

Peninsula Executives Association

PO Box 36255, San Jose, CA 95158

Phone: 408-266-9658 | peaworks@executives.org



Board Meeting Agenda

January 11, 2024

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

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.

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

1. CONSENT AGENDA: Financial Update

- December 2023 Board Meeting Notes: December 7, 2023
- Participation and Attendance through December 31, 2023
- Financial Statements through December 31, 2023 attached and sent to the Board on January 10, 2024.

Accounts Receivable Update

Total outstanding receivables are:

- **Total A/R for Association membership dues outstanding for March 1, 2023, invoices total \$190.00, and is 1 member invoices.**
- **Total A/R for Association membership dues outstanding for June 1, 2023, invoices total \$600.00, and is 2 member invoices.**
 - One member missed the \$300 invoice and paid the one after this. He paid that outstanding balance in January 2024.
- **Total A/R for Association membership dues outstanding for September 1, 2023, invoices total \$1050.00, and is 3 member invoices.**
 - All are expected to pay and have been sent reminders.

On December 1, monthly invoicing began for membership dues. As of January 10, 2024, 20 members are outstanding on the January 2024 invoice. Total outstanding receivables in total to date is \$4,240.00.

Through December 31, 2023, PEA is showing a PROFIT of \$2,561.49, which is expected to be reduced with monthly breakfast fees and the anniversary party expenses are incurred.

The tax documents have been completed by the CPA and were mailed by the December 15, 2023 due date. We should end the current fiscal year with a small loss or a small enough profit that estimated federal income taxes would not be required for the next fiscal year, 2024-2025, as the balance forwarded from the 2022-2023 fiscal year should cover the income taxes for 2023-2024.

2. CONSENT AGENDA: *Membership update*

We currently have 49 active members as of December 31, 2023.

2 businesses are pending that are currently seeking PEA Membership, both in the interview stage.

Irene French, French Connection

Classification: HR Recruiter

Sponsor JB Bell

Katie Cooney, Hand n' Hand

Classification: Senior Placement

Sponsor Judy Johnson

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:

January 18: Craig Calkins nominations are made by Members, limit 2 per Member business

January 18: Board Elections take place at the business meeting

January 18: Onsite business meeting: Café Wisteria, Menlo Park

February 8: Board meeting with newly elected Board members and existing Board members; select

Officers, retreat date, confirm Board meeting dates calendar

February 29: Anniversary Meeting, Café Wisteria, Menlo Park

March 1: New Board Members assume roles

March 21: Getting to Know You, hosted by Leads Committee

March 28: No PEA Meeting, holiday week

April 4: Board Classification Talk

April 11: Committee Meetings, Café Wisteria, Menlo Park

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

The full action item list is attached as a separate page.

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

- **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)

- Feedback from First Thursday meeting, January 4, 2024

ADJOURN 9:45 AM

NEXT BOARD MEETING: February 8, 2024 @ 8:35 AM on Zoom

Attendance and Participation ~ DECEMBER 2023

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guests
12/7/2023	49	7	24	21	48	40	0
12/14/2023	49	17	16	17	45	42	0
11/16/2023	49	0	0	0	0	0	0
11/23/2023	49	0	0	0	0	0	0
TOTALS	49	24	49	37	83	72	9

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
Dec 2023	49	24	40	20	38	19	93	47	41
Nov 2023	49	55	114	29	120	30	297	74	44
Oct 2023	49	74	105	26	141	35	229	57	40
Sep 2023	50	90	101	25	126	32	340	85	42
Aug 2023	50	81	97	24	106	27	250	63	42
July 2023	50	82	78	20	75	19	301	75	41
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Feb 2023	48	28	53	13	73	18	219	55	45
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May 2022	46	50	46	14	30	10	120	39	39
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Mar 2022	46	132	124	25	98	20	199	40	43
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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

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 J.Maystrik, this year's Selection Committee Chair. The Committee is discussing this request and J.Maystrik will be contacting the Selection Committee eligible members to set up a meeting at 8:35 a.m. on November 16, 2023, onsite at Café Wisteria to go through all the dates with the Committee and how the Committee operates currently. A.Roberts will send the current policy to the Board. A.Roberts will send the sample emails for the current process to J.Maystrik. J.Maystrik has agreed to be this year's Selection Committee Chair.

PENDING.

12/07/2023: This is on the radar of the Committee. J.Maystrik will be holding a first meeting of the Selection Committee on December 14, 2023, immediately following the PEA meeting at Café Wisteria.

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 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.

12/07/2023: The PR Committee is still figuring out their focus for social media. Angel Nguyen set up an

Instagram page for PEA in October and spent time at the Committee meeting sharing about Instagram and posting PEA member photos, etc., there and having that as our public-facing platform, since Facebook cannot be converted to public. They are also working on collecting information about our members and which platforms they post to and are active on. Tom Upton, Photographer, also agreed to do a paid class that is condensed training for using iPhone for social media. More information will be coming from the Committee on the class. The Board also recommended that A.Nguyen do a talk to PEA at a business meeting, showing how easy it is to post and follow on Instagram—an instructive program.

A.Pyle also suggested that when PEA posts to Instagram that we also post to Facebook at the same time to help keep both pages active.

The Board requested that these additional Instagram tasks be on the Action Item list for tracking by the Board.

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. 10/19/2023: N.Coogler and the Committee are looking at all the categories and thinking through the best way to separate our members into categories.**

12/07/2023: Pending: N.Coogler shared that David Gaskill had some interesting ideas for Power Partners and how to determine the categories, which the Committee is reviewing. One idea is for Leads Committee to host a panel event instead of the Getting to Know You activity and have the panelists instead. The panelists would all be in some related industry, for instance healthcare or senior care, and they can talk about how they work together to bring leads to each other and promote each other's businesses. A.Roberts also mentioned that Zoom has a "pick your own room" capability that could be used in reverse engineering what groups members personally feel they fall in or would like to be a part of. We would name the rooms whatever the Committee determines and leave the option of members choosing their own room available through Zoom, instead of assigning them to particular rooms. N.Coogler will explore these options with the Committee and advise the Board of the recommendation.

4. **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. N.Coogler and Melanie Bailey went through the existing survey data that we have for the last several surveys. They feel that all of the data is interrelated, such as if a member wants to meet onsite at a location then what is the amount of money they are willing to pay to do that. It was determined that during the Strategic Planning Session the board will develop different scenarios and have the members rank them.
PENDING.

12/07/2023: The Board determined that this project be on hold until January 2024 with the holidays and lots of other PEA activities going on right now.

5. **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.**

11/09/2023: JB Bell, Membership Committee Chair, has this as a pending item. Currently, the Membership Committee is working on the recruitment campaign going on through fiscal year-end February 29, 2024.

Emeritus and honorary status would be affected by this if previous memberships are bridged and included in the calculation of the actual total years accumulated between the multiple memberships for eligibility. K.Wray will share with JB Bell and the Membership Committee that this is a consideration as the Committee develops a recommendation for the Board to consider.

6. The pocket-sized roster idea was abandoned by the Board. The Board previously discussed a virtual contact file (VCF) as the alternative, which was later abandoned. **M.Aronson offered a page on the website such as leads.executives.org where a member can easily give a lead to another member in a digital format. The idea is to make the giving of leads as easy as possible for members to do. PENDING.**

12/07/2023: PENDING: M.Aronson will do a mocked-up page of how it would look to have a directory or some type of spreadsheet that provides Member contact information easily on an iPhone, and a place to easily give a lead to a PEA member as a part of the page. This would be another option for reporting leads without having to look up a member individually in the directory on the PEA website to get the information.

7. **ACTION:** The Board requests that the Finance Committee
 - 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

A.Pyle is not in favor of a monthly funds transfer of money from savings to checking to cover annual costs and that PEA should be aware of its total amount of assets, regardless of how it is divided between checking or savings accounts. J.Maystrik, a Past President of PEA, shared that the previous monthly transfer of \$200 from checking to savings to form an emergency fund for the organization was at his suggesting when he was the President at the time. PEA was in a serious financial state with fear of closure due to running out of funds. It took time to recover and J.Maystrik formed the account with the Board's approval at the time to be sure that there is always a reserve fund for PEA. It was suggested that this be a topic at the strategic planning session on October 23, 2023, to develop a process for a savings account, amount of money, use of funds. **PENDING.**

12/07/2023: PENDING: A.Pyle and the Board agreed by consensus that item B. above is the only remaining task for the Finance Committee to develop a recommendation for the Board for. The other two will be dropped from the list. All agreed that this is not critical and a top priority but is something that the Committee should discuss and work on.

8. **ACTION:** The Board requested A.Roberts send an email to the Membership Chair regarding new members paying 3 months of membership dues with the initiation fee, rather than initiation fee and one month since PEA is paying dues monthly as of December 1, 2023. After that, the Finance Committee should review the income, too, and determine how the change will affect next year's budget.
9. **ACTION:** The Board asked that a guide be put together for the most cost-effective way to process payments made by Members to PEA. N.Coogler and A.Roberts will work on this flyer.

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Board Meeting Notes

December 7, 2023

Present

John King
Karen Wray
Fella Benyammi
Adam Pyle
Judy Johnson

Michael Aronson
Neal Coogler

Also Present

Angi Roberts
Mike Feller

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

Welcome ~ John King, President

The meeting of the Board was called to order at 8:35 a.m. John King, president, presiding. A quorum is present for this meeting.

GUEST AGENDA ITEMS

The Membership Committee has submitted a proposal for recruiting new members through February 2024. Motion to approve the proposal J.Johnson, second M.Aronson; motion passes unanimously as it was amended to include exceptions and boundaries for participants. The Board discussed in detail the proposal from the Membership Committee for a recruitment incentive program running from now until February 29, 2024. Amendments to original motion:

- Not offered to JB or Judy because of just being a part of the holiday party.
- Katie Cooney and Irene French would also not be eligible since they were introduced to PEA through a different promotional program.
- Not be applicable to other committees as far as the dues forgiveness promotion. The Board has the authority to refuse other Committees to use this as the incentive for any promotions they may wish to introduce to the Board for approval.
- Sponsor must be in good standing financially with PEA and current on all invoices.
- Sponsor must have been a member of PEA for at least 3 months in order to participate in this program.
- Sponsor may opt out of forgiveness of dues and continue to make their regular monthly dues payments to PEA if they choose to do so.

Please see below description of the program, as edited by the Board from the original document received from Membership.

TO: PEA Membership Committee

FROM: PEA Board of Directors

December 7, 2023

Subject: Final Details approved by the Board re: Proposal to Honor Members with One Month Free of Dues (\$120) Who Recruit Viable Prospects Who Become Members between December 14, 2023 to February 29, 2024.

Proposal Summary

The PEA Membership Committee proposes that PEA implement an incentive program to recognize members who successfully recruit new members with one month's forgiveness of dues (estimated value \$120).

Program Details

1. **Time Period:** The recruitment incentive program will run between December 14, 2023, to February 29, 2024.
2. **Eligibility:** To be eligible for the incentive, the Sponsoring Member must successfully screen prospective candidate(s) for viability and submit an application to the Membership Committee and Executive Director of PEA + the candidate must go through the interview process with the result that the applicant becomes an active, dues-paying PEA member.
 - a. No other Committees are eligible for any similar program of forgiveness of dues.
 - b. The Sponsoring Member must be in good standing as far as dues or other outstanding payments owed to PEA and may not use this reward to pay any past dues or invoices already billed.
 - c. The Sponsoring Member must have been a member of PEA for at least 3 months in order to be eligible to participate in this program.
 - d. The new prospective Member will be billed the initiation fee and 3 months of dues (one quarter) upon joining the Association in order to show their commitment to the organization. This first invoice must be paid in full by the prospective Member before any reward will be given to the Sponsoring Member.
3. **Recognition:** Members who meet the recruitment target will receive one month's forgiveness of dues. If a current member successfully recruits more than one new member, an additional month of dues will be forgiven, up to a maximum of three (3) months within the same fiscal year.
 - a. The Sponsoring Member may choose to opt out of any forgiveness of dues and continue to pay their dues invoices as rendered by PEA.
4. **Communication:** During the recruitment incentive period, the Membership Committee will promote and remind members during each weekly Membership Committee Report to actively recruit qualified new members to join PEA. The Membership Committee shall continue to actively work with PR and Executive Director to formally announce this incentive program to all our members through various channels, including email newsletters, social media, and our website, as appropriate.
5. **Monitoring and Validation:** The Membership Committee shall keep track of recruited members, verify eligibility of sponsoring member, and provide a list of those sponsoring members eligible for the forgiveness to the Board for approval prior to crediting the month's dues.

6. **Dues Forgiveness:** Sponsoring Members who meet the criteria will be promptly notified after Board approval, and Executive Director shall adjust their dues invoice accordingly.

Benefits

- **Increased Membership:** This program will stimulate member engagement and boost our recruitment efforts, leading to a stronger and more diverse membership base.
- **Recognition and Appreciation:** This program demonstrates our gratitude and acknowledges the thoughtful work of our dedicated members.
- **Sustained Engagement:** By involving members in recruitment in this way, we encourage ongoing involvement and commitment to our organization's mission.

Budget Considerations

This will reduce revenue in the short term, depending on how popular the program is, that will result in a substantial revenue increase in the long term with 6 new members (application fees + new member dues, as illustrated below)!

Investment Assumptions		
6 new members' dues income for one-year plus initiation fee:		\$9,390.00
Initiation fee 6 new members @ \$125 ea.	\$ 750.00	
Dues payments 6 new members X 12 months (\$1,440 per year per member)	\$8,640.00	
Dues forgiveness of \$120/each x 6 current members		(\$ 720.00)
Net potential income from 6 new members	\$8,670.00	

ACTION: The Board requested A.Roberts send an email to the Membership Chair regarding new members paying 3 months of membership dues with the initiation fee, rather than initiation fee and one month since PEA is paying dues monthly as of December 1, 2023. After that, the Finance Committee should review the income, too, and determine how the change will affect next year's budget.

Member Mike Feller, CarGuyMike/Innovative Leasing was in attendance at the Board meeting today and was looking at the money collected for the brunch and the credit card charges are high to him. Based on seeing that amount for one event, M.Feller estimates that PEA would spend \$2500 in bank fees for credit card charges. M.Feller is going to send checks again for that reason. M.Feller recommended sharing with the full PEA membership about the costs of using a credit card versus check payments, including the administrative costs for each one.

ACTION: The Board asked that a guide be put together for the most cost-effective way to process payments made by Members to PEA. N.Coogler and A.Roberts will work on this flyer.

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

- October 2023 Board Meeting Notes; 3 sets of minutes
 - October 19
 - October 23
 - October 26
- November 2023 Board Meeting Notes: November 9, 2023
- Participation and Attendance through November 30, 2023
- Financial Statements through November 30, 2023 attached and set to the Board on December 4, 2023

Accounts Receivable Update

The last billing round for membership dues was sent out on September 1, 2023. The Board set the amount of the invoices to be \$350.00 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. One member paid a partial amount that was approved by John King, per Board agreement that pandemic relief will continue on a case-by-case basis.

- **Total A/R for Association membership dues outstanding for March 1, 2023, invoices total \$190.00, and is 1 member invoices. See attached A/R report.**
- **Total A/R for Association membership dues outstanding for June 1, 2023, invoices total \$600.00, and is 2 member invoices.**
 - One member missed the June \$300 invoice but paid September invoice and has been sent a reminder for the \$300 invoice.
- **Total A/R for Association membership dues outstanding for September 1, 2023, invoices total \$1,050.00, and is 3 member invoices.**
 - All are expected to pay and have been sent reminders.
 - One member has a \$80 credit on file for overpayment of September dues invoice.

On December 1, monthly invoicing for \$120 per month (\$360/quarterly) began for membership dues. As of December 4, 2023, about half of the members have already paid online through QuickBooks. Outstanding is \$4,080.00.

Through November 30, 2023, PEA is showing a PROFIT of \$3,331.48, which is expected to be reduced with monthly breakfast fees incurred.

The tax documents have been completed by the CPA and will be mailed by the December 15, 2023 due date. We should end the current fiscal year with a small loss or a small enough profit that estimated federal income taxes would not be required for the next fiscal year, 2024-2025, as the balance forwarded from the 2022-2023 fiscal year should cover the income taxes for 2023-2024.

2. **CONSENT AGENDA: Membership update**

We currently have 49 active members as of November 30, 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:

December 9, 2023 Annual Holiday Party @ Palo Alto Hills Golf & Country Club

December 14, 2023 Annual Live Auction; **Onsite Meeting; Café Wisteria**

December 21 & 28 No PEA

Financials and participation pulled off consent agenda.

J.Johnson moved to approve remaining consent agenda items with a second from M.Aronson. Motion passed unanimously.

Participation numbers need to be corrected. Motion to approve those figures after the changes are made by K. Wray, with a second from M.Aronson. Motion passed unanimously.

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

The full action item list is below.

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

Updates from Other Committees: as needed if there are any who require Board assistance with anything

No matters were brought to the Board other than those already discussed.

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

No new business was presented to the Board.

A motion to adjourn was made by F.Benyammi, with a second from J.Johnson.

ADJOURNED 9:28 AM

NEXT BOARD MEETING: January 11, 2024 @ 8:35 AM on Zoom

Attendance and Participation ~ NOVEMBER 2023 (updated 12/8/2023)

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guests
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11/9/2023	49	4	25	29	80	47	0
11/16/2023	49	32	43	53	113	36	2
11/23/2023	49	0	0	0	0	0	0
11/30/2023	49	36	28	22	79	47	0
TOTALS	49	91	142	142	376	174	2

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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

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 J.Maystrik, this year's Selection Committee Chair. The Committee is discussing this request and J.Maystrik will be contacting the Selection Committee eligible members to set up a meeting at 8:35 a.m. on November 16, 2023, onsite at Café Wisteria to go through all the dates with the Committee and how the Committee operates currently. A.Roberts will send the current policy to the Board. A.Roberts will send the sample emails for the current process to J.Maystrik. J.Maystrik has agreed to be this year's Selection Committee Chair.

PENDING.

12/07/2023: This is on the radar of the Committee. J.Maystrik will be holding a first meeting of the Selection Committee on December 14, 2023, immediately following the PEA meeting at Café Wisteria.

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 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.

12/07/2023: The PR Committee is still figuring out their focus for social media. Angel Nguyen set up an

Instagram page for PEA in October and spent time at the Committee meeting sharing about Instagram and posting PEA member photos, etc., there and having that as our public-facing platform, since Facebook cannot be converted to public. They are also working on collecting information about our members and which platforms they post to and are active on. Tom Upton, Photographer, also agreed to do a paid class that is condensed training for using iPhone for social media. More information will be coming from the Committee on the class. The Board also recommended that A.Nguyen do a talk to PEA at a business meeting, showing how easy it is to post and follow on Instagram—an instructive program.

A.Pyle also suggested that when PEA posts to Instagram that we also post to Facebook at the same time to help keep both pages active.

The Board requested that these additional Instagram tasks be on the Action Item list for tracking by the Board.

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. 10/19/2023: N.Coogler and the Committee are looking at all the categories and thinking through the best way to separate our members into categories.**

12/07/2023: Pending: N.Coogler shared that David Gaskill had some interesting ideas for Power Partners and how to determine the categories, which the Committee is reviewing. One idea is for Leads Committee to host a panel event instead of the Getting to Know You activity and have the panelists instead. The panelists would all be in some related industry, for instance healthcare or senior care, and they can talk about how they work together to bring leads to each other and promote each other's businesses. A.Roberts also mentioned that Zoom has a "pick your own room" capability that could be used in reverse engineering what groups members personally feel they fall in or would like to be a part of. We would name the rooms whatever the Committee determines and leave the option of members choosing their own room available through Zoom, instead of assigning them to particular rooms. N.Coogler will explore these options with the Committee and advise the Board of the recommendation.

4. **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. N.Coogler and Melanie Bailey went through the existing survey data that we have for the last several surveys. They feel that all of the data is interrelated, such as if a member wants to meet onsite at a location then what is the amount of money they are willing to pay to do that. It was determined that during the Strategic Planning Session the board will develop different scenarios and have the members rank them.
PENDING.

12/07/2023: The Board determined that this project be on hold until January 2024 with the holidays and lots of other PEA activities going on right now.

5. **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.**

11/09/2023: JB Bell, Membership Committee Chair, has this as a pending item. Currently, the Membership Committee is working on the recruitment campaign going on through fiscal year-end February 29, 2024.

Emeritus and honorary status would be affected by this if previous memberships are bridged and included in the calculation of the actual total years accumulated between the multiple memberships for eligibility. K.Wray will share with JB Bell and the Membership Committee that this is a consideration as the Committee develops a recommendation for the Board to consider.

6. The pocket-sized roster idea was abandoned by the Board. The Board previously discussed a virtual contact file (VCF) as the alternative, which was later abandoned. **M.Aronson offered a page on the website such as leads.executives.org where a member can easily give a lead to another member in a digital format. The idea is to make the giving of leads as easy as possible for members to do. PENDING.**

12/07/2023: PENDING: M.Aronson will do a mocked-up page of how it would look to have a directory or some type of spreadsheet that provides Member contact information easily on an iPhone, and a place to easily give a lead to a PEA member as a part of the page. This would be another option for reporting leads without having to look up a member individually in the directory on the PEA website to get the information.

7. **ACTION:** The Board requests that the Finance Committee
 - 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

A.Pyle is not in favor of a monthly funds transfer of money from savings to checking to cover annual costs and that PEA should be aware of its total amount of assets, regardless of how it is divided between checking or savings accounts. J.Maystrik, a Past President of PEA, shared that the previous monthly transfer of \$200 from checking to savings to form an emergency fund for the organization was at his suggesting when he was the President at the time. PEA was in a serious financial state with fear of closure due to running out of funds. It took time to recover and J.Maystrik formed the account with the Board's approval at the time to be sure that there is always a reserve fund for PEA. It was suggested that this be a topic at the strategic planning session on October 23, 2023, to develop a process for a savings account, amount of money, use of funds. **PENDING.**

12/07/2023: PENDING: A.Pyle and the Board agreed by consensus that item B. above is the only remaining task for the Finance Committee to develop a recommendation for the Board for. The other two will be dropped from the list. All agreed that this is not critical and a top priority but is something that the Committee should discuss and work on.

8. **ACTION:** The Board requested A.Roberts send an email to the Membership Chair regarding new members paying 3 months of membership dues with the initiation fee, rather than initiation fee and one month since PEA is paying dues monthly as of December 1, 2023. After that, the Finance Committee should review the income, too, and determine how the change will affect next year's budget.
9. **ACTION:** The Board asked that a guide be put together for the most cost-effective way to process payments made by Members to PEA. N.Coogler and A.Roberts will work on this flyer.

Peninsula Executives Association

A/R Aging Summary

As of December 31, 2023

	CURRENT	1 - 30	31 - 60	61 - 90	91 - 120	121 - 150	151 AND OVER	TOTAL
All About Business Services		-120.00						\$ -120.00
Arboreal Company	120.00							\$120.00
Arranged4Comfort	120.00							\$120.00
California Business Opportunities	120.00				350.00		490.00	\$960.00
Car Guy Mike / Innovative Sales and Leasing	120.00							\$120.00
Come Travel Today	-120.00							\$ -120.00
D.B. Gaskill Advertising Specialties	120.00				350.00			\$470.00
Engage Solar	120.00							\$120.00
Events, Etc...	120.00							\$120.00
First Republic Bank	120.00							\$120.00
Gleim the Jeweler	120.00							\$120.00
Helming's Auto Repair		-240.00						\$ -240.00
Hoge Fenton	120.00							\$120.00
IVMA Home Improvement	120.00							\$120.00
Lane Cleaning Services	120.00				350.00			\$470.00
NetWork Focus	120.00						300.00	\$420.00
New York Life Insurance Company	120.00							\$120.00
Prostone Services	120.00							\$120.00
State Farm Agency	120.00							\$120.00
Team Signings	120.00							\$120.00
The Integrated Lifestyle	120.00							\$120.00
TheKey	120.00							\$120.00
TOMSTUDIO	120.00							\$120.00
Unexpected Treasures					-80.00			\$ -80.00
TOTAL	\$2,280.00	\$ -360.00	\$0.00	\$0.00	\$970.00	\$0.00	\$790.00	\$3,680.00

Peninsula Executives Association

Balance Sheet

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
First Rep checking 0353	9,811.49
First Rep savings 7458	14,746.92
PayPal Bank	-8.00
Total Bank Accounts	\$24,550.41
Other Current Assets	
Undeposited Funds	-560.00
Total Other Current Assets	\$ -560.00
Total Current Assets	\$23,990.41
TOTAL ASSETS	\$23,990.41
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Pre Paid Dues - Pro Staff	1,500.00
Total Other Current Liabilities	\$1,500.00
Total Current Liabilities	\$1,500.00
Total Liabilities	\$1,500.00
Equity	
Retained Earnings	19,928.92
Net Income	2,561.49
Total Equity	\$22,490.41
TOTAL LIABILITIES AND EQUITY	\$23,990.41

Peninsula Executives Association

Profit and Loss

March - December, 2023

	TOTAL
Income	
Contributions income	1,435.00
Dues	
1st Quarter Dues	9,126.83
2nd Quarter Dues	14,373.28
3rd Quarter Dues	16,100.00
Dues owed prev fiscal yr pd now	380.00
Guest breakfast fees	250.00
Monthly Dues Income	5,480.00
Total Dues	45,710.11
Initiation Fees	250.00
Outings - income	
Golf Tournament	2,390.00
Holiday Dinner	5,620.00
Networking	650.00
Picnic	200.00
Total Outings - income	8,860.00
Pandemic Discount	-540.00
Services	50.00
Unapplied Cash Payment Income	490.00
Total Income	\$56,255.11
GROSS PROFIT	\$56,255.11
Expenses	
Anniversary celebration	1,156.28
Board retreat	90.72
Breakfasts	12,979.56
Contract Services	26,870.00
Insurance	1,378.00
Meeting Expense (Zoom, etc.)	-32.32
Outings - expense	
Golf Tournament	2,282.19
Holiday Dinner	5,418.21
Networking	543.08
Picnic	286.94
Total Outings - expense	8,530.42
Postage	184.63
QBO-PayPal Transaction Fees	600.48
QuickBooksOnline User Fees	360.00
Tax	
State & Fed filing fee	30.00
Total Tax	30.00

Peninsula Executives Association

Profit and Loss

March - December, 2023

	TOTAL
Tax Prep	950.00
Web site related expenses	
Software subscriptions	8.00
Web hosting	149.48
Web Site - Domain Name	17.99
Website Security Software	89.00
Total Web site related expenses	264.47
Write-offs/bad debt/returns	490.00
Total Expenses	\$53,852.24
NET OPERATING INCOME	\$2,402.87
Other Income	
Interest Income	158.62
Total Other Income	\$158.62
NET OTHER INCOME	\$158.62
NET INCOME	\$2,561.49

Peninsula Executives Association

Profit and Loss Comparison

March - December, 2023

	TOTAL			
	MAR - DEC, 2023	MAR - DEC, 2022 (PY)	CHANGE	% CHANGE
Income				
Contributions income	1,435.00	655.00	780.00	119.08 %
Dues				
1st Quarter Dues	9,126.83	8,969.00	157.83	1.76 %
2nd Quarter Dues	14,373.28	9,285.00	5,088.28	54.80 %
3rd Quarter Dues	16,100.00	8,842.00	7,258.00	82.09 %
4th Quarter Dues	0.00	6,625.00	-6,625.00	-100.00 %
Dues owed prev fiscal yr pd now	380.00	190.00	190.00	100.00 %
Guest breakfast fees	250.00		250.00	
Monthly Dues Income	5,480.00		5,480.00	
Total Dues	45,710.11	33,911.00	11,799.11	34.79 %
Initiation Fees	250.00	500.00	-250.00	-50.00 %
Outings - income				
Golf Tournament	2,390.00		2,390.00	
Holiday Dinner	5,620.00	3,520.35	2,099.65	59.64 %
Networking	650.00		650.00	
Picnic	200.00	175.00	25.00	14.29 %
Total Outings - income	8,860.00	3,695.35	5,164.65	139.76 %
Pandemic Discount	-540.00	-1,230.00	690.00	56.10 %
Services	50.00	2,550.00	-2,500.00	-98.04 %
Unapplied Cash Payment Income	490.00	180.00	310.00	172.22 %
Total Income	\$56,255.11	\$40,261.35	\$15,993.76	39.72 %
GROSS PROFIT	\$56,255.11	\$40,261.35	\$15,993.76	39.72 %
Expenses				
Anniversary celebration	1,156.28	525.21	631.07	120.16 %
Board retreat	90.72	600.00	-509.28	-84.88 %
Breakfasts	12,979.56		12,979.56	
Contract Services	26,870.00	26,354.00	516.00	1.96 %
Gratuity		500.00	-500.00	-100.00 %
Insurance	1,378.00	276.00	1,102.00	399.28 %
Legal Fees		1,525.00	-1,525.00	-100.00 %
Meeting Expense (Zoom, etc.)	-32.32		-32.32	
Outings - expense				
Golf Tournament	2,282.19		2,282.19	
Holiday Dinner	5,418.21	5,275.00	143.21	2.71 %
Networking	543.08		543.08	
Picnic	286.94	412.44	-125.50	-30.43 %
Total Outings - expense	8,530.42	5,687.44	2,842.98	49.99 %
Postage	184.63	481.96	-297.33	-61.69 %
QBO-PayPal Transaction Fees	600.48	305.61	294.87	96.49 %

Peninsula Executives Association

Profit and Loss Comparison

March - December, 2023

	TOTAL			
	MAR - DEC, 2023	MAR - DEC, 2022 (PY)	CHANGE	% CHANGE
QuickBooksOnline User Fees	360.00	380.00	-20.00	-5.26 %
Square Fees		53.95	-53.95	-100.00 %
Tax				
State & Fed filing fee	30.00		30.00	
Total Tax	30.00		30.00	
Tax Prep	950.00	950.00	0.00	0.00 %
Web site related expenses				
Software subscriptions	8.00		8.00	
Web hosting	149.48	144.68	4.80	3.32 %
Web Site - Domain Name	17.99	15.99	2.00	12.51 %
Website Security Software	89.00	51.00	38.00	74.51 %
Total Web site related expenses	264.47	211.67	52.80	24.94 %
Write-offs/bad debt/returns	490.00		490.00	
Total Expenses	\$53,852.24	\$37,850.84	\$16,001.40	42.27 %
NET OPERATING INCOME	\$2,402.87	\$2,410.51	\$ -7.64	-0.32 %
Other Income				
Interest Income	158.62	78.45	80.17	102.19 %
Total Other Income	\$158.62	\$78.45	\$80.17	102.19 %
NET OTHER INCOME	\$158.62	\$78.45	\$80.17	102.19 %
NET INCOME	\$2,561.49	\$2,488.96	\$72.53	2.91 %