

**Channel Islands YMCA
Association Board Meeting
October 15, 2009
Santa Barbara Family YMCA**

MINUTES

Present: Brian Gough - Chair, Gail Anikouchine, George Armstrong, James Armstrong, Robert Coles, Jim Dixon, Mark Fingerlin, Tony Harbour, Dale Haslem, Tom Heter, Merrill Hoffman, George Leis, Jon Martin, Butch Phillips, John Van Donge, and Daniel Watkins.

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

Guests: Annick Faict, Bente Maike, and Duane Turner

Absent: Darren Caesar, Woody Rollins, Jeff Speich and Joe Sullivan.

Meeting called to order by Brian Gough, Chair. Brian welcomed our new board members Gail Anikouchine, and John Van Donge. Introductions were made.

The opening thought was given by Jim Dixon.

Chair's Report:

Brian thanked everyone for attending the board social last week; it was a very nice event. It is time for the annual CEO evaluation. Brian will send out a questionnaire and form to some board members and staff asking for input. Brian asked for a quick turnaround.

President's Report:

Sal explained that last week we held our annual Network Neighborhood Retreat together with the YMCAs of San Luis Obispo, Santa Maria and Southeast Ventura. At the end Channel Islands YMCA usually recognizes staff for tenure with a pin and a certificate. At the last Risk Management and Planning Committee it was suggested to recognize staff at the association board meeting as well. Sal invited staff who was recognized for ten years of service and over; two were able to come to the meeting. The following people were recognized:

10 years: Kent Briggs, Debbie Marostica, Bente Maike (attending) and Duane Turner (attending).

20 years: Lynnette Ferrari

25 years: George Heesen

30 years: Tim Hardy.

Y-USA is looking for the best marketing and communication tools and resources especially for membership drive campaign materials that utilize best practices and the best available tools and resources. After a review of YMCAs throughout the country Channel Islands YMCA's materials, developed by Susan Sawyer, has been recognized by Y-USA as one of the best and worthy of utilizing as an example or model for others. Y-USA asked if they could use our materials. We are getting reimbursed for the materials we are creating and receiving recognition.

CONSENT AGENDA

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

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

PROGRAM HIGHLIGHT:

The YMCA sees staff as a #1 resource and invests in it through training and development. Y-USA just updated/changed criteria for staff development. Sal gave an overview of the program and the changes. The new training model is designed around required competency based on every level of the organization. It will be implemented in January 2010 and will help us to develop staff and move them up within the organization. These requirements will be embedded in performance standards as well.

COMMITTEE REPORTS

Finance Committee:

September Memberships:

Total paid association memberships are down compared to budget years 07/08 and 08/09, which seems to be a reflection of the economy. Membership generally slows down during the summer and increases in January, except this past year. It will be challenging to increase memberships next January. Santa Barbara is down, Montecito is up, and Ventura hit a record for September memberships. Camarillo flattened out, Lompoc is of concern because it is at its lowest level ever; they have been impacted hard by the economy. Stuart C. Gildred is low but still very busy; but they have good market penetration.

September Financials:

All branches consolidated, revenue is down by \$250,000 compared to last year, but only off from budget by \$51,167 because we budgeted conservative. Largest area of concern in revenue association wide is childcare and physical membership. Enrollment is down due to the economy. Expenses are better than budget by \$108,142.

On a branch by branch basis, Youth & Family Services is starting to see a deterioration of government funds, which is a direct reflection of the State's financial problem. Reimbursement rates are dropping; the County is decreasing rates and may be placing fewer kids. Lompoc's revenue is off budget by almost \$25,000 and is being watched closely. Camarillo has a \$74,977 positive variance at the net change line. They had more on-site activities this summer, re-staffed and netted almost \$100,000 in Day Camps compared with \$13,000 last year. This gives them a cushion to offset lower than expected childcare enrollment fees in their Afterschool programs which needs to be monitored as well.

Statement of Financial Position – September 2009:

No major changes in assets since 6/30/09. AR in childcare & camps is \$249,556, this is seasonal and a timing issue. Accounts payable are down from \$257,085 to \$91,965. We increased our line of credit by \$300,000.

Reserve Balances:

Total Reserves consolidated as of 9/30/09 are \$552,593.

Investment Committee:

The original costs of the investments in the Channel Islands YMCA portfolio were \$1,720,278; the current value is \$1,583,802 as of 9/30/09. Our low point was in February at \$1,129,529. We are still below our cost by \$138,828.

There are no losses in the Emille L. Lane Camp Endowment portfolio. The money has been invested for a short time only and is up 2% since July. We went from \$400,125 to \$414,126.

Audit Committee:

George Armstrong reported that there is a delay with the audit timeline. Because we have a new audit firm this year it takes more time to get up to speed. October 23 is the new deadline for the audit committee to receive a draft of the audit. After the audit committee approves the audit, we will email it to the board for review and approval. This should be sometime after October 28th. Cindy noted that the bank did give written approval to extend the deadline for receipt of the audit report.

Financial Development Committee:

Serena stated that we just turned in a grant application in the amount of \$500,000 to the Santa Barbara Foundation for childcare.

The Heritage Club is our Planned Giving Society. November is Heritage Club Awareness month. Our annual H.C. luncheon will be held on November 22 at the Montecito Country Club.

The purpose for Campaign for Youth is to raise money and to share with the community what we do. Last year we had 481 campaigners raised a total of \$650,000 last year. The association board decided 2 years ago that they wanted to participate more and each board member raised money for a branch of their choice. The amount they raised last year was \$45,000. Serena will send out an email to the association board members to ask them what branch they choose this year. Please contact her if you have any questions. Serena handed out the campaign brochures.

Branch Updates:

Lompoc:

Challenges: Membership, they lost 62 members due to fee increases, which has a tremendous impact on the budget.

Highlights: Golf tournament tomorrow. They have more sponsors and volunteers than last year. They received a grant for Pioneering Healthy Communities to focus on healthy lifestyles. Only 3 cities in California were selected. They will receive \$10,000 for the first year and up to \$50,000 for the second year.

SCG:

Challenges: To raise the remainder 47% of the goal for the Capital Campaign

Highlights: They raised 63% of their goal and went public with the Capital Campaign. They launched a publicity campaign called "Voices of the Valley". Construction costs are expected to come in under \$4M. Had their first annual mother-son adventure day.

Santa Barbara:

Challenges: Membership and childcare.

Highlights: Read inspirational letter from past pre-school family.

Ventura:

Challenges: Membership and childcare. It has been 16 months since they eliminate join fee, will continue tracking.

Highlights: Received a \$25,000 grant for the pool area. Women's locker-room re-model will begin soon. Had a basketball tournament and began staff challenge in September.

YFS:

Challenges: Finances.

Highlights: Sees challenges as opportunities to find new funding streams. Applied for new funding with a new organization to replace government funds. Working hard on campaign this year. MOU with Housing Authority is moving forward.

Camarillo:

Challenges: Membership and childcare.

Highlights: The facility is busy with plenty of activities to keep members engaged. Will host a volunteer dinner in November to honor volunteers.

Montecito:

Challenges: Membership is down. Pre-school is full.

Highlights: Their capital committee is looking at the potential re-development of the branch. Signed a contract with architect and will meet tomorrow regarding conceptual designs to show to the community. Had 68 people participating in the golf tournament and 100 attendees for dinner. Raised a total of \$19,000.

The board went into Executive Session, and staff was excused. (Confidential Addendum)

There being no further business the meeting was adjourned.