

Board of Directors
THURSDAY, September 29, 2016
FRIDAY, September 30, 2016
Home of Jim Owens, Battle Ground, Washington

RETREAT MINUTES

Called to Order 9:35 a.m.

Roll call (require 5 voting members for quorum):

PRESENT:

1. Stephanie Downs Hughes
2. Phyllis Chinn
3. Xande Zublin-Meyer
4. Dennis Mogerman
5. Steve Kanters
6. Chris-Ann Lauria

DIRECTORS PARTICIPATING REMOTELY

7. Amy Scolari
8. David Rebstock

DIRECTOR ABSENT WITH NOTICE

1. Cay Palmer

NON-VOTING, RECORDING SECRETARY

Tracy Jordan French

Guest(s): Mary Jane Mikuriya, Daryl Chinn, Martin Henner, Raleigh Tomlinson, Jeanne Devine, Duncan Hughes, Joanne McGarry.

I. Board Training w/Flora Melhouse (9:30 – 12:30)

- Introductions. What brought you to Servas?
- Reviewed *Group Agreements*
- Reviewed agenda
 - MJM: how to fund raise in a flat (non-hierarchical) organization? How to engage the membership?
- Reviewed & discussed *The Responsibilities & Duties of Trustees*
- Board self-assessment & discussion
 - What could be done to improve your satisfaction with this board?
- Review Board Structure (esp. re: decision-making)
 - Committees, effectiveness
 - Executive committee (*leadership team*)?
 - Development (fund raising & member recruitment)?

- Next Steps
 - Revisit/review Fund Development *strategy* (ExCo)
 - Communications/Fund raising committee or Growth & Development – Raleigh will draft committee charge
 - Review/evaluate Board Structure (ExCo)
 - Identify core committees
 - Proposal presented to the board
 - Fund raising workshop/training
 - Review board policy manual & By-Laws (Xande within 2 wks)
 - Edit/update
 - How to utilize
 - Mentorships for new board members
 - Board agreement/commitment (Flora will send sample)
 - Review Board recruitment documents (Nominating cmte)
 - Cover letter and application

II. Lunch (12:30 – 1:30)

III. Reviewed & discussed Servas International Innovation Project -- Mary Jane

All countries are being invited to send proposals/ideas to Servas International on how they can expand the concept of Servas as more than a travel exchange; how to support the UN Goals; peace activism activities. *Purposeful international activities.*

Ideas:

- “Just Views” (SDH), films offered to community with opportunities to promote Servas. Follow with facilitated discussion.
- How best to reach students?
- Post-fossil fuel world; support of indigenous people/cultures; access to water – JMM
- Work camp with Volunteers for Peace; homelessness – MJM
- Collaborate with Sierra Club on an environmental project – JDevine
- Promote via Facebook – CAL
- Make it a component of SYLE – DMogerman
- Partner with Common Ground in Vermont – SDH
- Develop a project in the area of our next conference
- Attract international students

IV. Reviewed Strategic Plan

- How are we doing on meeting our goals?
- What still needs to be addressed and/or completed?
- What, if anything, needs to be modified?
- Identify next steps for any goal remaining unmet. Who, what, when?

1. New goal to be developed = continued improvements on new website with specific action items and timeline.
2. Campus Connections directed toward graduate students? Tabling at campus events. Incorporate into volunteer service project(s). Bundle programs (Youth Initiatives, Campus Connections, SYLE, Growth & Development...) Include outreach to all age groups, retirees, families... Day Hosts. Promote via personal stories on social media, Sierra Club... Offer half price renewals within 30 days? Sustaining memberships. Fund raising letter with specific requests (new brochures...)
 - **VOTE:** Stephanie moved to create a Fund raising letter at least once per year with multiple ways to donate and support, including *leave a legacy*. Seconded by Chris-Ann Lauria. Passed unanimously.
3. Include articles from partner organizations in quarterly newsletter. Ask for reports on all local gatherings including date/place/number of attendees, etc. Add reporting form to Key Persons page on website.
4. Increase remote interviewers skilled in using video conferencing/Skype, etc

RECESS FOR EVENING

RECONVENED FRIDAY, SEPTEMBER 30 @ 9:30

Absent: Cay Palmer, David Rebstock & Amy Scolari

V. Budget discussion

- a. Report from Treasurer (Steve Kanters)
 - i. Host donations are down. Average is under \$10. Marty asks for a median donation.
 - ii. Suggestion to make donation in honor of Jim & Carol, to Xande for food or to cover the consultant's fee.
- b. Host-to-Host as a "premium" for donation of \$50+?
- c. Membership fee for hosts?
 - i. All members pay a basic fee with higher level members issued LOIs. Perhaps a discount to conference for the higher level membership. – CAL
 - ii. Ad hoc committee to research and make a proposal to the Board
 - Duncan, Steve, Chris-Ann & Phyllis
 - iii. Call renewed hosts who have not made a donation in past two years yet have a history of donating.
 - SDH will draft a script for Xande, Chris-Ann and MJM
 - Phyllis and Tracy will develop call list

- Duplicate survey via mail
- Duplicate survey online
- iv. Bullet points of member benefits (to be written up by SDH)
 - Servas International...
 - Connection to United Nations
- d. Reviewed Investments report (Duncan Hughes) – see attachment
 - i. **VOTE:** Chris-Ann Lauria made motion to reaffirm authorization for Daryl Chinn to move investment accounts from Chase to Vanguard, establish electronic transfer process to Coast Central Credit Union checking account, and authorize investment committee to review the investments and direct Daryl Chinn and or Steve Kanters to execute adjustments as recommended. Seconded by Dennis Mogerma. Passed unanimously.

VI. Review Committee structure in support of Strategic Planning Goals

- Development & Growth – fund development & membership recruitment/retention
 - Raleigh submitted draft Fund Development committee goals, objectives, outcomes. (see attachment)
 - Discussion of international fund raising.
 - Discussion of sales items such as t-shirt, aprons, tote bags, iron-on decals, etc.

- Consolidation of existing committees PROPOSAL:
 - Administrative (Phyllis, Steve, Mary Jane, Xande)
 - Executive
 - Complaints Resolution
 - Finance/Budget/Investment
 - Annual Conferences
 - United Nations
 - Nominating committee
 - Technology
 - Recruitment (Amy, Mary Jane, Stephanie)
 - Key Persons
 - Local collaborations
 - National Partnerships
 - Membership
 - Young Adults Initiatives
 - SYLE
 - Campus Connections
 - Development (Chris-Ann, Dennis, Mary Jane, Raleigh, Paige)
 - Communication/Marketing
 - Fund raising innovations

VII. Review Strategy Goal 5 (see revisions)
 Joanne to research Compass Point for interim pro-bono Executive Director
 Add “homestays” or “home visit” to mission statement. Change business card.
 Add to marketing committee.

VIII. Nominating committee suggestions (min. of 4 members, only 1 Board member)
 ○ Nancy Mitchell

ADJOURNED 1:38 PM

Recorded by Tracy Jordan French, non-voting recording Secretary of the Board

These minutes were approved via unanimous email vote on November 10, 2016