

**Channel Islands YMCA
Association Board Meeting
August 20, 2009
Montecito Family YMCA**

MINUTES

Present: Brian Gough - Chair, George Armstrong, James Armstrong, Darren Caesar, Jim Dixon, Dale Haslem, Tom Heter, Merrill Hoffman, George Leis, Jon Martin, Jeff Speich, Joe Sullivan, and Daniel Watkins.

Staff: Margo Byrne, Sal Cisneros, Tim Hardy, Lynn Karlson, Serena Kelsch, Dan Powell, Joan Price, Susan Sawyer, Pam Swenson, and Manuela Williams.

Guests: Dave Morley, Dan Oriskovich, Gary Riches, and Tim Warner

Absent: Robert Coles, Mark Fingerlin, Tony Harbour, Butch Phillips, Woody Rollins and John Van Donge

Meeting called to order by Brian Gough, Chair. Brian welcomed our new board members. Introductions were made.

The opening thought was given by Merrill Hoffman.

Chair's Report:

On August 11 a new board member orientation was held. Members of the Governance Committee met with Jon Martin, Tom Heter, Dan Watkins and Dale Haslem for approximately two hours. Brian mentioned how the past five board chairs are still actively involved in the board. Jon Martin is already part of the Santa Barbara Task Force Committee, Dale Haslem and Tom Heter are working with the Finance Committee.

In July the Executive Committee held a closed door session, which is rare, but due to the sensitive nature of the topics discussed it was deemed appropriate. Brian gave an overview of one of the items that were discussed and decided not to pursue because it is too outside of our normal scope.

President's Report:

Sal explained that every year the Pacific Coast Business Times publishes a list of non-profits ranked by their income. This year Channel islands YMCA was ranked number 7 out of 25. Last year we were ranked number 12.

Yvonne Rubio gave YMCA Summer Olympics slide show presentation. We had a safe and enriching summer with day camps. We hold the summer Olympics every year and all branches, except YFS participate. It was held at Lower Mannings Park in Montecito. 95 adults and 470 kids attended this event.

CONSENT AGENDA

All Minutes and information included in the consent agenda were sent by email to the Board.

Motion by George Armstrong/seconded by Darren Caesar/carried to approve the consent agenda including all minutes as listed in the board packet.

Strategic Question:

Sal explained that the YMCA annual fund campaign has multiple names across the association. Using a unified name and unified marketing materials would create a clear and consistent marketing message to the public and decrease costs to the branches and reduce the amount of time staff worked on the campaign.

Should we centralize and unify the marketing and name of the annual fund campaign or give the branches the autonomy to choose their own? If we choose to unify the name, a task-force of staff and volunteers will be created to develop and establish a centralized name.

Discussion items included:

- Campaign names are not necessarily consistent with how the funds were used.
- Most volunteers agree that a unified name is welcome.
- Some board members are tied to the old name.
- There is equity and heritage in the name “Campaign for Youth”. We cannot afford to alienate donors/volunteers through name change. There is ‘feel good’ behind the name.
- The proposed new name “Open Doors Campaign” goes along with our financial assistance program and ties us into being a charity and helping people.
- Name is not completely accurate, since not all monies go towards youth.
- In financially challenging times like this it is hard to explain a new story. Youth appeals to donors. It would be self serving not to develop a new story.
- The board is already branding the name for many years. This is not a good time for change. The consensus of the Montecito board of managers is to keep the name at least for another year.
- The Santa Barbara board of managers feels the same. They did not like the proposed name at all. They would like to process it further and wait another year. They are open to a unified name.
- Camarillo could go either way. They spent the last 3 years to incorporate their members in the campaign and so far have only 50 campaigners out of 900 members.
- Ventura board of managers thinks it should be a staff and volunteer driven process. Open Doors is too vague.
- Lompoc’s and SCG’s board of managers has used the name “Annual campaign for Youth, Families and Seniors” for some years and people will call it as they did for years. The new name will be like a “theme’ of the campaign.
- What’s in a name? Talk to some donors and get their thoughts.
- Volunteers drive the process successfully.
- Very few people actually ask *where* the money is going to. Not all the money goes to Youth. Could be an issue.

The consensus was to have a unified program and name. This year we will go forward as usual. We will create a volunteer and staff task force and report to the board periodically.

COMMITTEE REPORTS

Finance Committee:

FYE Financials:

The Year End statement shows how we ended the last fiscal year. YTD actual revenue did not meet revenue projections. We budgeted \$15,483,311 and collected \$14,663,405. But compared to the economy last year this is not bad. We spent less than projected by \$500,000. We did not put quite as

much money into reserves than we did the prior year. Because revenues were less than projected, we made mid-year changes to adjust our expenses.

FYE Debt Schedule:

As of 6/30/09 we had two outstanding loans totaling \$760,936 as of 6/30/09 compared with \$1,127,062 in June last year.

Statement of Financial Position – July 2009:

There are not many changes in the first month. Our current ratio went from 63.62% on 6/30/09 to 75.35% on 7/31/09. We put money towards reserves but used it to pay down debt, therefore reserves are unfunded.

July Financials:

We have only one month of data and no trends yet. This year we don't start the fiscal year with negative revenue. The budget was very conservative on the revenue side.

July Memberships:

Total association membership as of July 1st was 9,100. Usually we have a bump in membership in January, except last January, due to the economy. Ventura ended highest. Lompoc is an area of concern, it was hit most by the recession and is as low as it has been in years. Stuart C. Gildred's numbers are also down, but they have good market penetration with close to 1,200 members.

Governance Committee:

Jeff gave an overview of the results of the board assessment survey. 11 members out of 19 participated. Membership on the board was from 2 months to 16 years. 91% rate their level of interest in the Channels Islands YMCA either very high or high. 45.5% said they are active on the board and 45.5% moderately active. 73% are on at least one committee and 82% understand the importance of committee work. 36.4% saw their board involvement increasing in the near future and 63.6% saw it staying about the same as now. 45.5% know few other board members. This is something the Governance Committee is looking at, i.e. creating mentorships. When asked about the short term issues facing the association most cited the economy and the need to be responsive. All board members are committed to fund development.

Risk Management & Planning Committee:

George explained that the Capital Development Program was created by a fundraiser who works closely with the Y-USA. It is a cautious 20 step process. George explained the different steps, committees responsible and required board approvals. He explained the Gant Chart that shows a timeline for the processes involved for a prototypical project.

The Risk Management & Planning Committee is proposing to proceed with the remaining capital development steps 13-20 for the Stuart C. Gildred Family YMCA, go public and hire an architect, as long as the budget is maintained.

Motion by Jeff Speich/seconded by Jim Armstrong/carried to approve to proceed with the campaign plan, announce to public and begin interviewing architects. The Risk Management & Planning Committee will review the general contract before approving to enter in a binding agreement.

Gary Riches stated that the 20 steps is great tool. SCG spent approximately 3 years on steps 3 & 4. They just received a \$750,000 matching grant from the Wood Clayssens Foundation. Total goal amount is \$4M. We have \$271,000 in the bank which is approximately 6% of the pledges.

Joan explained that they can expand the facility now that they own the land. They are at step 8. They want to find out what they can build and then present it to the community. Since there are restrictions with traffic and the creek they are not sure yet what they can present. They are proposing the approval of a contract with Design Arc for \$158,440 to provide a conceptual design, submittal to government agencies for entitlement for construction, conditional use permit modification and a schematic design for the proposed development at the Montecito YMCA.

Motion by Jeff Speich/seconded by Darren Caesar/carried to approve the contract with design Arc and continue forward with the capital development plan. Jim Dixon abstained.

Oxnard Task Force:

George Leis explained that the Oxnard Task Force is looking at the feasibility of putting a YMCA in the Oxnard market. The area is underserved and we have done some preliminary studies. On August 12, Sal and George met with Karen Burnham the Assistant City Manager and Steve Kinney with EDCO (Economic Development Corporation of Oxnard) to find out if the City was supportive and would help assist the YMCA. It was a productive and encouraging meeting and Karen Burnham volunteered to give us the results of a survey the city did regarding the desire of their citizens about future growth and direction.

Follow up items are to a) obtain results of survey and b) survey existing YMCA members who live in Oxnard.

Financial Development Committee:

Darren is the new chair and only member of the committee. We finished with Kids to Camp mailing campaign and raised \$10,294. We are gearing up for the Annual Campaign Symposium on October 1, 2009. The Heritage Club luncheon will be held on November 22 at the Montecito Country Club. The Santa Barbara Foundation has granted the YMCA multiple grants. We received a \$50,000 capital grant, paid over 2 years for Stuart C. Gildred's Capital Campaign, \$17,000 from the Orfalea Teen After Schools Program for the Isla Vista Teen Center and Youth and Government. We have also received a \$60,000 pledge from the YMCA USA to Lompoc paid over 2 years in collaboration for Pioneering Healthy Communities.

In order to have accurate and truthful solicitation materials and communications the Governance Committee recommended that the Financial Development Committee develop a Donor Bill of Rights. We would like to adopt one that was developed by Association of Fundraising Professionals, the Association for Healthcare Philanthropy, and the Council for Advancement and Support of Education.

Motion by Darren Caesar/seconded by Jon Martin/carried to approve the Donor Bill of Rights.

Serena asked for feedback on our Annual Report:

1. How are we using it now?
2. Is the content useful?
3. Is the method of delivery useful?

It cost \$5,212 for the design and then the printing of 1,300 pieces. We mailed 680 pieces. Serena will send out an email with comments and ask for feedback.

Youth & Family Services:

Youth & Family Services is applying to participate in the Child and Adult Care Food program. This is a federal nutrition entitlement program managed by the state that can help provide meals to children. The program can be used to reimburse meals for children living in homeless shelters like Noah's Anchorage. The grant could cover 30% of Noah's budgeted food expenses.

Motion by Jim Armstrong/seconded by Joe Sullivan/carried that the Channel Islands Board of Directors

- 1. acknowledges responsibility for program oversight**
- 2. authorizes agency participation in the Child and Adult Care Food Program (CACFP)**
- 3. name the Executive Director of Youth and Family Services (Lynn Karlson) as an authorized representative.**

Branch Updates:

Lompoc:

Challenges: Slim staff and membership is flat.

Highlights: Some sponsors have declined sponsorship for this year's golf tournament but the Rotary Club gave a \$10,000 check.
They were approached by the Principal of a local school who asked if they could provide childcare at the school site for 20 kids.
Lompoc offers belly dancing classes.

SCG:

Challenges: Fundraising. Off site programming has softened.

Highlights: Had their annual member appreciation BBQ with 200 people attending.

Santa Barbara:

Challenges: Board development; they gained new members and had other members drop out.

Highlights: Pre-school bathroom renovation and kid's corner upgrade are finished.

Ventura:

Challenges: Need to expand facility, too packed.

Highlights: Memberships and programs did well this summer. Now they need to keep consistent and retain their members. They could give out scholarships, thanks to fundraising.

YFS:

Challenges: How will money from State and County affect us? Need to look for new funding sources. Noah's Anchorage and Street Outreach were very busy this summer. Lots of new clients. Board development.

Highlights: Ended YE with surplus. Met campaign goal. Reaching for stars was a great event. They received \$5,000 in seed money for Outreach to support kids who attend City College to get housing. Met with Doreen Farr to discuss our impact in community.

Camarillo:

Challenges: Getting board members to attend association board meeting.

Highlights: Were asked by a charter school to provide child care. Received award at Annual Dinner for mentoring program. Discussion with new Marriott hotel manager to get memberships for his employees at the Y. Supervisors will vote on allowing to build 34 new condos and

a market in the Village and the soccer park will open in 6 months. This will revive the area.

Montecito:

Highlights: Had great aquatics summer. Every class was filled. They do outreach with Cleveland School. They will teach every 3rd grader to swim in partnership with Easy Lift. If successful they will reach out to other schools on the Eastside. They have 3 new board members. Started a new committee for arts. Held award BBQ. Golf Tournament on September 17.

There being no further business the meeting was adjourned.