30am. A quorum was present for this meeting.

Neal asked the membership committee to talk about their meeting with Charlotte Russell, State Farm, who is a candidate for membership with PEA. Mike Feller stated that he and Brian Irion met with Charlotte and her associate, Alicia, at Charlotte's office. Mike said he has known Charlotte for 10 years and that she is very knowledgeable and a hard worker. He also mentioned that she is proactive with networking and respects another person's territory.

Jon stated that there is no problem with her only selling State Farm since Brad Brown is pretty much only selling New York Life, even though he's a broker for many companies. Mike said that a broker isn't a magic pill.

Julie brought up the possibility of a conflict of interest since State Farm offers various services other PEA members provide, and Mike said Charlotte understood and won't push those services that would conflict with other members.

Neal stated that she didn't like to leave out Maureen and Karen, but that there was a quorum and a motion could be made. Debbie made a motion to accept Charlotte's application for membership. Helen seconded the motion. Motion passes unanimously.

Neal advised Jon/Mike to advise Charlotte's sponsors Skip Gould and Susan Hannah that she was approved. Jon and Mike agreed Jon will contact Skip. Neal said Charlotte can attend the next meeting on 10/12/17 and Samantha said she would bring the new member paperwork.

Jon asked if the board would continue having virtual meetings for inducting new members. Neal said it would depend on the timing. Jon said the virtual meetings help streamline the process. Neal said she would reach out to Karen and Maureen to find out why they didn't attend because she doesn't want board members left out of conversations they want to participate in and that she would reach out to everyone to make sure the virtual meetings work for them. Everyone in attendance agreed the virtual meetings will work in the future if they are needed.

Having completed all the business of the board, the meeting was adjourned at 11:55am.

Respectfully submitted,

Samantha Mejia  
[for] PEA Executive Director

# Peninsula Executives Association

950 South Bascom Avenue, Suite 1113 (#118), San Jose, CA 95128  
Phone: 408-266-9658 | Fax: 877-426-8501 | [PEAworks@assoc-office.com](mailto:PEAworks@assoc-office.com)



## Board Meeting Minutes

October 19, 2017

### **Present:**

Neal Coogler, President  
Karen Bowne, Vice President  
Debbie Clark, Treasurer & Secretary

Angelo Izzo, Ex Officio  
Maureen Clark  
Julie Fukuhara  
Helen Ingwersen  
James Stout

### **Also Present:**

Angi Roberts, Executive Director  
Melanie Bailey

### **Call to Order and Welcome by Neal Coogler, PEA President**

The meeting was called to order at 8:30am. A quorum was present for this meeting.

### **Review Minutes: September 2017 Regular Board Meeting; October 9 Virtual Meeting**

The September board meeting minutes were reviewed by the board and no corrections were noted. Maureen moved to accept with a second from Julie. MSA.

The virtual meeting took place on October 9. This is a good vehicle for membership applications to be reviewed and approved by the board, especially if the membership committee is ready to approve and the board may not be meeting for a couple of weeks. There is a minimum period to give notification to board members when a meeting is called, so this would not be a last-minute meeting and would be scheduled at a convenient time for board members. Motion to approve the minutes from the October 9 virtual meeting from James, with a second from Julie. MSA

### **Review Finance Reports: Comparative Balance Sheet & Comparative P&L**

The financial reports were reviewed by the board. There was discussion regarding the refund to Bette Asbra, Pro-Staff Painting. Maureen mentioned that we are applying the new policy that was voted on recently to a situation retroactively, and suggested that we could have an exception for Pro-Staff since their situation was already on the books when we made this new policy. It would be a special circumstance and would not affect the policy moving forward; as a grandfathered situation. We would allow the next fiscal year. Since our decision has been made after Pro-Staff had paid dues in advance, Maureen moved that we allow them to apply the funds that we have to 2017 for five quarters and we refund the rest. Second by Helen, and motion passes unanimously.

It was suggested that we publicize our Board policy decisions to the full membership; we would also mention this policy at the membership portion of the dues payment policy. Angi will add to the agenda when these new policies are made, so that we can share these decisions that were made.

There was some discussion of changing the PEA fiscal year to match the calendar year. This discussion will be tabled for a future board meeting. There are some advantages of the fiscal year being changed.

### **Review Participation & Attendance Report**

60 is our magic number for membership numbers for our budget. If the rolls fall below 60, then it causes a burden to the budget and cash flow.

### **Discussion: Committee Review & Updates**

Power Partners discussion: Assigning people to a group for Power Partners has not been well received by some of the members. We will revisit the list of members and do a poll for them to self-select the group they want to be in themselves. For the Power Partners meeting, we will do leads and introductions first and then do the rest of the meeting for Power Partners. This is a good time to encourage members meeting one-on-one, or getting coffee; both get credit for a lead. We would love to be able to ask how many had one on one meetings last week.

No other committee updates were shared.

#### **Unfinished Business**

- a. Attendance committee update on contact with The Floor Store? Dues are now current.
- b. Pro-Staff Painting: she wants to know if she can leave 2017 and 2018 with us as prepayment. Total \$1661 refund; \$1700 on account as credit.

James is not getting interest in his committee for anyone to step up. James asked and was advised he could move committees. We may need to move to the type of committee that is more of a "Sunshine Club" type of culture. James is not finding the support from his committee and all the tasks are falling to him. This committee could be revamped or removed altogether. We will carry this over to a future meeting for discussion.

#### **New Business**

- a. Richard Mayer: contacted us to offer headshots/professional photographs at a reduced pricing for PEA.
  - a. He would want 10 people minimum.
  - b. Cost to be \$75 per person.
  - c. Each person would receive approximately a dozen photographs.
  - d. We would schedule each person ten minutes apart approximately somewhere in a small space; can do before, after, or during meeting.

The board discussed the matter. The thought is that he should rejoin as a member and then give the offer to the membership. Angi will contact him. There would be no initiation fee and we would rescind his resignation most likely. His proposal would be a wonderful way to get members excited about his business and to think about doing more photos, family photos, referring to others. Offer a family sitting to the group, put in the auction.

Having completed all the business of the board, the meeting was adjourned at 9:30am.

Respectfully submitted,

Angi Roberts  
PEA Executive Director

**Upcoming board meetings:** November 9, December 14

## Attendance and Participation

### SEPTEMBER 2017

| Date          | #<br>Members | Ongoing   | Direct     | Referral   | Internet  | Attended   | Guest    | Open<br>House |
|---------------|--------------|-----------|------------|------------|-----------|------------|----------|---------------|
| 9/7/2017      | 61           | 7         | 55         | 21         | 40        | 39         | 0        | 0             |
| 9/14/2017     | 61           | 15        | 28         | 24         | 11        | 41         | 0        | 0             |
| 9/21/2017     | 61           | 17        | 38         | 36         | 17        | 46         | 1        | 56            |
| 9/28/2017     | 59           | 15        | 48         | 28         | 29        | 47         | 2        | 0             |
|               |              |           |            |            |           |            |          |               |
| <b>TOTALS</b> | <b>59</b>    | <b>54</b> | <b>169</b> | <b>107</b> | <b>97</b> | <b>173</b> | <b>3</b> | <b>56</b>     |

### SEPTEMBER 2017

| Month     | Ongoing | Avg<br>per<br>week | Direct | Avg<br>per<br>week | Referrals | Avg<br>per<br>week | Internet | Avg<br>per<br>week | Attendance<br>avg per week |
|-----------|---------|--------------------|--------|--------------------|-----------|--------------------|----------|--------------------|----------------------------|
| Sep 2017  | 54      | 14                 | 169    | 42                 | 109       | 27                 | 97       | 24                 | 43                         |
| Aug 2017  | 40      | 8                  | 206    | 41                 | 133       | 27                 | 98       | 20                 | 45                         |
| Jul 2017  | 30      | 10                 | 116    | 39                 | 70        | 23                 | 51       | 17                 | 42                         |
| Jun 2017  | 61      | 12                 | 253    | 51                 | 130       | 26                 | 95       | 26                 | 40                         |
| May 2017  | 22      | 6                  | 186    | 27                 | 106       | 27                 | 54       | 18                 | 47                         |
| Apr 2017  | 60      | 14                 | 182    | 46                 | 99        | 25                 | 68       | 17                 | 46                         |
| Mar 2017  | 75      | 15                 | 232    | 46                 | 150       | 30                 | 108      | 22                 | 49                         |
| Feb 2017  | 31      | 8                  | 173    | 43                 | 114       | 29                 | 52       | 13                 | 50                         |
| Jan 2017  | 37      | 12                 | 252    | 84                 | 124       | 41                 | 89       | 30                 | 48                         |
| Dec 2016  | 40      | 13                 | 219    | 73                 | 79        | 20                 | 78       | 20                 | 49                         |
| Nov 2016  | 36      | 12                 | 178    | 59                 | 66        | 22                 | 59       | 20                 | 48                         |
| Oct 2016  | 55      | 15                 | 235    | 59                 | 131       | 33                 | 55       | 14                 | 47                         |
| Sep 2016  | 35      | 9                  | 262    | 66                 | 84        | 21                 | 83       | 20                 | 45                         |
| Aug 2016  | 50      | 13                 | 249    | 62                 | 98        | 25                 | 82       | 21                 | 42                         |
| July 2016 | 22      | 7                  | 164    | 55                 | 78        | 26                 | 90       | 30                 | 44                         |
| June 2016 | 55      | 11                 | 294    | 59                 | 145       | 29                 | 106      | 21                 | 46                         |

**Peninsula Executives Association**  
**Profit and Loss**  
**March - September, 2017**

|                                     | <b>Mar - Sep, 2017</b> | <b>Mar - Sep, 2016</b> | <b>Change</b>       | <b>% Change</b> |
|-------------------------------------|------------------------|------------------------|---------------------|-----------------|
| <b>Income</b>                       |                        |                        |                     |                 |
| Dues                                | 69.00                  | 142.50                 | -73.50              | -51.58%         |
| 1st Quarter Dues                    | 19,809.00              | 19,469.00              | 340.00              | 1.75%           |
| 2nd Quarter Dues                    | 16,148.00              | 19,357.00              | -3,209.00           | -16.58%         |
| 3rd Quarter Dues                    | 8,606.43               | 12,240.00              | -3,633.57           | -29.69%         |
| 4th Quarter Dues                    | 340.00                 | 340.00                 | 0.00                | 0.00%           |
| Dues owed prev fiscal yr pd now     | 3,720.00               | 3,720.00               |                     |                 |
| Guest breakfast fees                | 1,239.00               | 1,243.00               | -4.00               | -0.32%          |
| Total Dues                          | <b>\$ 49,931.43</b>    | <b>\$ 52,791.50</b>    | <b>-\$ 2,860.07</b> | <b>-5.42%</b>   |
| Initiation Fees                     | 767.57                 | 750.00                 | 17.57               | 2.34%           |
| Outings - income                    |                        | 0.00                   |                     |                 |
| Sharks/Barracudas                   | 950.00                 | 1,665.00               | -715.00             | -42.94%         |
| Total Outings - income              | <b>\$ 950.00</b>       | <b>\$ 1,665.00</b>     | <b>-\$ 715.00</b>   | <b>-42.94%</b>  |
| Unapplied Cash Payment Income       | -2,741.00              | -1,700.00              | -1,041.00           | -61.24%         |
| Total Income                        | <b>\$ 48,908.00</b>    | <b>\$ 53,506.50</b>    | <b>-\$ 4,598.50</b> | <b>-8.59%</b>   |
| Gross Profit                        | <b>\$ 48,908.00</b>    | <b>\$ 53,506.50</b>    | <b>-\$ 4,598.50</b> | <b>-8.59%</b>   |
| <b>Expenses</b>                     |                        |                        |                     |                 |
| Anniversary celebration             | 253.20                 |                        | 253.20              |                 |
| Bank fees                           | 60.00                  |                        | 60.00               |                 |
| Board retreat                       | 577.65                 | 394.91                 | 182.74              | 46.27%          |
| Breakfasts                          | 25,245.86              | 28,392.57              | -3,146.71           | -11.08%         |
| Contract Services                   | 13,065.00              | 18,284.00              | -5,219.00           | -28.54%         |
| Gifts Given                         |                        | 150.00                 | -150.00             | -100.00%        |
| Insurance                           | 250.00                 | 250.00                 | 0.00                | 0.00%           |
| Office supplies                     |                        | 64.81                  | -64.81              | -100.00%        |
| Outings - expense                   |                        | 0.00                   |                     |                 |
| Picnic                              | 271.23                 |                        | 271.23              |                 |
| Sharks                              | 1,056.00               | 1,665.00               | -609.00             | -36.58%         |
| Total Outings - expense             | <b>\$ 1,327.23</b>     | <b>\$ 1,665.00</b>     | <b>-\$ 337.77</b>   | <b>-20.29%</b>  |
| Postage                             |                        | 4.70                   | -4.70               | -100.00%        |
| Printing                            | 254.80                 |                        | 254.80              |                 |
| Reproduction                        | 159.70                 | 245.40                 | -85.70              | -34.92%         |
| Tax                                 |                        | 0.00                   |                     |                 |
| State & Fed filing fee              | 20.00                  | 35.00                  | -15.00              | -42.86%         |
| Total Tax                           | <b>\$ 20.00</b>        | <b>\$ 35.00</b>        | <b>-\$ 15.00</b>    | <b>-42.86%</b>  |
| Tax Prep                            | 1,250.00               |                        | 1,250.00            |                 |
| Unapplied Cash Bill Payment Expense | -27.00                 | 0.00                   | -27.00              |                 |
| Web site related expenses           |                        | 0.00                   |                     |                 |
| Verio web hosting                   | 124.75                 | 199.60                 | -74.85              | -37.50%         |
| Total Web site related expenses     | <b>\$ 124.75</b>       | <b>\$ 199.60</b>       | <b>-\$ 74.85</b>    | <b>-37.50%</b>  |
| Total Expenses                      | <b>\$ 42,561.19</b>    | <b>\$ 49,685.99</b>    | <b>-\$ 7,124.80</b> | <b>-14.34%</b>  |
| Net Operating Income                | <b>\$ 6,346.81</b>     | <b>\$ 3,820.51</b>     | <b>\$ 2,526.30</b>  | <b>66.12%</b>   |
| Other Income                        |                        |                        |                     |                 |
| Interest Income                     | 1.77                   | 0.44                   | 1.33                | 302.27%         |
| Total Other Income                  | <b>\$ 1.77</b>         | <b>\$ 0.44</b>         | <b>\$ 1.33</b>      | <b>302.27%</b>  |
| Net Other Income                    | <b>\$ 1.77</b>         | <b>\$ 0.44</b>         | <b>\$ 1.33</b>      | <b>302.27%</b>  |
| Net Income                          | <b>\$ 6,348.58</b>     | <b>\$ 3,820.95</b>     | <b>\$ 2,527.63</b>  | <b>66.15%</b>   |

# Peninsula Executives Association

## Balance Sheet

As of September 30, 2017

|                                     | As of<br>Sep 30, 2017 | As of<br>Sep 30, 2016 | Change             | % Change        |
|-------------------------------------|-----------------------|-----------------------|--------------------|-----------------|
| <b>ASSETS</b>                       |                       |                       |                    |                 |
| <b>Current Assets</b>               |                       |                       |                    |                 |
| <b>Bank Accounts</b>                |                       |                       |                    |                 |
| First Rep checking 0353             | 10,663.71             | 8,727.66              | 1,936.05           | 22.18%          |
| First Rep savings 7458              | 6,325.51              | 6,944.49              | -618.98            | -8.91%          |
| <b>Total Bank Accounts</b>          | <b>\$ 16,989.22</b>   | <b>\$ 15,672.15</b>   | <b>\$ 1,317.07</b> | <b>8.40%</b>    |
| <b>Other Current Assets</b>         |                       |                       |                    |                 |
| Undeposited Funds                   | -1,591.00             | -680.00               | -911.00            | -133.97%        |
| <b>Total Other Current Assets</b>   | <b>-\$ 1,591.00</b>   | <b>-\$ 680.00</b>     | <b>-\$ 911.00</b>  | <b>-133.97%</b> |
| <b>Total Current Assets</b>         | <b>\$ 15,398.22</b>   | <b>\$ 14,992.15</b>   | <b>\$ 406.07</b>   | <b>2.71%</b>    |
| <b>TOTAL ASSETS</b>                 | <b>\$ 15,398.22</b>   | <b>\$ 14,992.15</b>   | <b>\$ 406.07</b>   | <b>2.71%</b>    |
| <b>LIABILITIES AND EQUITY</b>       |                       |                       |                    |                 |
| <b>Liabilities</b>                  |                       |                       |                    |                 |
| <b>Total Liabilities</b>            |                       |                       | <b>\$ 0.00</b>     |                 |
| <b>Equity</b>                       |                       |                       |                    |                 |
| Retained Earnings                   | 9,049.64              | 11,171.20             | -2,121.56          | -18.99%         |
| Net Income                          | 6,348.58              | 3,820.95              | 2,527.63           | 66.15%          |
| <b>Total Equity</b>                 | <b>\$ 15,398.22</b>   | <b>\$ 14,992.15</b>   | <b>\$ 406.07</b>   | <b>2.71%</b>    |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$ 15,398.22</b>   | <b>\$ 14,992.15</b>   | <b>\$ 406.07</b>   | <b>2.71%</b>    |

# Peninsula Executives Association

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## Board Meeting Minutes November 9, 2017

### **Present:**

Neal Coogler, President  
Karen Bowne, Vice President  
Debbie Clark, Treasurer & Secretary  
Julie Fukuhara  
Helen Ingwersen

James Stout

### **Absent**

Angelo Izzo, Ex Officio  
Maureen Clark

### **Also Present:**

Angi Roberts, Executive Director  
Melanie Bailey  
Homer Jamison  
Konrad Thaler  
Ward Wildanger

### **Call to Order and Welcome by Neal Coogler, PEA President**

The meeting was called to order at 8:40am. A quorum was present for this meeting.

### **Review Minutes: October 2017 Regular Board Meeting**

Motion to approve the October 2017 board meeting minutes by Karen, with a second from Helen. Debbie asked that the minutes be corrected to show her present at the meeting. Also, in the section at the end of the minutes where we spoke about Richard Mayer, change the word "reup" to be "rejoin." Motion carries with corrections noted.

### **Review Finance Reports: Comparative Balance Sheet & Comparative P&L**

Angi reviewed the finance report attached to these minutes. Motion to approve as presented by Karen with a second from Helen. MSA.

### **Review Participation & Attendance Report**

October figures are down, as compared to October last year and previous months this year. A suggestion was made to put in the slides what the leads from the previous month are, up or down; we have made a difference in the attendance by mentioning each week total present and total excused absences. However, the board members decided that this is a leads committee job to determine how we can help, so the board will refer this to the leads committee to come up with suggestions on what to do to increase awareness and ultimately the use/reporting of leads. We could also suggest to the leads committee to do a leads and introductions question of this: how do you keep track of your referrals? We think people are forgetting to write things down.

Angi will put out once a month on the breakfast tables the leads guides sheets in the acrylic sign holders.

### **Discussion: Committee Review & Updates**

Booster committee is running well and there are over 40 signed up so far to attend the holiday party, for which the committee is working within the budget for the party. Boosters will start working on the other events after the holiday party.

PR committee: It's hard to get people to think about writing up press releases. JB said that she wants to collect the facts and do an interview type of conversation; from there she will write the press release. You can also link to these press releases on your own website.

Membership committee is working on editing the interviewing questionnaire, so it does not contain repetitious questions. They will bring this to the board for final approval before using.

Mentor committee: Konrad is going to step down at the first of 2018 and is working on securing a replacement for his chair role now.

### **Unfinished Business**

#### 1. Attendance committee:

- a. Pending: Attendance committee update on contact with The Floor Store – James said he will follow up with Keith this month. James is resigning from attendance committee, so we need a chair there.

## New Business

1. 2018 Sheraton contract: We went over the calendar for 2018 fiscal year. We will look at closely and compare to the budget. Neal will work with Debbie on this and will bring back to a future board meeting for approval by the board.
2. Discussion: Membership applications/interviews: bylaw requiring no membership in other leads groups
  - a. Is it okay to be a member of another leads group? Chamber of Commerce, a professional organization, or Kiwanis, a community or educational group are okay, but it is a conflict of interest to be a member of BNI or other similar groups. They have more strict leads passing and minimum levels of referrals.
    - i. It turns out that has not always been part of the interview discussion, so there may be some businesses that have joined PEA that there might be a conflict there, as they are BNI members, too. There are people in the group that belong to other leads groups, and we are turning a blind eye to it. If we are telling people that they can't join PEA unless they drop their other leads group, then what happens with people who do this after they join: we will not address this today. We are primarily looking at the new member process and if we are enforcing our bylaws correctly.
    - ii. James said we should take a hard line with BNI. There is a pretty defined line here of what they expect from their members. We may need clarification of what members can do. Helen said this is hard to figure out sometimes, as some Chambers have leads groups, with softer rules for leads than the BNI's, but still a leads group. These separate groups do not have minimum requirements, but the expectation is that you are going to intro your business to this other member company and you may refer to others in the group any leads you may have for them. There's no counting of leads, more "how can we help each other out" type of conversations. Debbie sent one of her employees instead of going herself. James said he belonged to 17 Chambers at one time. You won't find two of a company at these events either. That one-of-a-kind type of membership requirement is the one that we need to enforce: any group that requires a number of leads with one-of-a-kind businesses as their members. Karen feels that the idea of PEA being more relationship growing rather than passing leads so much. She understood the rule was that if you belonged to a group where you are sharing business that it is not allowed when you are a PEA member.
    - iii. Homer said this is his first organization like this that he has joined. He agrees with the one-of-a-kind type of rule. Leane said she had been a member of a networking group and she refused BNI, as she doesn't believe in that way of doing business; she is about building relationships. Ward doesn't remember talking about leads passing. Ward says his office mate is surprised that Ward gets so many leads from PEA and he got none from BNI.
  - b. What do we do with the people who are already in these groups? Will we allow them and grandfather them?
  - c. The bylaws were reworded once already to not be excluding membership in any other groups.
  - d. Now the interview form and the application should be reviewed. We should also announce the policy behind being members of other leads group. Does the Chamber small breakfast group get excluded?
  - e. We will put this issue on the agenda for the board retreat.

Having completed all the business of the board, the meeting was adjourned at 9:41am.

Respectfully submitted,

Angi Roberts  
PEA Executive Director

**Upcoming board meeting:** December 14

## Attendance and Participation

### OCTOBER 2017

| Date          | # Members | Ongoing   | Direct     | Referral  | Internet  | Attended   | Guest    | Open House |
|---------------|-----------|-----------|------------|-----------|-----------|------------|----------|------------|
| 10/5/2017     | 59        | 4         | 33         | 26        | 15        | 44         | 2        | 0          |
| 10/12/2017    | 59        | 8         | 30         | 24        | 7         | 40         | 2        | 0          |
| 10/19/2017    | 60        | 8         | 37         | 22        | 30        | 49         | 2        | 0          |
| 10/26/2017    | 60        | 17        | 56         | 23        | 23        | 52         | 3        | 0          |
| <b>TOTALS</b> | <b>60</b> | <b>37</b> | <b>156</b> | <b>95</b> | <b>75</b> | <b>185</b> | <b>9</b> | <b>0</b>   |

### OCTOBER 2017

| Month     | Ongoing | Avg per week | Direct | Avg per week | Referrals | Avg per week | Internet | Avg per week | Attendance avg per week |
|-----------|---------|--------------|--------|--------------|-----------|--------------|----------|--------------|-------------------------|
| Oct 2017  | 37      | 9            | 156    | 39           | 95        | 24           | 75       | 19           | 48                      |
| Sep 2017  | 54      | 14           | 170    | 43           | 114       | 29           | 97       | 24           | 44                      |
| Aug 2017  | 40      | 10           | 206    | 52           | 133       | 33           | 98       | 25           | 47                      |
| Jul 2017  | 30      | 10           | 116    | 39           | 71        | 24           | 53       | 18           | 42                      |
| Jun 2017  | 61      | 12           | 255    | 51           | 136       | 27           | 112      | 29           | 40                      |
| May 2017  | 23      | 8            | 107    | 36           | 208       | 52           | 71       | 22           | 46                      |
| Apr 2017  | 55      | 14           | 184    | 46           | 104       | 26           | 79       | 20           | 46                      |
| Mar 2017  | 75      | 15           | 234    | 47           | 170       | 34           | 126      | 26           | 49                      |
| Feb 2017  | 31      | 8            | 173    | 43           | 129       | 32           | 70       | 18           | 50                      |
| Jan 2017  | 37      | 12           | 252    | 84           | 140       | 87           | 111      | 37           | 48                      |
| Dec 2016  | 40      | 13           | 219    | 73           | 79        | 20           | 78       | 20           | 49                      |
| Nov 2016  | 36      | 12           | 178    | 59           | 66        | 22           | 59       | 20           | 48                      |
| Oct 2016  | 55      | 15           | 235    | 59           | 131       | 33           | 55       | 14           | 47                      |
| Sep 2016  | 35      | 9            | 262    | 66           | 84        | 21           | 83       | 20           | 45                      |
| Aug 2016  | 50      | 13           | 249    | 62           | 98        | 25           | 82       | 21           | 42                      |
| July 2016 | 22      | 7            | 164    | 55           | 78        | 26           | 90       | 30           | 44                      |
| June 2016 | 55      | 11           | 294    | 59           | 145       | 29           | 106      | 21           | 46                      |

# Peninsula Executives Association

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## Board Meeting Minutes

December 14, 2017

### **Present:**

Neal Coogler, President  
Karen Bowne, Vice President  
Debbie Clark, Treasurer & Secretary  
Angelo Izzo, Ex Officio  
Maureen Clark

Julie Fukuhara

James Stout

### **Absent**

Helen Ingwersen

### **Also Present:**

Angi Roberts, Executive Director  
Konrad Thaler

### **Call to Order and Welcome by Neal Coogler, PEA President**

The meeting was called to order at 8:35 am. A quorum was present for this meeting.

### **Review Minutes: November 2017 Regular Board Meeting**

A request was made to notify board members or volunteers if there is an assignment made at a meeting that they have not attended to let the affected board member know ASAP after the board meeting. A motion was made to accept the November 9 minutes with corrections by Debbie, and Maureen provided a second. MSA.

### **Member Conflicts Discussion**

The discussion regarding the potential conflict that currently exists with current members who belong to groups competing with PEA for leads. Additional discussion on this topic will also occur in March at the Board Retreat. Some discussion points during this board meeting were:

- Should we collect any member feedback before the board retreat where policy will be determined? We could do this at the first classification talk on January 4, 2018.
  - Julie says this topic is something that came up during her membership interview before she joined, and she was a member of the rule regarding no membership in competing groups while a member of PEA.
  - Brian and Albert interviewed Charlotte Russell, and they knew that she was not going to attend as the primary representative. Brad felt that this associate that is attending is only doing so to collect leads. She will not develop a relationship with members because she is not an owner; Karen reminded the board that sometimes, as in her case since she too is an employee, an associate might be able to represent the company well, too.
  - The reason to not belong to other groups so that the leads come here to PEA members. Alicia, the associate member, represents Charlotte's business, and this is why we let Charlotte join.
  - The question is if we allow this or not. Members of the membership committee thought there was a known agreement that the membership committee would overlook the membership in competing groups, and was not informing the board when they knew this. The board members all agreed that this not appropriate for the membership committee to not divulge this information of Charlotte being a member of another (competing) networking group. Brad mentioned that the associate member is not the one invested in the business and is here to only collect leads for the person who is the primary member.
  - Others on the board are members of some other business-to-business groups and there is some overlap, and will make referrals based on who is the best match. There is also a way in which there is not overlap, focusing on building the relationships and business-to-consumer companies.
  - The bylaws are ambiguous on this issue. We could have a discussion with the group. Do we need to form an ad hoc committee to review this? What are the questions:
    - what groups are okay? BNI, no; Kiwanis, yes?
    - Who in your organization be allowed to come? Principal or employee?
    - We need to discuss with the membership about our research and the bylaws verbiage. We are trying to develop a policy that is clearer than the bylaws.
  - Discussion would start with the bylaws and a review of what the interview form says.
  - There is also a question about what is the definition of an associate member.
  - James said he would develop an outline for the board to review. He will be joining a couple of Chambers himself, and he will pass leads to those members, too. James will send out to everyone on the board via email and then we'll have video conference.

## **Review Finance Reports: Comparative Balance Sheet & Comparative P&L**

Angi reviewed the finance report attached to these minutes. Motion to approve as presented by Julie with a second from Karen. Neal noted a need for a couple of journal entries on the refund of dues to Pro-Staff Painting, so they will connect offline. Pending those journal entries, the financials were approved.

### **First draft of budget**

- Neal presented the rough draft of the budget for the coming fiscal year. The right most column is the totals for the year and the budget based on 60 members. We also get some guest breakfast fees and initiation fees, too. Holiday dinner will be a wash, as well as some of the other outings. For most of these items, it's going to be the same amount in and out. There is no income for the picnic, but only expenses. They were budgeted for \$500 in 2017, and ended at \$275 total spent; \$350 is what is requested for 2018's budget number; all other outings should be a wash. Other line items are based on actuals from 2017 currently.
- We currently have six days scheduled off in the fiscal year. We did have 46 last year and will have 47 this year, so the idea was to remove one week from the coming 2018 calendar: March 30.
- Insurance, office supplies, reproduction. We don't know if taxes will be paid in 2018 for 2017 fiscal year. These items totaled up cause us to move to a negative bottom line.
  - should we consider one more breakfast off
  - reduce or suspend the contribution to the savings account
- Julie sys that it does make sense to her to reduce the savings contribution now and then add to savings if the cash flow permits.
- We will ask Barry to move to 3/15, since it is currently open, and then we will not meet on 3/30/18 to reduce the number of contracted weeks for breakfast.

Debbie moved to reduce the transfer from the checking account to the savings account down to \$100 from the current \$200 monthly, and to remove March 30, 2018 from the 2018 breakfast meeting schedule. Julie provided a second. Voting was 5 ayes, 1 abstention, 0 nays, so motion carries.

## **Review Participation & Attendance Report**

A request was made to change the open house column to say "# of Open House Attendees." With that correction only, Debbie moved to accept the participation and attendance reports, with a second by Julie, and the motion carries unanimously.

### **Discussion: Committee Review & Updates**

Booster committee: The committee is running well and there are over 40 signed up so far to attend the holiday party, for which the committee is working within the budget for the party. Boosters will start working on the other events after the holiday party.

PR committee: It's hard to get people to think about writing up press releases. JB said that she wants to collect the facts and do an interview type of conversation; from there she will write the press release. You can also link to these press releases on your own website.

Membership committee: The committee members are working on editing the interviewing questionnaire, so it does not contain repetitious questions. They will bring this to the board for final approval before using.

Mentor committee: Konrad is going to step down at the first of 2018 and is working on securing a replacement for his chair role now.

### **Unfinished Business**

1. Attendance committee:
  - a. Pending: Attendance committee update on contact with The Floor Store – James said he will follow up with Keith this month. James is resigning from attendance committee, so we need a chair there.

Keith has an issue with requiring him to drive his special needs child to school and therefore, he has not been attending; he feels he will have a solution after the first of the new year, so he can begin to attend again. James feels we might want to develop a policy on this type of situation: how quickly do we turn up the heat on the member, what we allow, what we won't for people who do not attend regularly; offer extended absence or removal from membership? We need to be sure we really spell out what's expected; this info is provided by the mentor when a new member joins. Membership chair might be the one who reviews the process with the new member to reinforce the policies regarding attendance; the membership committee members should also be reinforcing the policy of attending every week with new potential members during their interview/membership process.

### **New Business**

No new business was presented.

Having completed all the business of the board, the meeting was adjourned at 9:46 am.

Respectfully submitted,

Angi Roberts  
PEA Executive Director

**Upcoming board meeting:** January 11, 2018

**Upcoming Events**

- Board elections: Jan 25, 3 new board members may be added
  - Debbie, Helen, Karen and Maureen move to year 2
  - Julie, James, Angelo, and Neal's term on the board are up and they will roll off, with exception of Neal who moves to Ex Officio Past President
- Executive of the Year Award Nominations and Anniversary Meeting will follow in February

## Attendance and Participation

### NOVEMBER 2017

| Date          | #<br>Members | Ongoing   | Direct     | Referral  | Internet  | Attended   | Guest    | # Open<br>House<br>Attendees |
|---------------|--------------|-----------|------------|-----------|-----------|------------|----------|------------------------------|
| 11/2/2017     | 60           | 8         | 43         | 26        | 15        | 43         | 1        | 0                            |
| 11/9/2017     | 60           | 4         | 40         | 17        | 19        | 47         | 2        | 5                            |
| 11/16/2017    | 60           | 2         | 35         | 16        | 11        | 42         | 2        | 0                            |
| 11/23/2017    | 60           | 0         | 0          | 0         | 0         | 0          | 0        | 0                            |
| 11/30/2017    | 60           | 18        | 50         | 33        | 50        | 47         | 1        | 0                            |
| <b>TOTALS</b> | <b>59</b>    | <b>32</b> | <b>168</b> | <b>92</b> | <b>95</b> | <b>179</b> | <b>6</b> | <b>0</b>                     |

### NOVEMBER 2017

| Month    | Ongoing | Avg<br>per<br>week | Direct | Avg<br>per<br>week | Referrals | Avg<br>per<br>week | Internet | Avg<br>per<br>week | Attendance<br>avg per week |
|----------|---------|--------------------|--------|--------------------|-----------|--------------------|----------|--------------------|----------------------------|
| Nov 2017 | 32      | 8                  | 168    | 42                 | 92        | 23                 | 95       | 24                 | 47                         |
| Oct 2017 | 37      | 9                  | 156    | 39                 | 95        | 24                 | 75       | 19                 | 48                         |
| Sep 2017 | 54      | 14                 | 170    | 43                 | 114       | 29                 | 97       | 24                 | 44                         |
| Aug 2017 | 29      | 10                 | 148    | 52                 | 85        | 33                 | 61       | 25                 | 47                         |
| Jul 2017 | 30      | 10                 | 116    | 39                 | 71        | 24                 | 53       | 18                 | 42                         |
| Jun 2017 | 61      | 12                 | 255    | 51                 | 136       | 27                 | 112      | 29                 | 40                         |
| May 2017 | 23      | 8                  | 107    | 36                 | 208       | 52                 | 71       | 22                 | 46                         |
| Apr 2017 | 55      | 14                 | 184    | 46                 | 104       | 26                 | 79       | 20                 | 46                         |
| Mar 2017 | 75      | 15                 | 234    | 47                 | 170       | 34                 | 129      | 26                 | 49                         |
| Feb 2017 | 31      | 8                  | 173    | 43                 | 129       | 32                 | 70       | 18                 | 50                         |
| Jan 2017 | 37      | 12                 | 252    | 84                 | 140       | 47                 | 111      | 37                 | 48                         |
| Dec 2016 | 40      | 13                 | 219    | 73                 | 79        | 20                 | 78       | 20                 | 49                         |
| Nov 2016 | 36      | 12                 | 178    | 59                 | 66        | 22                 | 59       | 20                 | 48                         |