

**Channel Islands YMCA
Association Board Meeting
December 17, 2009
Santa Barbara Family YMCA**

MINUTES

Present: Brian Gough - Chair, Gail Anikouchine, George Armstrong, James Armstrong, Jim Dixon, Mark Fingerlin, Tony Harbour, Dale Haslem, Tom Heter, Butch Phillips, and Daniel Watkins.

Staff: Margo Byrne, Sal Cisneros, Cindy Halstead, Lynn Karlson, Serena Kelsch, Dan Powell, Joan Price, Susan Sawyer, Pam Swenson, Jody Taylor, and Manuela Williams.

Guests: Annick Faict, Sean Mason

Absent: Darren Caesar, Robert Coles, George Leis, Jon Martin, Woody Rollins, Jeff Speich, Joe Sullivan, and John Van Donge.

Meeting called to order by Brian Gough, Chair.

Lynn Karlson remembered Merrill Hoffman, our board member who passed away in November.

Chair's Report:

Brian noted that Merrill Hoffman was our secretary, and we need to fill the vacancy. As board chair he will make a nomination and will have a nominee for vote at the next board meeting in February.

President's Report:

Sal explained that we have received certification of membership status for 2009 from the YMCA of the USA

As a result of the association strategic plan the Communications and Marketing Committee was developed. The committee comprised of volunteers and staff serves as an open forum for the exchange of ideas regarding marketing, branding, advertising, strategies and concepts that will position us as a charitable organization, serving Santa Barbara and Ventura counties. Sal explained that recommendation would usually come from the Governance committee, but we have some vacancies and the committee has not met last month. The communications and marketing committee will be a standing board committee and the committee chair will serve on the executive committee.

The Y-USA will roll out the new branding in July 2010. Sal will attend a meeting in January in Denver where he will see the new logo. The Y-brand as we know will change.

Motion by Tony Harbour/seconded by George Armstrong/ carried to approve the establishment of the Channel Islands YMCA Communications and Marketing Committee.

The Oxnard Task Force is looking at the feasibility of putting a YMCA in the Oxnard market. We surveyed existing Ventura and Camarillo YMCA members who live in Oxnard, asking for their input on the need of a site in Oxnard. In the comment section we received many nice comments about the YMCA that Sal wanted to share.

Our Conflict of Interest Policy requires board members and exempt employees to fill out and sign a statement of interest and activities annually. They are in the board packet. Please fill out and send to Manuela Williams.

CONSENT AGENDA

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

Motion by Butch Phillips/seconded by Mark Fingerlin/carried to approve the consent agenda including all minutes as listed in the board packet.

COMMITTEE REPORTS

Finance Committee:

November Memberships:

We now have 5 months worth of data, and it shows a downward trend since the fall. Part of it is a normal decline during this time of the year, but we did not get our usual January membership increase. We need a strong membership drive in January 2010. All branches are significant low, except Ventura and Camarillo who are not too bad.

November Financials:

All branches consolidated revenue for the year off from budget by \$113,987. Largest area of concern in revenue association wide is childcare with a negative \$98,801 and physical membership at a negative \$48,579. Childcare has recovered since the beginning of the school year. Branches are monitoring expenses and are better than budget by \$236,072. On a branch by branch basis, YTD variances are small.

Statement of Financial Position – September 2009:

During this time of year, cash flow is usually low and we borrow with the expectation that it will pick up again in January. Debt and AR have increased.

Audit Committee:

George Armstrong explained that the new 990 requirements indicate that the 990 must be approved by the governing board before the 990 is submitted to the IRS. Most research suggests that the entire 990 be reviewed by either the Finance or Audit Committee and submitted to the entire board for vote and approval. Currently no committee has been assigned the responsibility of reviewing IRS 990. Much of the information for the IRS 990 comes from audited financial reports which are reviewed in detail by the Audit Committee. Additionally, some members of the audit committee have expertise in preparing and reviewing IRS 990 returns.

Motion by George Armstrong/seconded by Mark Fingerlin/carried to approve that the detailed review of the IRS 990 be assigned to the Audit Committee and that the Audit Committee Charter be updated to include this new responsibility.

Financial Development Committee:

Serena explained that every donor who made a gift of \$1,000 or more received a postcard, directing them to our website to view our annual report, instead of sending them an annual report. This will create some significant savings.

We had our annual Heritage Club Brunch on November 22at the Montecito Country Club.

She gave a quick analysis of the vent that included purpose of event, invitation list, attendance breakdown, and event feedback. She posed some questions for the board to ponder:

- Is this the best use of our resources, considering the costs?
- Should we cultivate existing members or include possible new members in the event?
- Is the event to thank members or to draw in new members?

Most branches have established a Heritage Club Committee. It is possible that the branches will do their own event in the future. Brian suggested looking at it as a possible recruitment tool. He thinks it is good that people recognize that we are a large association; this creates a bigger sense of what we do. He asked ED's to bring feedback to Serena and Darren.

All branches received grants from the Wood Clayssens Foundation ranging from \$25,000 - \$55,000. Stuart C Gildred received an additional \$750,000 matching community grant for the capital campaign. This amounts to \$965,000 total gifts to our YMCA this year. We applied for a \$500,000 grant for childcare at the Santa Barbara Foundation and will hear about it in January. They are also a big supporter of our YMCA. Sal asked to please recognize these gifts to us if we know someone from the Wood Clayssens or Santa Barbara Foundation.

Each association board members is assigned to a branch for Campaign for Youth. Serena will contact new board members and ask what branch they want to campaign for. The Presidents Team, comprised of Sal Cisneros, Jim Armstrong and George Leis, will ask for larger gifts in the community.

Risk Management & Planning Committee:

1. Pam Swenson explained that our personnel policy manual was last revised August, 2000. She and Sal updated the existing policy. That revised document was then reviewed by an HR Task Force consisting of 3 HR professionals here in Santa Barbara, our CFO, Risk Manager and Executive Directors. Following that phase, the revised manual was sent to our attorney for his review. The revised policy was then given to the Risk Management Committee for review. The Committee requested that the major policy changes be reviewed by the Finance Committee for their input on the financial impacts. The recommendations from the Finance Committee were then taken to the Risk Management Committee who then made their final determination on the proposed changes. Three items were tabled for more in-depth financial review by a HR Task Force that needs to be created. Please let Pam know if any board member is interested serving on this task force. The approved changes are:
 1. Holidays – Added “Day After Thanksgiving Day” as a holiday.
 2. Jury Duty – Extended benefits to part-time employees.
 3. Bereavement Leave – Expanded definition of immediate family. Also added 1 day for employees to attend the funeral of a non-immediate family member or friend.
 4. Dress Code – Added information regarding piercings and tattoos and that the dress code is based on the safety requirements of the position.
 5. Drug Testing – Added that the YMCA may require drug testing should the Association reasonably suspect the use, possession or being under the influence of drugs or alcohol. Also may be required when an employee is involved in any work-related accident or unsafe practice where the safety of the employee or other employees was jeopardized.

Jim Dixon suggested changing the following sentence under #5 to”... Also may be required when an employee is involved in any work-related accident or unsafe practice where the safety of anyone was jeopardized.”

Deleted: the employee or other employees

Motion by Jim Armstrong/seconded by Tony Harbour/carried to approve the revised Personnel Policy Manual with the recommended changes.

Branch Strategic Plan Updates:

Each branch gave an update about challenges and successes on their strategic plan in the areas of facility, financial development, awareness, human resources and programs.

There being no further business the meeting was adjourned.