

# Peninsula Executives Association

PO Box 36255, San Jose, CA 95158

Phone: 408-266-9658 | [peaworks@executives.org](mailto:peaworks@executives.org)



## **Board Meeting Agenda**

**August 17, 2023**

***Call to Order 8:35 a.m. ~ Onsite only at Café Wisteria, Menlo Park***

***Welcome ~ John King, President***

Roll call and welcome of any guests present today.

### **GUEST AGENDA ITEMS (if applicable) – 8:35 AM (10-minutes)**

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

*Julie Fukuhara & Deanne Belcher, co-chairs of the Booster Committee, will present their proposal for the Annual PEA Holiday Party, December 15, 2023. The Booster Committee is seeking approval today so that the office can send a deposit check to secure the date.*

### **CONSENT AGENDA ITEMS ~ 8:45 AM (10-minutes)**

#### **1. CONSENT AGENDA: Minutes and Attendance**

- July 2023 Board Meeting Notes
- Participation and Attendance through July 2023
- Financial Statements through July 31, 2023, attached

The last billing round for membership dues was sent out on June 1, 2023. The Board set the amount of the invoices to be \$300.00 per quarter, with members having the option to pay less if they are unable to pay the full amount or break up the invoice into payments. No new requests for reduction of the invoiced amount have been received for the billing, and the budget has not yet been set for this fiscal year for pandemic relief.

- **Total A/R for Association membership dues outstanding for March 1, 2023, invoices total \$380.00, and is 2 member invoices. See attached A/R report.**
  - One member is planning to make up previously discounted invoice amounts, and that check should be coming within the next 90 days or so.
  - One member has been referred to the Board for collection, as they have not responded to any inquiries, emails, or phone calls from any members over the last 90-plus days.
- **Total A/R for Association membership dues outstanding for June 1, 2023, invoices total \$2,703.28, and is 9 member invoices and 3 other invoices.**
  - One outstanding member is the member with the expected payback to come. This amount will be carried forward until the member pays the outstanding balance in full.
  - One outstanding member referred to collection above also has an outstanding invoice in the June batch as well.

- All the remaining members are expected to pay within the month. First Republic Bank is prepaying 1-2 quarters during the transition period, so the outstanding dues of \$350 is really not due yet. On the A/R report also, the \$200 for TheKey is for Topgolf and will be shown in August actuals, as Deanne was waiting to pay her part to see if we needed more sponsorships.

**Through July 31, 2023, PEA is showing a profit of \$208.15.**

**2. *CONSENT AGENDA: Membership update***

We currently have 50 active members as of July 31, 2023.

No businesses are pending currently seeking PEA Membership.

**3. *CONSENT AGENDA: Review of Weekly Business Meetings & Planning Future Meetings***

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

**Please make note of the upcoming holidays or special activities:**

|                    |                                                                                   |
|--------------------|-----------------------------------------------------------------------------------|
| August 31, 2023    | No PEA                                                                            |
| September 7, 2023  | Special Program hosted by Program Committee                                       |
| September 14, 2023 | Committee Meetings at Thursday Morning Business Meeting                           |
| September 17, 2023 | Annual PEA Picnic, Mitchell Park                                                  |
| September 21, 2023 | <b>Onsite Meeting; Café Wisteria</b>                                              |
| September 28, 2023 | <i>Getting to Know You</i> , hosted by Leads Committee                            |
| October 12, 2023   | Special Program hosted by Program Committee; <b>Onsite Meeting; Café Wisteria</b> |
| October 26, 2023   | Committee Meetings                                                                |
| November 2, 2023   | Next update by the Board to the full Membership re: dues rates, finances, etc.    |
| November 16, 2023  | <b>Onsite Meeting; Café Wisteria</b>                                              |
| November 23, 2023  | No PEA                                                                            |
| December 14, 2023  | Annual Live Auction; <b>Onsite Meeting; Café Wisteria</b>                         |
| December 15, 2023  | Annual Holiday Party @ Peninsula Italian American Social Club                     |
| December 21 & 28   | No PEA                                                                            |

**REVIEW OF ACTION ITEMS LIST ATTACHED ~ 8:55 AM (10-minutes)**

The full action item list is attached as a separate page and **those individuals with action items should provide an update** at this meeting.

**DISCUSSION ITEMS ~ 9:05 AM – 9:35 AM (30-minutes)**

**• Board Issue: Nonpayment of Membership Dues**

- Member referred to the Board for collection last month, as they have not responded to any inquiries, emails, or phone calls from any members or the office over the last 90-plus days.
  - **Martin Duran, Johnston Millwork, Inc.;** last two dues' invoices are unpaid totaling \$480.00
  - Mike Feller, CarGuyMike, is his Mentor and has also attempted to reach Mr. Duran, as

well as Judy Johnson, Unexpected Treasures, and members of the Attendance Committee. Additionally, another member, Bryce Williamson, indicated he was trying to do work with Mr. Duran and had received no call back regarding this work, so he visited the shop himself to inquire about the work.

- J.King sent a demand letter Certified USPS mail to Johnston Millwork, Inc. As of August 15, 20023, no response has been received by the office, and payments are still outstanding.

- **Finance Committee items pending**

- Budget assumptions and planning for 2023-2024: any updates to the last budget document shared?
- **Strategic Planning Session, October 23, 1-4pm.** This timing is a calendar conflict for some on the Board—Board needs to revisit time of day.
- **Updates from Other Committees:** as needed if there are any who require Board assistance with anything

**NEW BUSINESS ~ 9:35 – 9:45 AM (10-minutes)**

1.

**ADJOURN 9:45 AM**

**NEXT BOARD MEETING:** September 14, 2023 @ 8:35 AM on Zoom

**Attendance and Participation ~ JULY 2023**

| Date      | # Members | Ongoing | Direct | Referral | Internet | Attended | Guests |
|-----------|-----------|---------|--------|----------|----------|----------|--------|
| 7/6/2023  | 50        | 16      | 23     | 19       | 93       | 39       | 0      |
| 7/13/2023 | 50        | 18      | 9      | 10       | 83       | 38       | 2      |
| 7/20/2023 | 50        | 9       | 13     | 26       | 52       | 43       | 0      |
| 7/27/2023 | 50        | 39      | 33     | 20       | 73       | 44       | 0      |
|           |           |         |        |          |          |          |        |
| TOTALS    | 50        | 82      | 78     | 75       | 301      | 164      | 2      |

| Month     | # Members | Ongoing | Direct | Avg per week | Referrals | Avg per week | Internet | Avg per week | Attendance avg per week |
|-----------|-----------|---------|--------|--------------|-----------|--------------|----------|--------------|-------------------------|
| July 2023 | 50        | 82      | 78     | 20           | 75        | 19           | 301      | 75           | 41                      |
| June 2023 | 50        | 120     | 99     | 25           | 104       | 26           | 353      | 88           | 41                      |
| May 2023  | 50        | 30      | 56     | 19           | 52        | 17           | 67       | 22           | 42                      |
| Apr 2023  | 50        | 52      | 88     | 29           | 78        | 26           | 236      | 79           | 45                      |
| Mar 2023  | 49        | 99      | 139    | 28           | 177       | 35           | 385      | 77           | 42                      |
| Feb 2023  | 48        | 28      | 53     | 13           | 73        | 18           | 219      | 55           | 45                      |
| Jan 2023  | 48        | 65      | 101    | 25           | 91        | 23           | 219      | 55           | 44                      |
| Dec 2022  | 48        | 30      | 59     | 20           | 62        | 21           | 225      | 75           | 47                      |
| Nov 2022  | 48        | 45      | 45     | 15           | 46        | 15           | 122      | 41           | 41                      |
| Oct 2022  | 48        | 40      | 116    | 29           | 57        | 14           | 158      | 38           | 43                      |
| Sep 2022  | 47        | 52      | 96     | 24           | 88        | 22           | 273      | 68           | 40                      |
| Aug 2022  | 48        | 22      | 154    | 51           | 64        | 21           | 138      | 46           | 40                      |
| July 2022 | 48        | 54      | 57     | 14           | 88        | 22           | 252      | 63           | 42                      |
| June 2022 | 46        | 48      | 74     | 19           | 76        | 19           | 274      | 69           | 44                      |
| May 2022  | 46        | 50      | 46     | 14           | 30        | 10           | 120      | 39           | 39                      |
| Apr 2022  | 46        | 58      | 54     | 18           | 70        | 23           | 115      | 38           | 44                      |
| Mar 2022  | 46        | 132     | 124    | 25           | 98        | 20           | 199      | 40           | 43                      |
| Feb 2022  | 47        | 53      | 64     | 13           | 45        | 9            | 134      | 27           | 44                      |
| Jan 2022  | 46        | 57      | 113    | 28           | 68        | 17           | 174      | 44           | 41                      |
| Dec 2021  | 46        | 64      | 40     | 13           | 53        | 18           | 95       | 32           | 41                      |
| Nov 2021  | 46        | 47      | 57     | 19           | 54        | 18           | 125      | 42           | 42                      |
| Oct 2021  | 45        | 53      | 63     | 16           | 36        | 9            | 177      | 44           | 38                      |
| Sep 2021  | 47        | 16      | 23     | 6            | 18        | 5            | 21       | 5            | 39                      |
| Aug 2021  | 47        | 20      | 62     | 16           | 33        | 8            | 115      | 29           | 38                      |
| Jul 2021  | 48        | 35      | 90     | 18           | 76        | 15           | 117      | 23           | 37                      |
| Jun 2021  | 49        | 36      | 101    | 25           | 85        | 21           | 79       | 20           | 41                      |
| May 2021  | 53        | 13      | 56     | 14           | 23        | 6            | 54       | 14           | 43                      |
| Apr 2021  | 53        | 37      | 95     | 24           | 55        | 14           | 96       | 24           | 43                      |
| Mar 2021  | 53        | 8       | 43     | 11           | 39        | 10           | 42       | 11           | 45                      |
| Feb 2021  | 52        | 23      | 24     | 6            | 16        | 4            | 33       | 8            | 48                      |
| Jan 2021  | 52        | 45      | 76     | 19           | 41        | 10           | 96       | 24           | 42                      |
| Dec 2020  | 52        | 9       | 156    | 31           | 32        | 6            | 18       | 4            | 43                      |
| Nov 2020  | 52        | 16      | 68     | 17           | 26        | 7            | 46       | 12           | 43                      |
| Oct 2020  | 52        | 28      | 120    | 24           | 61        | 12           | 15       | 3            | 43                      |
| Sep 2020  | 52        | 1       | 12     | 4            | 29        | 10           | 3        | 1            | 39                      |
| Aug 2020  | 54        | 4       | 49     | 12           | 5         | 1            | 60       | 15           | 41                      |
| Jul 2020  | 54        | 7       | 39     | 10           | 7         | 2            | 25       | 6            | 43                      |
| Jun 2020  | 54        | 4       | 13     | 3            | 14        | 4            | 18       | 5            | 45                      |
| May 2020  | 54        | 9       | 2      | 1            | 14        | 4            | 5        | 1            | 45                      |

## BOARD OF DIRECTORS PENDING ACTION ITEMS LIST

1. **ACTION:** The Board would like the **Craig Calkins Executive of the Year Selection Committee** to document the process of selection so that the tradition is captured. The Board would also like the Committee to consider the creation of other awards or different awards for our members. A.Roberts has discussed this with Don Miller, this year's Selection Committee Chair. The Committee is discussing this request. **PENDING.**
2. **PENDING ITEMS FOR PR COMMITTEE:**

PR Committee has been asked to explore these new paths for social media as a potential responsibility for the PR Committee. (Social media posts are currently not assigned to any volunteer or the executive director.)

The PR Committee has discussed some additional ideas of training and offering to help any Member businesses that need help with social media by individually supporting Members to get action on their own business' social media pages.

  - **Making Facebook a public page** rather than private for current or former Members
  - **Creating a LinkedIn page/group**, perhaps involving the PR Committee or Membership Committee in postings
    - The executive director would set up new pages for uniformity and brand consistency.
    - PR Committee Members would be responsible for postings and/or other items the Board may suggest

PR & Membership are working actively on this request. More information to follow. **PENDING.**

**Update, June 8, 2023: The FB page cannot be made public due to FB's privacy policy. A new page will need to be created with a name different than that of the existing one.**

**From James Stout, co-chair:**

"I thought the process would be more simple. My sense is that we keep it private for now and encourage members to post to it with success stories and "PEA Works" stories. Of course, members need to check in frequently to stay abreast.

"More important, from my perspective, is to focus on every member being friends with every other member and receiving notifications. At our last PR meeting, all agreed that members will do more business with other members with whom they are well acquainted. FB is a quick way to stay in contact with other members and see them in a personal context, not just business, as is the case with LinkedIn and Alignable.

"Jeanette and I need to develop a communication with the members regarding this initiative and request a time within a meeting to make an announcement in an upcoming meeting."

**PENDING.**
3. **ACTION:** The Board would like the Leads Committee to explore the idea of reestablishing Action Allies/Power Partners activity. Neal Coogler advised that she is reviewing the program with the Committee to see how people can help each other in PEA. **PENDING. Neal Coogler is working with the Committee on revamping this program.**
4. **ACTION:** Finance Committee will review 2022-2023 year-end reporting prior to tax preparation taking place. **PENDING. The Board placed a due date of June 8, 2023, on this action item.**  
**New due date: July 13, 2023**  
**DONE.**

5. **ACTION:** The Finance Committee will draft a budget for consideration by the Board at a future meeting, due date of budget draft to be **defined at the Board meeting**. The Board placed a due date of June 8, 2023, on this action item.  
**REVISED ACTION:** A.Roberts input the budget figures into QBO. Finance Committee to review and present any recommended changes at August Board meeting. **PENDING.**
6. **ACTION:** A.Roberts will get pricing estimates for local venues for the Thursday morning business meetings onsite. **Dropped, as an ad hoc committee was formed. DONE.**
7. **ACTION:** A.Roberts will send emails re: Topgolf and sponsorships. **DONE.** 25 people have RSVPed yes for this event.
8. **ACTION:** J.King will sign the Topgolf contract and provide a credit card for the deposit, per Topgolf requirements. J.King will be reimbursed for any expense incurred in relationship with this Booster Committee event. **DONE: credit card given for security; reimbursement pending. DONE.**
9. **ACTION:** Send a survey to members with questions for them to respond to relative to how they feel currently about being onsite versus on Zoom for all of our meetings. **PENDING.**
10. **ACTION:** J.King to establish an ad hoc committee for the purpose of exploring venues for PEA meetings, in a variety of formats and locations throughout the peninsula. Leadership members of the committee to be contacted by J.King are: Michael Aronson, Bobbie Fakkema, Dave Dove, and perhaps others who offer to join. This committee will also be responsible for contacting Café Wisteria to see if additional pricing discounts might be given for a longer-term relationship and additional meetings throughout 2023. **PENDING.**
11. **ACTION:** Board to establish a date for long-range planning session in September/October 2023. J.King will solidify his thought of long-range planning session and will return to the Board with suggested dates, agenda, participants. **PENDING.**
12. **ACTION:** A.Roberts brought up the question that was posed at the meeting today regarding giving leads to Wells Fargo and First Republic and she asked for a determination on how to record those. The Board will discuss this in depth at a future meeting and will involve the Leads Committee, too. Generally, the discussion at the meeting was that if a one-time transaction, then it's no longer an ongoing lead. **PENDING.**
13. **ACTION:** A.Roberts will update the company name for Adam Pyle, First Republic Bank, to be that of Adam Pyle, JPMorganChase when the time is appropriate due to the purchase of FRB by JPMorganChase. **PENDING.**
14. **ACTION:** The Board requests the Leads Committee discuss, review, and offer their recommendations to the Board on the topic of: Loyalty Leads. Is this the same/different than an Ongoing lead; would this be an additional lead type that PEA should track; how does this help/create barriers to leads reporting; and any other questions that the Committee may develop in their review. **PENDING.**
15. **ACTION:** The Board requests that the Membership Committee discuss, review, and offer their recommendations to the Board on the topic of: bridging previous memberships in PEA with current

membership when returning to PEA as a member (i.e., All Reasons Moving, Arranged for Comfort, The Arboreal Company). The Board would like the Committee's thoughts regarding the length of time for the "second" membership period before being considered for bridging and inclusion of previous years in the total years as a member of PEA; benefits to this process and drawbacks; tracking; any Board involvement the Committee might consider important, and other issues or concerns that the committee may develop during its discussion. **PENDING.**

- a. The pocket-sized roster idea was abandoned by the Board.

16. **ACTION:** Letter received from International Executives Association to the A.Roberts and the PEA Board. A.Roberts will draft a letter for J.King to sign declining PEA's membership in the IEA (international organization) and thanking them for contacting us. **PENDING.**

17. **ACTION:** The Board requests that the Finance Committee **PENDING.**

- a. Review, discuss, and recommend a savings transfer policy
- b. Review, discuss, and recommend a reserve account policy: amount to have in the account; uses for the funding; auto-transfers annually (i.e., insurance policies, tax prep fee, etc.)—should this be done once a year or as expenses are incurred
- c. And any other issues, concerns, checks & balances, review/authorization requirements, or other information relating to the monitoring and safeguarding of PEA's assets

The following information was forwarded to the respective Committee Chairs and is dropped from the Board's action item list. **COMPLETED.**

- **Program Committee suggestions:**

- technology tools and tips for running your company
- Pricing and phone shoppers
- Tip of the Month: could be about Zoom, business book, etc.; should this be at a meeting or in the newsletter?

- **Booster Committee recommendations:**

- "Come see my latest project" at my business, backyard, etc.
- Bash in My Backyard—potluck or apps and wine perhaps

# Peninsula Executives Association

PO Box 36255, San Jose, CA 95158-6255  
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## **Board Meeting Notes**

**July 13, 2023**

### **Board Members Present**

John King, President  
Judy Johnson, Immediate Past President  
Adam Pyle, Secretary Treasurer  
Neal Coogler, Vice President  
Michael Aronson  
Karen Wray

### **Also Present**

Angi Roberts, PEA Executive Director

### **Board Members Absent**

Fella Benyammi

### **CALL TO ORDER & ROLL CALL**

John King, 2023-2024 President, Presiding called the meeting to order at 8:42 AM Pacific, held onsite only at Café Wisteria, Menlo Park.

### **GUEST AGENDA ITEMS**

No guests were present for this meeting.

### **CONSENT AGENDA ITEMS**

#### **1. *CONSENT AGENDA: Minutes and Attendance***

- June 2023 Board Meeting Notes
- Participation and Attendance through June 2023
- Financial Statements through June 30, 2023, attached

The last billing round for membership dues was sent out on June 1, 2023. The Board set the amount of the invoices to be \$300.00 per quarter, with members having the option to pay less if they are unable to pay the full amount or break up the invoice into payments. No new requests for reduction of the invoiced amount have been received for the billing shown on the financial statements as pandemic discount, and the budget has not yet been set for this fiscal year for pandemic relief.

- **Total A/R for Association membership dues outstanding for March 1, 2023, invoices total \$380.00**, and is 2 member invoices. See attached A/R report.
  - One member is planning to make up previously discounted invoice amounts, and that check should be coming within the next 30-90 days, which will remove this past due balance.
  - The other member has been referred to the Board for collection, as the business owner has not responded to any inquiries, emails, or phone calls from any members over the last 30-plus days.
- **Total A/R for Association membership dues outstanding for June 1, 2023, invoices total \$5,400.00**, and is 18 member invoices.
  - One member overpaid and would like a refund, so a check has been requested for that in the amount of \$26.72.

- One of the 18 open invoices for this period is from the member that expects to repay all discounted, gifted, and outstanding invoices within the next 45-90 days as mentioned above. This amount will be carried forward until the member pays the outstanding balance in full.
- Another of the 18 outstanding invoices is the member who was referred to the Board for further collection letters mentioned above.
- The remaining 16 members are expected to pay within the month.

- **Through June 30, 2023, PEA is showing a profit of \$1,613.86.**

## 2. **CONSENT AGENDA:** Membership update

We currently have 50 active members as of June 30, 2023.

One business is pending currently seeking PEA Membership: **Maria Martinez Perez, MP Radiant Skincare.** The Membership Committee is verifying documents at this stage and has some clarification issues with who will be the member of PEA since we were advised today that Maria is an employee of a dermatologist. Some of the documents that were received were in the name of the dermatologist's business and some were in Maria's company name. Therefore, Maria will need to clarify the business relationship in more depth before the Membership Committee will make a recommendation on membership with PEA or not.

## 3. **CONSENT AGENDA:** Review of Weekly Business Meetings & Planning Future Meetings

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

**Please make note of the upcoming holidays or special activities:**

|                    |                                                                                |
|--------------------|--------------------------------------------------------------------------------|
| July 27, 2023      | Next update by the Board to the full Membership re: dues rates, finances, etc. |
| August 10, 2023    | Board Meeting on Zoom                                                          |
| August 17, 2023    | Thursday Business Meeting, onsite only at Café Wisteria                        |
| August 31, 2023    | No PEA                                                                         |
| September 7, 2023  | Special Program hosted by Program Committee                                    |
| September 14, 2023 | Committee Meetings on zoom                                                     |
| September 14, 2023 | Board Meeting on zoom                                                          |
| September 21, 2023 | Thursday Business Meeting, onsite only at Café Wisteria, Menlo Park            |
| September 28, 2023 | <i>Getting to Know You</i> , hosted by Leads Committee                         |
| October 12, 2023   | Special Program hosted by Program Committee, onsite only at Café Wisteria      |
| October 12, 2023   | Board Meeting, onsite only at Café Wisteria                                    |
| October 26, 2023   | Committee Meetings                                                             |
| November 2, 2023   | Next update by the Board to the full Membership re: dues rates, finances, etc. |
| November 9, 2023   | Board Meeting on zoom                                                          |
| November 16, 2023  | Thursday Business Meeting onsite only at Café Wisteria                         |
| November 23, 2023  | No PEA                                                                         |
| December 14, 2023  | Annual Live Auction, onsite only at Café Wisteria                              |
| December 14, 2023  | Board Meeting, onsite only at Café Wisteria                                    |
| December 21 & 28   | No PEA                                                                         |

J.Johnson moved to accept the Consent Agenda items and K.Wray provided a second. Passes unanimously.

## **REVIEW OF ACTION ITEMS LIST ATTACHED ~ 8:55 AM (10-minutes)**

The full action item list is attached as a separate page and those individuals with action items provided an update at this meeting. Additionally, the Board has a secondary list of items that were carried over from the previous Board and the Board determined their disposition, too. **Please see the separate list in these minutes for updates.**

## **DISCUSSION ITEMS**

### **1. Board Issue: Nonpayment of Membership Dues**

- Member referred to the Board for collection, as they have not responded to any inquiries, emails, or phone calls from any members or the office over the last 60-plus days.
  - **Martin Duran, Johnston Millwork, Inc.;** last two dues' invoices are unpaid totaling \$480.00
    - Mike Feller, CarGuyMike, is his Mentor and has also attempted to reach Mr. Duran, as well as Judy Johnson, Unexpected Treasures, and members of the Attendance Committee. Additionally, another member, Bryce Williamson, indicated he was trying to do work with Mr. Duran and had received no call back regarding this work, so he visited the shop himself to inquire about the work.

**ACTION ITEM:** A.Roberts will create a draft collection letter for John King to review and sign as the president of PEA.

### **2. Finance Committee items pending**

- Budget assumptions and planning for 2023-2024
- Review of Feb 28 2023 financials so that the tax documents can be prepared

The Finance Committee provide A.Roberts with the worksheet of documents they were working with in order to establish their recommendation of \$190, \$300, \$350, \$350 for the four quarterly invoices in 2023-2024. A.Roberts input the figures into QuickBooksOnline, making some corrections to the numbers provided where inconsistencies from the current dollar amounts in actuals to date for PEA.

**ACTION ITEM:** The Finance Committee will review the budget presented today, as will the full Board, and return with any questions or edits they would like to discuss. **PENDING to August 10, 2023, next Board meeting.**

### **3. Updates from Other Committees:** as needed if there are any who require Board assistance with anything No requests were presented.

## **NEW BUSINESS ~ 9:35 – 9:45 AM (10-minutes)**

1. Letter received from International Executives Association to A.Roberts and the PEA Board (see attached copy of letter).
  - a. The Board discussed the letter and by consensus agreed that PEA would not join the International Executives Association at this time.
    - i. **ACTION ITEM:** A.Roberts will send J.King a draft of a letter declining membership of PEA at this time to the International Executives Association. This matter is closed.

Having completed the business of the Board, the meeting was adjourned at 9:51 AM Pacific to the next meeting of August 10, 2023 on Zoom.

**NEXT BOARD MEETING:** August 10, 2023 @ 8:35 AM on zoom

Attendance and Participation ~ JUNE 2023

| Date      | # Members | Ongoing | Direct | Referral | Internet | Attended | Guests |
|-----------|-----------|---------|--------|----------|----------|----------|--------|
| 6/1/2023  | 50        | 31      | 29     | 25       | 82       | 40       | 0      |
| 6/8/2023  | 50        | 9       | 19     | 22       | 94       | 47       | 0      |
| 6/15/2023 | 50        | 49      | 42     | 31       | 78       | 39       | 0      |
| 6/22/2023 | 50        | 31      | 9      | 26       | 99       | 38       | 0      |
| 6/29/2023 | 50        | 0       | 0      | 0        | 0        | 0        | 0      |
| TOTALS    | 50        | 120     | 99     | 104      | 353      | 164      | 0      |

| Month     | # Members | Ongoing | Direct | Avg per week | Referrals | Avg per week | Internet | Avg per week | Attendance avg per week |
|-----------|-----------|---------|--------|--------------|-----------|--------------|----------|--------------|-------------------------|
| June 2023 | 50        | 120     | 99     | 25           | 104       | 26           | 353      | 88           | 41                      |
| May 2023  | 50        | 30      | 56     | 19           | 52        | 17           | 67       | 22           | 42                      |
| Apr 2023  | 50        | 52      | 88     | 29           | 78        | 26           | 236      | 79           | 45                      |
| Mar 2023  | 49        | 99      | 139    | 28           | 177       | 35           | 385      | 77           | 42                      |
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| Dec 2022  | 48        | 30      | 59     | 20           | 62        | 21           | 225      | 75           | 47                      |
| Nov 2022  | 48        | 45      | 45     | 15           | 46        | 15           | 122      | 41           | 41                      |
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| Sep 2022  | 47        | 52      | 96     | 24           | 88        | 22           | 273      | 68           | 40                      |
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| Apr 2022  | 46        | 58      | 54     | 18           | 70        | 23           | 115      | 38           | 44                      |
| Mar 2022  | 46        | 132     | 124    | 25           | 98        | 20           | 199      | 40           | 43                      |
| Feb 2022  | 47        | 53      | 64     | 13           | 45        | 9            | 134      | 27           | 44                      |
| Jan 2022  | 46        | 57      | 113    | 28           | 68        | 17           | 174      | 44           | 41                      |
| Dec 2021  | 46        | 64      | 40     | 13           | 53        | 18           | 95       | 32           | 41                      |
| Nov 2021  | 46        | 47      | 57     | 19           | 54        | 18           | 125      | 42           | 42                      |
| Oct 2021  | 45        | 53      | 63     | 16           | 36        | 9            | 177      | 44           | 38                      |
| Sep 2021  | 47        | 16      | 23     | 6            | 18        | 5            | 21       | 5            | 39                      |
| Aug 2021  | 47        | 20      | 62     | 16           | 33        | 8            | 115      | 29           | 38                      |
| Jul 2021  | 48        | 35      | 90     | 18           | 76        | 15           | 117      | 23           | 37                      |
| Jun 2021  | 49        | 36      | 101    | 25           | 85        | 21           | 79       | 20           | 41                      |
| May 2021  | 53        | 13      | 56     | 14           | 23        | 6            | 54       | 14           | 43                      |
| Apr 2021  | 53        | 37      | 95     | 24           | 55        | 14           | 96       | 24           | 43                      |
| Mar 2021  | 53        | 8       | 43     | 11           | 39        | 10           | 42       | 11           | 45                      |
| Feb 2021  | 52        | 23      | 24     | 6            | 16        | 4            | 33       | 8            | 48                      |
| Jan 2021  | 52        | 45      | 76     | 19           | 41        | 10           | 96       | 24           | 42                      |
| Dec 2020  | 52        | 9       | 156    | 31           | 32        | 6            | 18       | 4            | 43                      |
| Nov 2020  | 52        | 16      | 68     | 17           | 26        | 7            | 46       | 12           | 43                      |
| Oct 2020  | 52        | 28      | 120    | 24           | 61        | 12           | 15       | 3            | 43                      |
| Sep 2020  | 52        | 1       | 12     | 4            | 29        | 10           | 3        | 1            | 39                      |
| Aug 2020  | 54        | 4       | 49     | 12           | 5         | 1            | 60       | 15           | 41                      |
| Jul 2020  | 54        | 7       | 39     | 10           | 7         | 2            | 25       | 6            | 43                      |
| Jun 2020  | 54        | 4       | 13     | 3            | 14        | 4            | 18       | 5            | 45                      |
| May 2020  | 54        | 9       | 2      | 1            | 14        | 4            | 5        | 1            | 45                      |

## BOARD OF DIRECTORS PENDING ACTION ITEMS LIST

1. **ACTION:** The Board would like the **Craig Calkins Executive of the Year Selection Committee** to document the process of selection so that the tradition is captured. The Board would also like the Committee to consider the creation of other awards or different awards for our members. A.Roberts has discussed this with Don Miller, this year's Selection Committee Chair. The Committee is discussing this request. **PENDING.**

2. **PENDING ITEMS FOR PR COMMITTEE:**

PR Committee has been asked to explore these new paths for social media as a potential responsibility for the PR Committee. (Social media posts are currently not assigned to any volunteer or the executive director.)

The PR Committee has discussed some additional ideas of training and offering to help any Member businesses that need help with social media by individually supporting Members to get action on their own business' social media pages.

- **Making Facebook a public page** rather than private for current or former Members
- **Creating a LinkedIn page/group**, perhaps involving the PR Committee or Membership Committee in postings
  - The executive director would set up new pages for uniformity and brand consistency.
  - PR Committee Members would be responsible for postings and/or other items the Board may suggest

PR & Membership are working actively on this request. More information to follow.

**Update, June 8, 2023:** The FB page cannot be made public due to FB's privacy policy. A new page will need to be created with a name different than that of the existing one.

**From James Stout, co-chair:**

"I thought the process would be simpler. My sense is that we keep it private for now and encourage members to post to it with success stories and "PEA Works" stories. Of course, members need to check in frequently to stay abreast.

"More important, from my perspective, is to focus on every member being friends with every other member and receiving notifications. At our last PR meeting, all agreed that members will do more business with other members with whom they are well acquainted. FB is a quick way to stay in contact with other members and see them in a personal context, not just business, as is the case with LinkedIn and Alignable.

"Jeanette and I need to develop a communication with the members regarding this initiative and request a time within a meeting to make an announcement in an upcoming meeting."

**A.Roberts is working with the Committee Chairs to implement a poll during the Zoom meeting to gather information from the Members as to their activity level on Facebook and with a Facebook business page. The Board agreed by consensus with the questions, which will be:**

1. Are you a member of Facebook?
  - Yes, I am a member of Facebook with a personal profile page.
  - No, I am not a member of Facebook.
2. Do you also have a Facebook business page?
  - Yes, I have a public facing business page on Facebook, too.
  - No, I do not have a business page on Facebook.
3. Are you active on your Facebook business page? When was the last time you (or someone from your company) posted to your page:
  - Post weekly

- Post a few times a week
  - Post a few times a month
  - Post a few times a year
  - Don't post at all to the business page
  - Don't have a Facebook business page
4. Did you know that PEA has a public facing business page and a private group, too? Have you visited the PEA private Facebook group in the last 30-days?
- Yes, I have visited the private PEA Facebook group in the last 30-days.
  - No, I have not visited the private PEA Facebook group in the last 30-days, and I am aware of it.
  - No, I have not visited the private PEA Facebook group in the last 30-days, and I did not know that PEA had a private Facebook group.
5. Are you in a business category that discourages or may even prohibit professional promotion on social media, e.g., medical, legal, financial services?
- a. Yes, I am in one of these industries listed above and DO NOT USE social media for promotional efforts.
  - b. Yes, I am in one of these industries listed above and DO USE social media for promotional efforts.
  - c. No, I am not in one of these industries listed, but I am in another industry where professional promotion on social media is discouraged or disallowed by a legal entity, agency, or other organization.
  - d. No, I am not in one of these industries or any other profession that restrictions the use of social media for promotion of the business.
6. If you are in one of these "special categories" or industries, would you be able to or would you be more comfortable posting on PEA's private Facebook group if it is only open to members and remains a private group online?
- a. Yes, I feel more comfortable with posting to a private group of PEA members than publicly.
  - b. Regardless of the privacy of the group and any restrictions for my industry, I still would not post on PEA's Facebook group.
  - c. I do not post on Facebook at all and would not post on PEA's Facebook group either.
  - d. I am not in one of the "special categories," however, I would prefer PEA's Facebook group to remain private and not open to the general public.
  - e. I am not in one of the "special categories," however, I would prefer PEA's Facebook group be open to the general public.

**PENDING.**

3. **ACTION:** The Board would like the Leads Committee to explore the idea of reestablishing Action Allies/Power Partners activity. Neal Coogler advised that she is reviewing the program with the Committee to see how people can help each other in PEA.

**Update: July 13 2023 -- N.Coogler advised the Board that the Leads Committee is working on updates to the Power Partners program and plans to provide a plan for reintroduction of the activity. They will also be asking members to provide their input on the categories that the Committee selected, as well as input on the members' preferred pairing for a group.**

**PENDING.**

4. **ACTION:** Finance Committee will review 2022-2023 year-end reporting prior to tax preparation taking place. **The Board placed a due date of June 8, 2023, on this action item. New due date: July 13, 2023**

**A.Pyle advised A.Roberts on July 13, 2023 that the Finance Committee has completed its review and the CPA may begin preparing the tax filings for 2022-2023. J.King will sign on behalf of PEA. **CLOSED.****

5. **ACTION:** The Finance Committee will draft a budget for consideration by the Board at a future meeting, due date of budget draft to be **defined at the Board meeting**. The Board placed a due date of June 8, 2023, on this action item.  
**REVISED ACTION:** A.Pyle will send the budget that the Finance Committee drafted to the office to be updated in QuickBooks. **PENDING.**

**The Finance Committee and the Board will review the budget input by A.Roberts. Pending to August 10, 2023, next Board meeting.**  
**PENDING.**

6. **ACTION:** A.Roberts will get pricing estimates for local venues for the Thursday morning business meetings onsite.  
**Dropped, as an ad hoc committee was formed.**  
**CLOSED.**
7. **ACTION:** A.Roberts will send emails re: Topgolf and sponsorships. **DONE.** 35 people have RSVPed yes for this event.  
**CLOSED.**
8. **ACTION:** J.King will sign the Topgolf contract and provide a credit card for the deposit, per Topgolf requirements. J.King will be reimbursed for any expense incurred in relationship with this Booster Committee event. **DONE: credit card given for security; reimbursement to J.King for the final bill will be processed by A.Roberts through First Republic Bank checking.**  
**CLOSED.**
9. **ACTION:** Send a survey to members with questions for them to respond to relative to how they feel currently about being onsite versus on Zoom for all of our meetings.  
**PENDING.**
10. **ACTION:** J.King to establish an ad hoc committee for the purpose of exploring venues for PEA meetings, in a variety of formats and locations throughout the peninsula. Leadership members of the committee to be contacted by J.King are: Michael Aronson, Bobbie Fakkema, Dave Dove, Deanne Belcher, and perhaps others who offer to join. This committee will also be responsible for contacting Café Wisteria to see if additional pricing discounts might be given for a longer-term relationship and additional meetings throughout 2023.  
**PENDING.**
11. **ACTION:** Board to establish a date for long-range planning session in September/October 2023. J.King will solidify his thought of long-range planning session and will return to the Board with suggested dates, agenda, participants.  
**PENDING. Date selected: October 23, 1-4 PM, office of J.King.**
12. **ACTION:** A.Roberts brought up the question that was posed at the meeting today regarding giving leads to Wells Fargo and First Republic and she asked for a determination on how to record those. The Board will discuss this in depth at a future meeting and will involve the Leads Committee, too. Generally, the discussion at the meeting was that if a one-time transaction, then it's no longer an ongoing lead.  
**PENDING.**
13. **ACTION:** A.Roberts will update the company name for Adam Pyle, First Republic Bank, to be that of Adam Pyle, JPMorganChase when the time is appropriate due to the purchase of FRB by JPMorganChase.  
**PENDING. A.Pyle has not transferred yet and will advise A.Roberts when the time is to change the company name with PEA.**

## **BOARD OF DIRECTORS TO COMMITTEE CHAIRS**

The following notes and action items are carried over items to 2023-2024 and the Board will need to determine whether to pursue or drop these items.

**The Board reviewed the items below and requested A.Roberts send all of them to the respective Committee, other than the one stricken.**

### **Program Committee suggestions:**

- technology tools and tips for running your company
- Pricing and phone shoppers
- Tip of the Month: could be about Zoom, business book, etc.; should this be at a meeting or in the newsletter?

### **Booster Committee recommendations:**

- “Come see my latest project” at my business, backyard, etc.
- Bash in My Backyard—potluck or apps and wine perhaps

### **Leads Committee discussion & recommendations:**

- Loyalty Leads: this suggestion was brought up at a regular business meeting by a PEA member. The Board would like the Committee to discuss this and determine if this is a lead that we should also be tracking totals given

### **Membership Committee discussions & recommendations:**

- Bridging time for previous PEA Membership period
- ~~Printed roster: small enough to fit in a wallet with questions of who makes a good member of PEA~~

### **Finance Committee**

- Review savings transfer policy to savings
- Suggest reserve account policy: amount to have, uses, auto transfers annually (i.e., insurance policies, tax prep fee, etc.)

# Peninsula Executives Association

## Open Invoices

As of August 5, 2023

| DATE                                                  | TRANSACTION TYPE | NUM        | TERMS          | DUE DATE   | OPEN BALANCE      |
|-------------------------------------------------------|------------------|------------|----------------|------------|-------------------|
| A&A Plumbing                                          |                  |            |                |            |                   |
| 06/01/2023                                            | Invoice          | 4098       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for A&amp;A Plumbing</b>                     |                  |            |                |            | <b>\$300.00</b>   |
| California Business Opportunities                     |                  |            |                |            |                   |
| 03/01/2023                                            | Invoice          | 4072       | Net 30         | 03/31/2023 | 190.00            |
| 06/01/2023                                            | Invoice          | 4110       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for California Business Opportunities</b>    |                  |            |                |            | <b>\$490.00</b>   |
| D.B. Gaskill Advertising Specialties                  |                  |            |                |            |                   |
| 07/05/2023                                            | Payment          |            |                | 07/05/2023 | -26.72            |
| <b>Total for D.B. Gaskill Advertising Specialties</b> |                  |            |                |            | <b>\$ -26.72</b>  |
| Engage Solar                                          |                  |            |                |            |                   |
| 06/01/2023                                            | Invoice          | 4129       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for Engage Solar</b>                         |                  |            |                |            | <b>\$300.00</b>   |
| First Republic Bank                                   |                  |            |                |            |                   |
| 07/19/2023                                            | Invoice          | FRB-Q42023 | PEA dues terms | 07/31/2023 | 350.00            |
| <b>Total for First Republic Bank</b>                  |                  |            |                |            | <b>\$350.00</b>   |
| Johnston Millwork, Inc.                               |                  |            |                |            |                   |
| 03/01/2023                                            | Invoice          | 4047       | PEA dues terms | 03/31/2023 | 190.00            |
| 06/01/2023                                            | Invoice          | 4127       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for Johnston Millwork, Inc.</b>              |                  |            |                |            | <b>\$490.00</b>   |
| NetWork Focus                                         |                  |            |                |            |                   |
| 06/01/2023                                            | Invoice          | 4131       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for NetWork Focus</b>                        |                  |            |                |            | <b>\$300.00</b>   |
| TheKey                                                |                  |            |                |            |                   |
| 07/01/2023                                            | Invoice          | TG001      | Due on receipt | 07/10/2023 | 200.00            |
| <b>Total for TheKey</b>                               |                  |            |                |            | <b>\$200.00</b>   |
| TOMSTUDIO                                             |                  |            |                |            |                   |
| 06/01/2023                                            | Invoice          | 4120       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for TOMSTUDIO</b>                            |                  |            |                |            | <b>\$300.00</b>   |
| <b>TOTAL</b>                                          |                  |            |                |            | <b>\$2,703.28</b> |

# Peninsula Executives Association

## Open Invoices

As of August 16, 2023

| DATE                                               | TRANSACTION TYPE | NUM        | TERMS          | DUE DATE   | OPEN BALANCE      |
|----------------------------------------------------|------------------|------------|----------------|------------|-------------------|
| California Business Opportunities                  |                  |            |                |            |                   |
| 03/01/2023                                         | Invoice          | 4072       | Net 30         | 03/31/2023 | 190.00            |
| 06/01/2023                                         | Invoice          | 4110       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for California Business Opportunities</b> |                  |            |                |            | <b>\$490.00</b>   |
| First Republic Bank                                |                  |            |                |            |                   |
| 07/19/2023                                         | Invoice          | FRB-Q42023 | PEA dues terms | 07/31/2023 | 350.00            |
| <b>Total for First Republic Bank</b>               |                  |            |                |            | <b>\$350.00</b>   |
| Johnston Millwork, Inc.                            |                  |            |                |            |                   |
| 03/01/2023                                         | Invoice          | 4047       | PEA dues terms | 03/31/2023 | 190.00            |
| 06/01/2023                                         | Invoice          | 4127       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for Johnston Millwork, Inc.</b>           |                  |            |                |            | <b>\$490.00</b>   |
| NetWork Focus                                      |                  |            |                |            |                   |
| 06/01/2023                                         | Invoice          | 4131       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for NetWork Focus</b>                     |                  |            |                |            | <b>\$300.00</b>   |
| TheKey                                             |                  |            |                |            |                   |
| 07/01/2023                                         | Invoice          | TG001      | Due on receipt | 07/10/2023 | 200.00            |
| <b>Total for TheKey</b>                            |                  |            |                |            | <b>\$200.00</b>   |
| TOMSTUDIO                                          |                  |            |                |            |                   |
| 06/01/2023                                         | Invoice          | 4120       | PEA dues terms | 07/01/2023 | 300.00            |
| <b>Total for TOMSTUDIO</b>                         |                  |            |                |            | <b>\$300.00</b>   |
| <b>TOTAL</b>                                       |                  |            |                |            | <b>\$2,130.00</b> |

# Peninsula Executives Association

## Balance Sheet

As of July 31, 2023

|                                        | TOTAL              |
|----------------------------------------|--------------------|
| <b>ASSETS</b>                          |                    |
| Current Assets                         |                    |
| Bank Accounts                          |                    |
| First Rep checking 0353                | 7,253.50           |
| First Rep savings 7458                 | 14,667.40          |
| <b>Total Bank Accounts</b>             | <b>\$21,920.90</b> |
| Other Current Assets                   |                    |
| Undeposited Funds                      | 189.17             |
| <b>Total Other Current Assets</b>      | <b>\$189.17</b>    |
| <b>Total Current Assets</b>            | <b>\$22,110.07</b> |
| <b>TOTAL ASSETS</b>                    | <b>\$22,110.07</b> |
| <b>LIABILITIES AND EQUITY</b>          |                    |
| Liabilities                            |                    |
| Current Liabilities                    |                    |
| Accounts Payable                       |                    |
| Accounts Payable                       | 3.00               |
| <b>Total Accounts Payable</b>          | <b>\$3.00</b>      |
| Other Current Liabilities              |                    |
| Pre Paid Dues - Pro Staff              | 1,970.00           |
| <b>Total Other Current Liabilities</b> | <b>\$1,970.00</b>  |
| <b>Total Current Liabilities</b>       | <b>\$1,973.00</b>  |
| <b>Total Liabilities</b>               | <b>\$1,973.00</b>  |
| Equity                                 |                    |
| Retained Earnings                      | 19,928.92          |
| Net Income                             | 208.15             |
| <b>Total Equity</b>                    | <b>\$20,137.07</b> |
| <b>TOTAL LIABILITIES AND EQUITY</b>    | <b>\$22,110.07</b> |

# Peninsula Executives Association

## Profit and Loss

March - July, 2023

|                                        | TOTAL              |
|----------------------------------------|--------------------|
| Income                                 |                    |
| Contributions income                   | 120.00             |
| Dues                                   |                    |
| 1st Quarter Dues                       | 9,126.00           |
| 2nd Quarter Dues                       | 12,873.28          |
| 3rd Quarter Dues                       | 350.00             |
| Dues owed prev fiscal yr pd now        | 380.00             |
| Guest breakfast fees                   | 50.00              |
| <b>Total Dues</b>                      | <b>22,779.28</b>   |
| Initiation Fees                        | 250.00             |
| Outings - income                       | 2,940.00           |
| Pandemic Discount                      | -90.00             |
| Services                               | 100.00             |
| Unapplied Cash Payment Income          | -163.28            |
| <b>Total Income</b>                    | <b>\$25,936.00</b> |
| <b>GROSS PROFIT</b>                    | <b>\$25,936.00</b> |
| Expenses                               |                    |
| Anniversary celebration                | 1,183.00           |
| Board retreat                          | 51.11              |
| Breakfasts                             | 7,534.77           |
| Contract Services                      | 13,385.00          |
| Insurance                              | 276.00             |
| Outings - expense                      |                    |
| Boosters Hosted events                 | 2,825.27           |
| <b>Total Outings - expense</b>         | <b>2,825.27</b>    |
| Postage                                | 61.46              |
| QBO-PayPal Transaction Fees            | 196.55             |
| QuickBooksOnline User Fees             | 225.00             |
| Web site related expenses              |                    |
| Web hosting                            | 0.80               |
| Web Site - Domain Name                 | 17.99              |
| Website Security Software              | 50.00              |
| <b>Total Web site related expenses</b> | <b>68.79</b>       |
| <b>Total Expenses</b>                  | <b>\$25,806.95</b> |
| <b>NET OPERATING INCOME</b>            | <b>\$129.05</b>    |
| Other Income                           |                    |
| Interest Income                        | 79.10              |
| <b>Total Other Income</b>              | <b>\$79.10</b>     |
| <b>NET OTHER INCOME</b>                | <b>\$79.10</b>     |
| <b>NET INCOME</b>                      | <b>\$208.15</b>    |

# Peninsula Executives Association

## Profit and Loss Comparison

March - July, 2023

|                                        | TOTAL              |                      |
|----------------------------------------|--------------------|----------------------|
|                                        | MAR - JUL, 2023    | MAR - JUL, 2022 (PY) |
| Income                                 |                    |                      |
| Contributions income                   | 120.00             | 150.00               |
| Dues                                   |                    |                      |
| 1st Quarter Dues                       | 9,126.00           | 8,969.00             |
| 2nd Quarter Dues                       | 12,873.28          | 8,777.00             |
| 3rd Quarter Dues                       | 350.00             |                      |
| Dues owed prev fiscal yr pd now        | 380.00             | 190.00               |
| Guest breakfast fees                   | 50.00              |                      |
| <b>Total Dues</b>                      | <b>22,779.28</b>   | <b>17,936.00</b>     |
| Initiation Fees                        | 250.00             | 375.00               |
| Outings - income                       | 2,940.00           |                      |
| Holiday Dinner                         |                    | 450.00               |
| <b>Total Outings - income</b>          | <b>2,940.00</b>    | <b>450.00</b>        |
| Pandemic Discount                      | -90.00             | -470.00              |
| Services                               | 100.00             |                      |
| Unapplied Cash Payment Income          | -163.28            | 940.00               |
| <b>Total Income</b>                    | <b>\$25,936.00</b> | <b>\$19,381.00</b>   |
| GROSS PROFIT                           | <b>\$25,936.00</b> | <b>\$19,381.00</b>   |
| Expenses                               |                    |                      |
| Anniversary celebration                | 1,183.00           | 525.21               |
| Board retreat                          | 51.11              | 600.00               |
| Breakfasts                             | 7,534.77           |                      |
| Contract Services                      | 13,385.00          | 13,125.00            |
| Insurance                              | 276.00             | 276.00               |
| Legal Fees                             |                    | 1,000.00             |
| Outings - expense                      |                    |                      |
| Boosters Hosted events                 | 2,825.27           |                      |
| Holiday Dinner                         |                    | 1,000.00             |
| <b>Total Outings - expense</b>         | <b>2,825.27</b>    | <b>1,000.00</b>      |
| Postage                                | 61.46              | 459.54               |
| QBO-PayPal Transaction Fees            | 196.55             | 106.32               |
| QuickBooksOnline User Fees             | 225.00             | 180.00               |
| Web site related expenses              |                    |                      |
| Web hosting                            | 0.80               |                      |
| Web Site - Domain Name                 | 17.99              | 15.99                |
| Website Security Software              | 50.00              | 24.00                |
| <b>Total Web site related expenses</b> | <b>68.79</b>       | <b>39.99</b>         |
| <b>Total Expenses</b>                  | <b>\$25,806.95</b> | <b>\$17,312.06</b>   |
| NET OPERATING INCOME                   | <b>\$129.05</b>    | <b>\$2,068.94</b>    |

# Peninsula Executives Association

## Profit and Loss Comparison

March - July, 2023

|                           | TOTAL           |                      |
|---------------------------|-----------------|----------------------|
|                           | MAR - JUL, 2023 | MAR - JUL, 2022 (PY) |
| Other Income              |                 |                      |
| Interest Income           | 79.10           | 8.61                 |
| <b>Total Other Income</b> | <b>\$79.10</b>  | <b>\$8.61</b>        |
| NET OTHER INCOME          | <b>\$79.10</b>  | <b>\$8.61</b>        |
| NET INCOME                | <b>\$208.15</b> | <b>\$2,077.55</b>    |

| Peninsula Executives Association                                |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             |             |              |               |             |
|-----------------------------------------------------------------|-----------------|--------------|--------------|-------------|-----------------|-------------|--------------|-------------|-----------------|-------------|---------------|-------------|---------------------|-------------|---------------|-------------|-------------|--------------|---------------|-------------|
| Budget vs. Actuals: 23-24: 190/300/350/350 Dues amts - FY24 P&L |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             |             |              |               |             |
| March 2023 - February 2024                                      |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             |             |              |               |             |
|                                                                 | MAR - MAY, 2023 |              |              |             | JUN - AUG, 2023 |             |              |             | SEP - NOV, 2023 |             |               |             | DEC 2023 - FEB 2024 |             |               |             | TOTAL       |              |               |             |
|                                                                 | ACTUAL          | BUDGET       | OVER BUDGET  | % OF BUDGET | ACTUAL          | BUDGET      | OVER BUDGET  | % OF BUDGET | ACTUAL          | BUDGET      | OVER BUDGET   | % OF BUDGET | ACTUAL              | BUDGET      | OVER BUDGET   | % OF BUDGET | ACTUAL      | BUDGET       | OVER BUDGET   | % OF BUDGET |
| Income                                                          |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             |             |              |               |             |
| Contributions income                                            | 120.00          |              | 120.00       |             |                 |             |              |             |                 |             |               |             |                     |             |               |             | \$120.00    | \$0.00       | \$120.00      | 0.00%       |
| Dues                                                            |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             | \$0.00      | \$0.00       | \$0.00        | 0.00%       |
| 1st Quarter Dues                                                | 9,126.00        | 9,126.00     | 0.00         | 100.00 %    |                 | 0.00        | 0.00         |             | 0.00            | 0.00        |               |             | 0.00                | 0.00        |               |             | \$9,126.00  | \$9,126.00   | \$0.00        | 100.00 %    |
| 2nd Quarter Dues                                                |                 | 0.00         | 0.00         |             | 12,873.28       | 15,000.00   | -2,126.72    | 85.82 %     | 0.00            | 0.00        |               |             | 0.00                | 0.00        |               |             | \$12,873.28 | \$15,000.00  | \$ -2,126.72  | 85.82 %     |
| 3rd Quarter Dues                                                |                 | 0.00         | 0.00         |             | 350.00          | 0.00        | 350.00       |             | 17,500.00       | -17,500.00  |               |             | 0.00                | 0.00        |               |             | \$350.00    | \$17,500.00  | \$ -17,150.00 | 2.00 %      |
| 4th Quarter Dues                                                | 0.00            | 0.00         | 0.00         |             |                 | 0.00        | 0.00         |             | 0.00            | 0.00        |               |             | 17,500.00           | -17,500.00  |               |             | \$0.00      | \$17,500.00  | \$ -17,500.00 | 0.00 %      |
| Dues owed prev fiscal yr pd now                                 | 380.00          | 0.00         | 380.00       |             |                 | 0.00        | 0.00         |             | 0.00            | 0.00        |               |             | 0.00                | 0.00        |               |             | \$380.00    | \$0.00       | \$380.00      | 0.00%       |
| Guest breakfast fees                                            |                 | 0.00         | 0.00         |             | 50.00           | 150.00      | -100.00      | 33.33 %     | 150.00          | -150.00     |               |             | 150.00              | -150.00     |               |             | \$50.00     | \$450.00     | \$ -400.00    | 11.11 %     |
| Total Dues                                                      | 9,506.00        | 9,126.00     | 380.00       | 104.16 %    | 13,273.28       | 15,150.00   | -1,876.72    | 87.61 %     | 17,650.00       | -17,650.00  |               |             | 17,650.00           | -17,650.00  |               |             | \$22,779.28 | \$59,576.00  | \$ -36,796.72 | 38.24 %     |
| Initiation Fees                                                 | 250.00          | 250.00       | 0.00         | 100.00 %    |                 | 125.00      | -125.00      |             | 125.00          | -125.00     |               |             | 0.00                | 0.00        |               |             | \$250.00    | \$500.00     | \$ -250.00    | 50.00 %     |
| Outings - income                                                | 350.00          |              | 350.00       |             | 2,590.00        |             | 2,590.00     |             |                 |             |               |             |                     |             |               |             | \$2,940.00  | \$0.00       | \$2,940.00    | 0.00%       |
| Pandemic Discount                                               | -90.00          | -190.00      | 100.00       | 47.37 %     |                 | -190.00     | 190.00       |             | -190.00         | 190.00      |               |             | -190.00             | 190.00      |               |             | \$ -90.00   | \$ -760.00   | \$670.00      | 11.84 %     |
| Services                                                        |                 |              |              |             | 100.00          |             | 100.00       |             |                 |             |               |             |                     |             |               |             | \$100.00    | \$0.00       | \$100.00      | 0.00%       |
| Unapplied Cash Payment Income                                   | -190.00         |              | -190.00      |             | 26.72           |             | 26.72        |             |                 |             |               |             |                     |             |               |             | \$ -163.28  | \$0.00       | \$ -163.28    | 0.00%       |
| Total Income                                                    | \$9,946.00      | \$9,186.00   | \$760.00     | 108.27 %    | \$15,990.00     | \$15,085.00 | \$905.00     | 106.00 %    | \$0.00          | \$17,585.00 | \$ -17,585.00 | 0.00%       | \$0.00              | \$17,460.00 | \$ -17,460.00 | 0.00%       | \$25,936.00 | \$59,316.00  | \$ -33,380.00 | 43.73 %     |
| GROSS PROFIT                                                    | \$9,946.00      | \$9,186.00   | \$760.00     | 108.27 %    | \$15,990.00     | \$15,085.00 | \$905.00     | 106.00 %    | \$0.00          | \$17,585.00 | \$ -17,585.00 | 0.00 %      | \$0.00              | \$17,460.00 | \$ -17,460.00 | 0.00 %      | \$25,936.00 | \$59,316.00  | \$ -33,380.00 | 43.73 %     |
| Expenses                                                        |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             |             |              |               |             |
| Anniversary celebration                                         | 856.28          | 1,183.00     | -326.72      | 72.38 %     | 326.72          | 0.00        | 326.72       |             | 0.00            | 0.00        |               |             | 850.00              | -850.00     |               |             | \$1,183.00  | \$2,033.00   | \$ -850.00    | 58.19 %     |
| Board retreat                                                   | 51.11           | 700.00       | -648.89      | 7.30 %      |                 | 0.00        | 0.00         |             | 0.00            | 0.00        |               |             | 0.00                | 0.00        |               |             | \$51.11     | \$700.00     | \$ -648.89    | 7.30 %      |
| Breakfasts                                                      | 2,283.82        | 2,283.82     | 0.00         | 100.00 %    | 5,250.95        | 5,362.84    | -111.89      | 97.91 %     | 6,240.00        | -6,240.00   |               |             | 6,240.00            | -6,240.00   |               |             | \$7,534.77  | \$20,126.66  | \$ -12,591.89 | 37.44 %     |
| Committee Expenses                                              |                 | 200.00       | -200.00      |             |                 | 200.00      | -200.00      |             | 200.00          | -200.00     |               |             | 200.00              | -200.00     |               |             | \$0.00      | \$800.00     | \$ -800.00    | 0.00%       |
| Contract Services                                               | 8,031.00        | 8,031.00     | 0.00         | 100.00 %    | 5,354.00        | 8,031.00    | -2,677.00    | 66.67 %     | 8,031.00        | -8,031.00   |               |             | 8,031.00            | -8,031.00   |               |             | \$13,385.00 | \$32,124.00  | \$ -18,739.00 | 41.67 %     |
| Gifts Given                                                     |                 | 50.00        | -50.00       |             |                 | 50.00       | -50.00       |             | 50.00           | -50.00      |               |             | 50.00               | -50.00      |               |             | \$0.00      | \$200.00     | \$ -200.00    | 0.00%       |
| Insurance                                                       | 276.00          | 276.00       | 0.00         | 100.00 %    |                 | 0.00        | 0.00         |             | 0.00            | 0.00        |               |             | 1,100.00            | -1,100.00   |               |             | \$276.00    | \$1,376.00   | \$ -1,100.00  | 20.06 %     |
| Meeting Expense (Zoom, etc.)                                    |                 | 0.00         | 0.00         |             |                 | 0.00        | 0.00         |             | 0.00            | 0.00        |               |             | 160.00              | -160.00     |               |             | \$0.00      | \$160.00     | \$ -160.00    | 0.00%       |
| Outings - expense                                               |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             | \$0.00      | \$0.00       | \$0.00        | 0.00%       |
| Boosters Hosted events                                          | 543.08          | 250.00       | 293.08       | 217.23 %    | 2,282.19        | 0.00        | 2,282.19     |             | 0.00            | 0.00        |               |             | 0.00                | 0.00        |               |             | \$2,825.27  | \$250.00     | \$2,575.27    | 1,130.11 %  |
| Picnic                                                          |                 | 0.00         | 0.00         |             |                 | 0.00        | 0.00         |             | 250.00          | -250.00     |               |             | 0.00                | 0.00        |               |             | \$0.00      | \$250.00     | \$ -250.00    | 0.00%       |
| Total Outings - expense                                         | 543.08          | 250.00       | 293.08       | 217.23 %    | 2,282.19        | 0.00        | 2,282.19     |             | 250.00          | -250.00     |               |             | 0.00                | 0.00        |               |             | \$2,825.27  | \$500.00     | \$2,325.27    | 565.05 %    |
| Postage                                                         | 43.48           | 54.47        | -10.99       | 79.82 %     | 17.98           | 13.99       | 3.99         | 128.52 %    | 21.00           | -21.00      |               |             | 21.00               | -21.00      |               |             | \$61.46     | \$110.46     | \$ -49.00     | 55.64 %     |
| Printing                                                        |                 | 0.00         | 0.00         |             |                 | 8.00        | -8.00        |             | 12.00           | -12.00      |               |             | 12.00               | -12.00      |               |             | \$0.00      | \$32.00      | \$ -32.00     | 0.00%       |
| QBO-PayPal Transaction Fees                                     | 71.48           | 160.00       | -88.52       | 44.68 %     | 125.07          | 160.00      | -34.93       | 78.17 %     | 160.00          | -160.00     |               |             | 160.00              | -160.00     |               |             | \$196.55    | \$640.00     | \$ -443.45    | 30.71 %     |
| QuickBooksOnline User Fees                                      | 120.00          | 120.00       | 0.00         | 100.00 %    | 145.00          | 120.00      | 25.00        | 120.83 %    | 120.00          | -120.00     |               |             | 120.00              | -120.00     |               |             | \$265.00    | \$480.00     | \$ -215.00    | 55.21 %     |
| Tax                                                             |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             | \$0.00      | \$0.00       | \$0.00        | 0.00%       |
| Fed                                                             |                 | 190.00       | -190.00      |             |                 | 190.00      | -190.00      |             | 190.00          | -190.00     |               |             | 190.00              | -190.00     |               |             | \$0.00      | \$760.00     | \$ -760.00    | 0.00%       |
| State & Fed filing fee                                          |                 | 0.00         | 0.00         |             |                 | 25.00       | -25.00       |             | 0.00            | 0.00        |               |             | 0.00                | 0.00        |               |             | \$0.00      | \$25.00      | \$ -25.00     | 0.00%       |
| Total Tax                                                       |                 | 190.00       | -190.00      |             |                 | 215.00      | -215.00      |             | 190.00          | -190.00     |               |             | 190.00              | -190.00     |               |             | \$0.00      | \$785.00     | \$ -785.00    | 0.00%       |
| Tax Prep                                                        |                 | 0.00         | 0.00         |             |                 | 950.00      | -950.00      |             | 0.00            | 0.00        |               |             | 0.00                | 0.00        |               |             | \$0.00      | \$950.00     | \$ -950.00    | 0.00%       |
| Web site related expenses                                       |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             | \$0.00      | \$0.00       | \$0.00        | 0.00%       |
| Domain Name Renewal                                             |                 | 17.99        | -17.99       |             |                 | 0.00        | 0.00         |             | 0.00            | 0.00        |               |             | 0.00                | 0.00        |               |             | \$0.00      | \$17.99      | \$ -17.99     | 0.00%       |
| Web hosting                                                     | 0.48            | 0.48         | 0.00         | 100.00 %    | 0.32            | 0.48        | -0.16        | 66.67 %     | 160.48          | -160.48     |               |             | 0.48                | -0.48       |               |             | \$0.80      | \$161.92     | \$ -161.12    | 0.49 %      |
| Web Site - Domain Name                                          | 17.99           | 17.99        | 0.00         | 100.00 %    |                 | 0.00        | 0.00         |             | 0.00            | 0.00        |               |             | 0.00                | 0.00        |               |             | \$17.99     | \$17.99      | \$0.00        | 100.00 %    |
| Website Security Software                                       | 18.00           | 18.00        | 0.00         | 100.00 %    | 32.00           | 48.00       | -16.00       | 66.67 %     | 48.00           | -48.00      |               |             | 48.00               | -48.00      |               |             | \$50.00     | \$162.00     | \$ -112.00    | 30.86 %     |
| Total Web site related expenses                                 | 36.47           | 54.46        | -17.99       | 66.97 %     | 32.32           | 48.48       | -16.16       | 66.67 %     | 208.48          | -208.48     |               |             | 48.48               | -48.48      |               |             | \$68.79     | \$359.90     | \$ -291.11    | 19.11 %     |
| Total Expenses                                                  | \$12,312.72     | \$13,552.75  | \$ -1,240.03 | 90.85 %     | \$13,534.23     | \$15,159.31 | \$ -1,625.08 | 89.28 %     | \$0.00          | \$15,482.48 | \$ -15,482.48 | 0.00%       | \$0.00              | \$17,182.48 | \$ -17,182.48 | 0.00%       | \$25,846.95 | \$61,377.02  | \$ -35,530.07 | 42.11 %     |
| NET OPERATING INCOME                                            | \$ -2,366.72    | \$ -4,366.75 | \$2,000.03   | 54.20 %     | \$2,455.77      | \$ -74.31   | \$2,530.08   | -3,304.76 % | \$0.00          | \$2,102.52  | \$ -2,102.52  | 0.00 %      | \$0.00              | \$277.52    | \$ -277.52    | 0.00 %      | \$89.05     | \$ -2,061.02 | \$2,150.07    | -4.32 %     |
| Other Income                                                    |                 |              |              |             |                 |             |              |             |                 |             |               |             |                     |             |               |             |             |              |               |             |
| Interest Income                                                 | 47.51           | 45.00        | 2.51         | 105.58 %    | 31.59           | 45.00       | -13.41       | 70.20 %     | 45.00           | -45.00      |               |             | 45.00               | -45.00      |               |             | \$79.10     | \$180.00     | \$ -100.90    | 43.94 %     |
| Total Other Income                                              | \$47.51         | \$45.00      | \$2.51       | 105.58 %    | \$31.59         | \$45.00     | \$ -13.41    | 70.20 %     | \$0.00          | \$45.00     | \$ -45.00     | 0.00%       |                     |             |               |             |             |              |               |             |