

Peninsula Executives Association

PO Box 36255, San Jose, CA 95158

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



Board Meeting Agenda

November 9, 2023

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)

- October 2023 Board Meeting Notes; 3 sets of minutes
 - October 19
 - October 23
 - October 26

- Participation and Attendance through October 31, 2023
- Financial Statements through October 31, 2023 Report

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.**
 - One member is planning to make up previously discounted invoice amounts, and that check for \$190 should be coming soon.
- **Total A/R for Association membership dues outstanding for June 1, 2023, invoices total \$600.00, and is 2 member invoices.**
 - One outstanding member who is outstanding expects to pay this \$300 invoice when he is paid by one of his clients. This amount will be carried forward until the member pays the outstanding balance in full.
 - 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 \$2,100.00, and is 6 member invoices.**
 - One outstanding member who is outstanding expects to pay this \$350 invoice when he is paid by one of his clients. This amount will be carried forward until the member pays the outstanding balance in full.
 - \$200 outstanding from Hassett Hardware on report is for the holiday party sponsorship.

- Remaining 3 members are expected to pay and have been sent reminders.
- One member has a \$300 credit on file for overpayment of September dues invoice.

Through October 31, 2023, PEA is showing a PROFIT of \$3,450.18, which is expected to be reduced with monthly breakfast fees are incurred. We should end the fiscal year with a small loss or a small enough profit that estimated taxes would not be required for the next fiscal year, 2024-2025.

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

We currently have 49 active members as of October 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:

November 16, 2023 **Onsite Meeting; Café Wisteria**

November 23, 2023 No PEA

December 7, 2023 **NEW DATE:** PEA Board Meeting @ 8:35 a.m.

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

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

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.

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)

-

ADJOURN 9:45 AM

NEXT BOARD MEETING: December 7, 2023 @ 8:35 AM on Zoom

Attendance and Participation ~ OCTOBER 2023

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guests
10/5/2023	49	9	12	17	80	39	0
10/12/2023	49	12	25	32	43	35	0
10/19/2023	49	12	38	66	41	45	3
10/26/2023	49	41	30	26	65	40	2
TOTALS	49	74	105	141	229	159	5

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
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
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

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 as of 11/9/2023.

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 as of 11/9/2023.

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.**

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—to be discussed at Strategic Planning Session October 23, 2023.

5. **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 2023-2024. **PENDING. Due to scheduling issues, this committee has not been able to meet.**

6. **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.**
7. 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.**

8. **ACTION:** The Board requests that the Finance Committee
- Review, discuss, and recommend a savings transfer policy
 - 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
 - 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: discuss at 10/23/2023 Strategic Planning Session.**

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Board Meeting Notes

October 19, 2023

Board Members Present

John King, President
Judy Johnson, Past President
Fella Benyammi, Co-vice President
Neal Coogler, Co-vice President
Adam Pyle, Secretary-Treasurer
Michael Aronson
Karen Wray

Absent

None

Also Present

Angi Roberts, PEA Executive Director
Kristen Chew
Susan Hannah
Jon Maystrik
Maria Martinez Perez
Konrad Thaler

Call to Order 8:34 a.m. ~ on Zoom

Welcome ~ John King, President

Roll call and welcome of guests present today for the First Thursday group visit to the Board meeting.

GUEST AGENDA ITEMS

First Thursday participants attended the Board meeting this month. These are members who have been with the organization for 3 years or less primarily, however, any member who would like a refresher may also attend First Thursday sessions.

CONSENT AGENDA ITEMS

1. CONSENT AGENDA: Minutes and Attendance

- September 2023 Board Meeting Notes
- Participation and Attendance through September 2023

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 \$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 for \$190 should be coming soon.
- Amount of \$190 has been billed to one member in arrears; no payment is expected on this invoice as the member has not communicated with anyone for over six months. This amount of \$190 will be written off as a bad debt, and this member will be marked as leaving the organization in “bad standing.”
- **Total A/R for Association membership dues outstanding for June 1, 2023, invoices total \$900.00, and is 4 member invoices.**
 - One outstanding member who is outstanding expects to pay this \$300 invoice when he is paid by one of his clients. This amount will be carried forward until the member pays the outstanding balance in full.
 - Amount of \$300 has been billed to one member in arrears; no payment is expected on this invoice as the member has not communicated with anyone for over six months. This amount of \$300 will be written off as a bad debt, and this member will be marked as leaving the organization in “bad standing.”
 - All the remaining members are expected to pay: one member missed the June \$300 invoice but paid September invoice and has been sent a reminder for the \$300 invoice; another outstanding member has been sent reminder for \$300 invoice outstanding.
- **Total A/R for Association membership dues outstanding for September 1, 2023, invoices total \$4,550.00, and is 13 member invoices.**
 - One outstanding member who is outstanding expects to pay this \$350 invoice when he is paid by one of his clients. This amount will be carried forward until the member pays the outstanding balance in full.
 - All the remaining members are expected to pay and have been sent reminders.
 - One member has a \$300 credit on file for overpayment of September dues invoice.
 - **Note:** First Republic Bank is prepaying quarters during the transition period to JPMorganChase, so the outstanding dues of \$350 is really not due yet since it is for fourth quarter (Dec-Feb).

Through September 30, 2023, PEA is showing a PROFIT of \$4,660.84, which is expected to be reduced with monthly breakfast fees incurred. We should end the fiscal year with a small loss or a small enough profit that estimated taxes would not be required for the next fiscal year, 2024-2025.

2. *CONSENT AGENDA: Membership update*

We currently have 49 active members as of September 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:

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 **Onsite Meeting; Café Wisteria**

November 23, 2023 No PEA

December 9, 2023 Annual Holiday Party @ Palo Alto Golf & Country Club
December 14, 2023 Annual Live Auction; **Onsite Meeting; Café Wisteria**
December 21 & 28 No PEA

A.Pyle shared that the Finance Committee assumptions will hold through the end of this fiscal year, and we will end the year at close to break-even. They are not recommending any changes from the \$350 quarterly for dues amount through the end of this fiscal year, with one meeting monthly being onsite and three being on zoom.

Motion to approve the consent agenda was made by J.Johnson, with a second from K.Wray. Motion passed unanimously.

REVIEW OF ACTION ITEMS LIST ATTACHED

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

DISCUSSION ITEMS

- **Board Request: Leave of Absence Larry Hassett**

- Larry is having a surgery and will need time away from PEA for the surgery and recovery period.

Motion to accept the Leave of Absence form from Larry Hassett made by N.Coogler, with a second from M.Aronson. Motion passes unanimously.

- **Membership Committee Form Updates:** for review and approval by the Board

Also, besides a brief bio within this Questionnaire (Business Profile, Item #7), the Membership and PR Committee discussed that part of De-greening might include a video summary of each business.

Motion from J.Johnson to accept the changes recommended by the Membership Committee as submitted. K.Wray submitted a second and the motion passed unanimously.

- **Board Strategic Planning Meeting:** Monday, October 23, 2023, 4-6pm, John King's Keller Williams office: 505 Hamilton Avenue, Palo Alto. A.Roberts will bring a tray of cheeses/meats for a snack and J.King will supply water/soda.

The Board will discuss beyond February 29, 2024, as that is the last onsite meeting date confirmed for Café Wisteria.

There will also be an executive session for the Board to discuss the current contract for the Association Office and the expiration date of October 31, 2023. A renewal contract has been submitted to the Board by The Association Office previously. It includes a monthly fee of \$2,727.00. The contract is attached to these notes. This is the last year that The Association Office will be working with PEA providing association management services due to some changes within The Association Office operations. A.Roberts stated that in the spirit of finding a suitable replacement, PEA may terminate this contract with 30-days' notice should another association management company or candidate be selected prior to October 31, 2024, the expiration of the contract submitted to the Board for approval.

- **Updates from Other Committees:** No Board Liaisons brought up any issues within their Committees.

NEW BUSINESS

None presented.

ADJOURN 9:28 AM

NEXT BOARD MEETING: November 9 , 2023 @ 8:35 AM on Zoom

Attendance and Participation ~ SEPTEMBER 2023

Date	# Members	Ongoing	Direct	Referral	Internet	Attended	Guests
9/7/2023	50	12	16	18	106	40	0
9/14/2023	50	7	22	16	93	44	1
9/21/2023	50	31	39	65	84	39	1
9/28/2023	50	40	24	27	57	39	1
TOTALS	50	90	101	126	340	162	3

Month	# Members	Ongoing	Direct	Avg per week	Referrals	Avg per week	Internet	Avg per week	Attendance avg per week
Sep 2023	50	90	101	25	126	32	340	85	42
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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

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 as of 10/19/2023.

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.)

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"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 as of 10/19/2023.

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.**

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—to be discussed at Strategic Planning Session October 23, 2023.
5. **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 2023-2024. **PENDING. Due to scheduling issues, this committee has not been able to meet.**
6. **ACTION:** A.Roberts brought up the question that was posed at a meeting 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. It was suggested that each member qualify the ONGOING leads themselves, so that it is clear to the other members how to be reporting leads to them. For instance, if a member bought a chair from another member, it is not an ongoing lead every time it is sat in—it is simply a direct lead one time. This matter will be removed from the Board's action item list as we will do this at a PEA regular business meeting. DONE.**
7. **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. This matter will be removed from the Board action item list and will be handled offline.
8. **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 a barrier to leads reporting; and any other questions that the Committee may develop in their review. **DONE. The Board is satisfied with the 4 types of leads we already track that are given from one member to another.**
9. **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.**
10. 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.**

11. **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: discuss at 10/19/2023 Strategic Planning Session.**

Peninsula Executives Association

PO Box 36255, San Jose, CA 95158

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



Board Strategic Planning Meeting Notes

October 23, 2023

Board Members Present

John King, President
Judy Johnson, Past President
Fella Benyammi, Co-vice President
Neal Coogler, Co-vice President
Adam Pyle, Secretary-Treasurer
Michael Aronson
Karen Wray

Absent

None

Also Present

Angi Roberts, PEA Executive Director

Call to Order 8:34 a.m. ~ on Zoom

Welcome ~ John King, President, presiding

Roll call and welcome to strategic planning session.

Board Strategic Planning Meeting: Discussion Items

Determine Calendar beyond February 29, 2024, as that is the last onsite meeting date confirmed for Café Wisteria. This includes dates onsite/on zoom, location, meeting format.

The Board discussed this at length. F.Benyammi moved to continue with 3 meetings on Zoom and 1 meeting at Café Wisteria through February 28, 2025, on the second Thursday of each month, except for February 2025, which will be February 27, 2027. A second was provided by Judy Johnson and the motion passed unanimously. Dates will be confirmed by A.Roberts for Café Wisteria.

- March 14, 2024
- April 11, 2024
- May 9, 2024
- June 13, 2024
- July 11, 2024
- August 8, 2024
- September 12, 2024
- October 10, 2024
- November 14, 2024
- December 12, 2024
- January 9, 2025
- February 27, 2025

Member Survey: 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. N.Coogler took notes of all of the different scenarios that the Board mentioned during this discussion and will work with M.Bailey to develop the questions for Board review.

Finance Committee / Board Discussion-Resolution

- Review, discuss, and recommend a savings transfer policy
- 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
- And any other issues, concerns, checks & balances, review/authorization requirements, or other information relating to the monitoring and safeguarding of PEA's assets

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PENDING. Not resolved at the Strategic Planning Session.

The Board also discussed the current dues billing and determined that monthly billing would be better for the Members and the organization both.

MOTION: N.Coogler moved to begin billing monthly for dues, rather than quarterly, at the amount of \$120 per month. A second was provided by K.Wray and the motion passed unanimously. J.King will announce this at the PEA business meeting on November 2, 2023. J.King will encourage the members to set up auto-pay through QuickBooks to pay these monthly invoices. N.Coogler offered to help members set this up if they have issues doing so in QuickBooks.

Executive Session: Discuss the current contract for the Association Office and the expiration date of October 31, 2023.

- A renewal contract has been submitted to the Board by The Association Office previously. It includes a monthly fee of \$2,727.00.
- This is the last year that The Association Office will be working with PEA providing association management services due to some changes within The Association Office operations. A.Roberts stated that in the spirit of finding a suitable replacement, PEA may terminate this contract with 30-days' notice should another association management company or candidate be selected prior to October 31, 2024, the expiration of the contract submitted to the Board for approval.

An executive session was held to discuss the contract, and A.Roberts was excused from the discussion.

MOTION: The Board moved and approved to continue with The Association Office for another year and John King signed the contract on behalf of PEA.

N.Coogler will work with A.Roberts to collect information on current costs to replace an executive director, because The Association Office gives additional services to PEA that are not billed for. The Board will discuss a variety of solutions, such as more than one person completing the executive director role or having an administrative role at a lower rate with an executive director at a higher rate performing other tasks for the Association.

This matter is pending and will be discussed at future meetings of the Board.

ADJOURN 6:25 PM

NEXT BOARD MEETING: November 9 , 2023 @ 8:35 AM on Zoom

Peninsula Executives Association

PO Box 36255, San Jose, CA 95158

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Board Meeting Notes

October 31, 2023

Board Members Present

John King, President

Judy Johnson, Past President

Fella Benyammi, Co-vice President

Neal Coogler, Co-vice President

Adam Pyle, Secretary-Treasurer

Michael Aronson

Karen Wray

Electronic vote via email: 9:20 AM, October 31, 2023

John King moved to approve a Membership Committee created recruitment program for adding new members to PEA. The program would run from November 1 – 30, 2023; please see attachment for details.

A second was received by Judy Johnson.

Motion passed unanimously.

Angi Roberts will notify the Membership Committee of the approval.

No other business was discussed at this time.

ADJOURN 9:28 AM

NEXT BOARD MEETING: November 9 , 2023 @ 8:35 AM on Zoom

To: PEA Board of Directors

Subject: Proposal to Honor Members with Holiday Luncheon Tickets Who Recruit Viable Prospects in the Month of November 2023

As we approach the holiday season, the PEA Membership Committee would like to propose a program that aims to Incentivize, celebrate, and encourage the efforts of members who actively contribute to our growth.

Proposal Summary:

The Membership Committee proposes that we implement a special incentive program to honor members who successfully recruit new members during the month of November. The incentive would award these dedicated members with 2 tickets to our holiday luncheon, one ticket for the current member and one for the new member they recruit.

Program Details:

1. **Time Period:** The recruitment incentive program will run from November 1, 2023, to November 30, 2023.
2. **Eligibility:** To be eligible for the incentive, members must successfully screen prospective candidate(s) for viability and submit to the Membership Committee and Angi the PEA a completed application + attend at least one meeting in person/zoom + confirm interest in moving forward with the membership process.
3. **Recognition:** Members who meet the recruitment target will receive 2 complimentary tickets to our December holiday luncheon on December 9 (sponsor + proposed member = 2 free Christmas lunches). If one member successfully recruits more than one member, a ticket will be presented to the additional proposed member.
4. **Communication:** During November 2023, the Membership Committee will promote and remind members during the weekly Membership Committee Report to actively recruit qualified new members to join PEA and we will work with PR and Angi to formally announce this incentive program to all our members through various channels, including the email newsletters, social media, and our website.
5. **Monitoring and Validation:** the Membership Committee will keep track of recruited members and verify their eligibility.
6. **Ticket Dissemination:** Members who meet the criteria will be promptly notified and receive their luncheon tickets from Angi.

Benefits:

1. **Increased Membership:** This program will stimulate member engagement and boost our recruitment efforts, leading to a stronger and more diverse membership base.

2. **Recognition and Appreciation:** This program demonstrates our gratitude and acknowledges the thoughtful work of our dedicated members.
3. **Enhanced Networking:** The holiday luncheon will provide an excellent opportunity for both new and existing members to network and start building valuable connections.
4. **Sustained Engagement:** By involving members in recruitment in this way, we encourage ongoing involvement and commitment to our organization's mission.

Budget Considerations:

We will need to allocate funds to cover the cost of the complimentary holiday luncheon tickets awarded to members who meet the recruitment target. We estimate the total cost to be approximately **\$75 x 6 (3 members + 3 prospective members) = \$450.**

We believe that implementing this incentive program will not only enrich our membership but also create a positive atmosphere of recognition and camaraderie within our organization. We kindly request your consideration and approval of this proposal. Your support will go a long way in ensuring the success of this program.

Thank you for your time and consideration.

Sincerely,

JB Bell, Chair, PEA Membership Committee

Peninsula Executives Association

Balance Sheet

As of October 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
First Rep checking 0353	10,283.94
First Rep savings 7458	14,715.16
Total Bank Accounts	\$24,999.10
Total Current Assets	\$24,999.10
TOTAL ASSETS	\$24,999.10
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Pre Paid Dues - Pro Staff	1,620.00
Total Other Current Liabilities	\$1,620.00
Total Current Liabilities	\$1,620.00
Total Liabilities	\$1,620.00
Equity	
Retained Earnings	19,928.92
Net Income	3,450.18
Total Equity	\$23,379.10
TOTAL LIABILITIES AND EQUITY	\$24,999.10

Peninsula Executives Association

A/R Aging Summary

As of October 31, 2023

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
California Business Opportunities			350.00		490.00	\$840.00
Come Travel Today		350.00				\$350.00
D.B. Gaskill Advertising Specialties			350.00			\$350.00
Hassett Hardware	200.00					\$200.00
IVMA Home Improvement		350.00				\$350.00
Lane Cleaning Services			350.00			\$350.00
NetWork Focus					300.00	\$300.00
Tearse Eye Care			350.00			\$350.00
Unexpected Treasures			-300.00			\$ -300.00
TOTAL	\$200.00	\$700.00	\$1,100.00	\$0.00	\$790.00	\$2,790.00

Peninsula Executives Association

Open Invoices

As of November 8, 2023

DATE	TRANSACTION TYPE	NUM	TERMS	DUE DATE	OPEN BALANCE
Benefits Simplified					
10/24/2023	Payment			10/24/2023	-200.00
Total for Benefits Simplified					\$ -200.00
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
09/01/2023	Invoice	2023-BF-1059	Net 30	09/30/2023	350.00
Total for California Business Opportunities					\$840.00
Come Travel Today					
09/01/2023	Invoice	2023-BF-1061	PEA dues terms	10/01/2023	350.00
Total for Come Travel Today					\$350.00
D.B. Gaskill Advertising Specialties					
09/01/2023	Invoice	2023-BF-1063	Net 30	09/30/2023	350.00
Total for D.B. Gaskill Advertising Specialties					\$350.00
Hassett Hardware					
10/22/2023	Invoice	2023-BF-1106	Due on receipt	10/31/2023	200.00
Total for Hassett Hardware					\$200.00
IVMA Home Improvement					
09/01/2023	Invoice	2023-BF-1073	PEA dues terms	10/01/2023	350.00
Total for IVMA Home Improvement					\$350.00
Lane Cleaning Services					
09/01/2023	Invoice	2023-BF-1079	Net 30	09/30/2023	350.00
Total for Lane Cleaning Services					\$350.00
NetWork Focus					
06/01/2023	Invoice	4131	PEA dues terms	07/01/2023	300.00
Total for NetWork Focus					\$300.00
Robin Azevedo (individual)					
10/14/2023	Payment	3254		10/14/2023	-200.00
Total for Robin Azevedo (individual)					\$ -200.00
Tearse Eye Care					
09/01/2023	Invoice	2023-BF-1092	Net 30	09/30/2023	350.00
Total for Tearse Eye Care					\$350.00
Unexpected Treasures					
09/12/2023	Payment			09/12/2023	-289.53
09/15/2023	Payment	0000005451		09/15/2023	-10.47
Total for Unexpected Treasures					\$ -300.00
TOTAL					\$2,390.00

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	115.00		115.00						350.00		350.00						\$465.00	\$0.00	\$465.00	0.00%
Dues																	\$0.00	\$0.00	\$0.00	0.00%
1st Quarter Dues	9,126.83	9,126.00	0.83	100.01 %		0.00	0.00		0.00	0.00	0.00		0.00	0.00			\$9,126.83	\$9,126.00	\$0.83	100.01 %
2nd Quarter Dues		0.00	0.00		13,773.28	15,000.00	-1,226.72	91.82 %	600.00	0.00	600.00		0.00	0.00			\$14,373.28	\$15,000.00	\$ -626.72	95.82 %
3rd Quarter Dues		0.00	0.00		350.00	0.00	350.00		14,700.00	17,500.00	-2,800.00	84.00 %	0.00	0.00			\$15,050.00	\$17,500.00	\$ -2,450.00	86.00 %
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		150.00	150.00	0.00	100.00 %	50.00	150.00	-100.00	33.33 %	150.00	-150.00			\$200.00	\$450.00	\$ -250.00	44.44 %
Total Dues	9,506.83	9,126.00	380.83	104.17 %	14,273.28	15,150.00	-876.72	94.21 %	15,350.00	17,650.00	-2,300.00	86.97 %	17,650.00	-17,650.00			\$39,130.11	\$59,576.00	\$ -20,445.89	65.68 %
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%
Holiday Dinner									225.00		225.00						\$225.00	\$0.00	\$225.00	0.00%
Picnic									200.00		200.00						\$200.00	\$0.00	\$200.00	0.00%
Total Outings - income	350.00		350.00		2,590.00		2,590.00		425.00		425.00						\$3,365.00	\$0.00	\$3,365.00	0.00%
Pandemic Discount	-90.00	-190.00	100.00	47.37 %		-190.00	190.00		-450.00	-190.00	-260.00	236.84 %	-190.00	190.00			\$ -540.00	\$ -760.00	\$220.00	71.05 %
Services					100.00		100.00		400.00		400.00						\$500.00	\$0.00	\$500.00	0.00%
Unapplied Cash Payment Income	-190.00		-190.00						300.00		300.00						\$110.00	\$0.00	\$110.00	0.00%
Total Income	\$9,941.83	\$9,186.00	\$755.83	108.23 %	\$16,963.28	\$15,085.00	\$1,878.28	112.45 %	\$16,375.00	\$17,585.00	\$ -1,210.00	93.12 %	\$0.00	\$17,460.00	\$ -17,460.00	0.00%	\$43,280.11	\$59,316.00	\$ -16,035.89	72.97 %
GROSS PROFIT	\$9,941.83	\$9,186.00	\$755.83	108.23 %	\$16,963.28	\$15,085.00	\$1,878.28	112.45 %	\$16,375.00	\$17,585.00	\$ -1,210.00	93.12 %	\$0.00	\$17,460.00	\$ -17,460.00	0.00 %	\$43,280.11	\$59,316.00	\$ -16,035.89	72.97 %
Expenses																				
Anniversary celebration	856.28	1,183.00	-326.72	72.38 %	300.00	0.00	300.00			0.00	0.00		850.00	-850.00			\$1,156.28	\$2,033.00	\$ -876.72	56.88 %
Bank fees	0.00		0.00						20.94		20.94						\$20.94	\$0.00	\$20.94	0.00%
Board retreat	51.11	700.00	-648.89	7.30 %		0.00	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 %	5,684.68	5,362.84	321.84	106.00 %	3,708.54	6,240.00	-2,531.46	59.43 %	6,240.00	-6,240.00			\$11,677.04	\$20,126.66	\$ -8,449.62	58.02 %
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 %	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			\$21,416.00	\$32,124.00	\$ -10,708.00	66.67 %
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		-32.32	0.00	-32.32			0.00	0.00		160.00	-160.00			\$ -32.32	\$160.00	\$ -192.32	-20.20 %
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 %
Holiday Dinner									500.00		500.00						\$500.00	\$0.00	\$500.00	0.00%
Picnic		0.00	0.00			0.00	0.00		286.94	250.00	36.94	114.78 %	0.00	0.00			\$286.94	\$250.00	\$36.94	114.78 %
Total Outings - expense	543.08	250.00	293.08	217.23 %	2,282.19	0.00	2,282.19		786.94	250.00	536.94	314.78 %	0.00	0.00			\$3,612.21	\$500.00	\$3,112.21	722.44 %
Postage	43.48	54.47	-10.99	79.82 %	75.39	13.99	61.40	538.88 %	27.91	21.00	6.91	132.90 %	21.00	-21.00			\$146.78	\$110.46	\$36.32	132.88 %
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	66.48	160.00	-93.52	41.55 %	156.07	160.00	-3.93	97.54 %	93.13	160.00	-66.87	58.21 %	160.00	-160.00			\$315.68	\$640.00	\$ -324.32	49.33 %
QuickBooksOnline User Fees	120.00	120.00	0.00	100.00 %	120.00	120.00	0.00	100.00 %	107.05	120.00	-12.95	89.21 %	120.00	-120.00			\$347.05	\$480.00	\$ -132.95	72.30 %
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		30.00	0.00	30.00		0.00	0.00			\$30.00	\$25.00	\$5.00	120.00 %
Total Tax		190.00	-190.00			215.00	-215.00		30.00	190.00	-160.00	15.79 %	190.00	-190.00			\$30.00	\$785.00	\$ -755.00	3.82 %
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 %	0.48	0.48	0.00	100.00 %	148.20	160.48	-12.28	92.35 %	0.48	-0.48			\$149.16	\$161.92	\$ -12.76	92.12 %
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 %	15.00	48.00	-33.00	31.25 %	48.00	-48.00			\$65.00	\$162.00	\$ -97.00	40.12 %
Total Web site related expenses	36.47	54.46	-17.99	66.97 %	32.48	48.48	-16.00	67.00 %	163.20	208.48	-45.28	78.28 %	48.48	-48.48			\$232.15	\$359.90	\$ -127.75	64.50 %
Write-offs/bad debt/returns	190.00		190.00		300.00		300.00										\$490.00	\$0.00	\$490.00	0.00%
Total Expenses	\$12,497.72	\$13,552.75	\$ -1,055.03	92.22 %	\$16,949.49	\$15,159.31	\$1,790.18	111.81 %	\$10,291.71	\$15,482.48	\$ -5,190.77	66.47 %	\$0.00	\$17,182.48	\$ -17,182.48	0.00%	\$39,738.92	\$61,377.02	\$ -21,638.10	64.75 %
NET OPERATING INCOME	\$ -2,555.89	\$ -4,366.75	\$1,810.86	58.53 %	\$13.79	\$ -74.31	\$88.10	-18.56 %	\$6,083.29	\$2,102.52	\$3,980.77	289.33 %	\$0.00	\$277.52	\$ -277.52	0.00 %	\$3,541.19	\$ -2,061.02	\$5,602.21	-171.82 %
Other Income																				
Interest Income	47.51	45.00	2.51	105.58 %	47.66	45.00	2.66	105.91 %	31.69	45.00	-13.31	70.42 %	45.00	-45.00			\$126.86	\$180.00	\$ -53.14	70.48 %
Total Other Income	\$47.51	\$45.00	\$2.51	105.58 %	\$47.66	\$45.00	\$2.66	105.91 %	\$31.69	\$45.00	\$ -13.31	70.42 %	\$0.00	\$45.00	\$ -45.00	0.00%	\$126.86	\$180.00	\$ -53.14	70.48 %
NET OTHER INCOME	\$47.51	\$45.00	\$2.51	105.58 %	\$47.66	\$45.00	\$2.66	105.91 %	\$31.69	\$45.00	\$ -13.31	70.42 %	\$0.00	\$45.00	\$ -45.00	0.00 %	\$126.86	\$180.00	\$ -53.14	70.48 %
NET INCOME	\$ -2,508.38	\$ -4,321.75	\$1,813.37	58.04 %	\$61.45	\$ -29.31	\$90.76	-209.66 %	\$6,114.98	\$2,147.52	\$3,967.46	284.75 %	\$0.00	\$322.52	\$ -322.52	0.00 %	\$3,668.05	\$ -1,881.02	\$5,549.07	-195.00 %

Peninsula Executives Association

Profit and Loss

March - October, 2023

	TOTAL
Income	
Contributions income	115.00
Dues	
1st Quarter Dues	9,126.83
2nd Quarter Dues	14,373.28
3rd Quarter Dues	15,050.00
Dues owed prev fiscal yr pd now	380.00
Guest breakfast fees	200.00
Total Dues	39,130.11
Initiation Fees	250.00
Outings - income	2,940.00
Holiday Dinner	350.00
Picnic	200.00
Total Outings - income	3,490.00
Pandemic Discount	-540.00
Services	100.00
Unapplied Cash Payment Income	510.00
Total Income	\$43,055.11
GROSS PROFIT	\$43,055.11
Expenses	
Anniversary celebration	1,156.28
Bank fees	20.94
Board retreat	51.11
Breakfasts	11,677.04
Contract Services	21,416.00
Insurance	276.00
Meeting Expense (Zoom, etc.)	-32.32
Outings - expense	
Boosters Hosted events	2,825.27
Holiday Dinner	500.00
Picnic	286.94
Total Outings - expense	3,612.21
Postage	146.78
QBO-PayPal Transaction Fees	335.60
QuickBooksOnline User Fees	320.00
Tax	
State & Fed filing fee	30.00
Total Tax	30.00

Peninsula Executives Association

Profit and Loss

March - October, 2023

	TOTAL
Web site related expenses	
Web hosting	149.16
Web Site - Domain Name	17.99
Website Security Software	65.00
Total Web site related expenses	232.15
Write-offs/bad debt/returns	490.00
Total Expenses	\$39,731.79
NET OPERATING INCOME	\$3,323.32
Other Income	
Interest Income	126.86
Total Other Income	\$126.86
NET OTHER INCOME	\$126.86
NET INCOME	\$3,450.18

Peninsula Executives Association

Profit and Loss Comparison

March - October, 2023

	TOTAL			
	MAR - OCT, 2023	MAR - OCT, 2022 (PY)	CHANGE	% CHANGE
Income				
Contributions income	115.00	180.00	-65.00	-36.11 %
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	15,050.00	6,245.00	8,805.00	140.99 %
Dues owed prev fiscal yr pd now	380.00	190.00	190.00	100.00 %
Guest breakfast fees	200.00		200.00	
Total Dues	39,130.11	24,689.00	14,441.11	58.49 %
Initiation Fees	250.00	500.00	-250.00	-50.00 %
Outings - income	2,940.00		2,940.00	
Holiday Dinner	350.00	2,775.00	-2,425.00	-87.39 %
Picnic	200.00	175.00	25.00	14.29 %
Total Outings - income	3,490.00	2,950.00	540.00	18.31 %
Pandemic Discount	-540.00	-850.00	310.00	36.47 %
Services	100.00	2,250.00	-2,150.00	-95.56 %
Unapplied Cash Payment Income	510.00	380.00	130.00	34.21 %
Total Income	\$43,055.11	\$30,099.00	\$12,956.11	43.04 %
GROSS PROFIT	\$43,055.11	\$30,099.00	\$12,956.11	43.04 %
Expenses				
Anniversary celebration	1,156.28	525.21	631.07	120.16 %
Bank fees	20.94		20.94	
Board retreat	51.11	600.00	-548.89	-91.48 %
Breakfasts	11,677.04		11,677.04	
Contract Services	21,416.00	21,000.00	416.00	1.98 %
Insurance	276.00	276.00	0.00	0.00 %
Legal Fees		1,525.00	-1,525.00	-100.00 %
Meeting Expense (Zoom, etc.)	-32.32		-32.32	
Outings - expense				
Boosters Hosted events	2,825.27		2,825.27	
Holiday Dinner	500.00	1,000.00	-500.00	-50.00 %
Picnic	286.94	412.44	-125.50	-30.43 %
Total Outings - expense	3,612.21	1,412.44	2,199.77	155.74 %
Postage	146.78	481.96	-335.18	-69.55 %
QBO-PayPal Transaction Fees	335.60	250.49	85.11	33.98 %
QuickBooksOnline User Fees	320.00	300.00	20.00	6.67 %
Tax				
State & Fed filing fee	30.00		30.00	
Total Tax	30.00		30.00	
Tax Prep		950.00	-950.00	-100.00 %

Peninsula Executives Association

Profit and Loss Comparison

March - October, 2023

	TOTAL			
	MAR - OCT, 2023	MAR - OCT, 2022 (PY)	CHANGE	% CHANGE
Web site related expenses				
Web hosting	149.16	156.36	-7.20	-4.60 %
Web Site - Domain Name	17.99	15.99	2.00	12.51 %
Website Security Software	65.00	39.00	26.00	66.67 %
Total Web site related expenses	232.15	211.35	20.80	9.84 %
Write-offs/bad debt/returns	490.00		490.00	
Total Expenses	\$39,731.79	\$27,532.45	\$12,199.34	44.31 %
NET OPERATING INCOME	\$3,323.32	\$2,566.55	\$756.77	29.49 %
Other Income				
Interest Income	126.86	47.10	79.76	169.34 %
Total Other Income	\$126.86	\$47.10	\$79.76	169.34 %
NET OTHER INCOME	\$126.86	\$47.10	\$79.76	169.34 %
NET INCOME	\$3,450.18	\$2,613.65	\$836.53	32.01 %