

**Channel Islands YMCA
Association Board Meeting
February 18, 2010
Ventura Family YMCA**

MINUTES

Present: Brian Gough - Chair, George Armstrong, Darren Caesar, Robert Coles, Jim Dixon, Mark Fingerlin, Dale Haslem, George Leis, Jon Martin, Jeff Speich,

Staff: Amy Bailey, Margo Byrne, Sal Cisneros, Cindy Halstead, George Heesen, Lynn Karlson, Serena Kelsch, Hannah Valdez, Joan Price, Susan Sawyer, Pam Swenson, Jody Taylor, and Manuela Williams.

Guests: Ric Ruffinelli

Absent: Gail Anikouchine, James Armstrong, Tom Heter, Butch Phillips, Woody Rollins, Joe Sullivan, John Van Donge and Daniel Watkins.

Sal thanked the Ventura Family YMCA staff for hosting our board meeting.

Meeting called to order by Brian Gough, Chair.

Chair's Report:

Motion by Brian Gough/carried to elect Jon Martin as association board secretary until June 30, 2010.

Brian welcomed Jon in his new role.

President's Report:

Board Development: Sal explained that a fundamental goal for every YMCA is to attract, recruit and retain board members. With the close proximity of four Channel Islands YMCA branches within the south county area to sensibly and effectively accomplish this task requires coordination between staff and volunteers responsible for board recruitment. Therefore Sal meet with Tim Hardy, Lynn Jones and Joan Price to discuss how to collectively work together to recruit and retain board members from the same pool. A Task Force will be formed with representatives from each branch; Association Office, Santa Barbara, Montecito and Youth & Family Services. Together we have 48 board members in the south coast area, we share two. We will have an internal look at our membership lists. Names should be vetted through Sal and the board chair.

CONSENT AGENDA

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

Motion by Jeff Speich/seconded by Darren Caesar/carried to approve the consent agenda including all minutes and electronic vote to approve IRS 990 as listed in the board packet.

PROGRAM HIGHLIGHTS:

Susan Sawyer gave a presentation of our Open House Week and January Enrollment.

Tim Hardy gave a presentation of our annual SEER Membership Satisfaction Survey.

Overall we improved in all categories. Brian stated that this is very impressive.

COMMITTEE REPORTS

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Finance Committee:

January Memberships:

All branches experienced an increase in memberships.

January Financials:

All branches consolidated YTD net are at a positive \$89,036. Total revenue YTD is at a negative \$255,226, offset by positive \$344,263 YTD total expenses. For the current month we are at a negative \$86,435 variance.

Areas of concern in revenue association wide are childcare and physical memberships. Campaign will be important for the next few months. On a branch by branch basis, Santa Barbara and Lompoc are down.

Statement of Financial Position – January 2010:

No significant changes. AP increased and debt went from \$760,936 on 06/30/09 to \$1,042,952 on 01/31/10.

Executive Committee:

Nomination of Andrew Grant to association board: According to our by-laws, our committee chairs need to be members of our association board. Tony Harbor was positioned to chair the new Marketing and Communications Committee, but stepped down from the board in December. Andy Grant has shown interest to step in. He is currently on the Montecito branch board of managers. Susan Sawyer and Sal Cisneros shared some background information about Andrew.

Motion by Jeff Speich/seconded by George Armstrong/carried to accept Andrew Grant as a member of the Channel Islands YMCA Board of Directors.

Oxnard Task Force Update: George Leis gave an update on the current work of the Oxnard Task Force. For more information, please see the addendum.

Financial Development Committee:

Campaign for Youth Branch Report: Darren explained that the campaign has been kicked off at each branch. Retention of recruiters is a challenge. We are currently at 36% of our Dollar goal. There are still 3-4 report nights left until victory.

Association Board Campaign for Youth Report: All board members are challenged to bring in money. The total dollar goal is \$46,130, currently we are at 27%.

Grant Update:

We applied for a \$500,000 grant for childcare at the Santa Barbara Foundation. We have not heard back from them yet, but are hopeful.

Risk Management & Planning Committee:

Children with Special Needs in YMCA Programs: This policy will provide guidelines for admittance of children with special needs in our YMCA programs. It addresses proper steps on how to assess the child, its needs as well as tutoring, medication requirements.

Brian explained that this policy draft has been carefully reviewed by the Risk Management & Planning Committee. It is an integrated and well thought out proposal.

Motion by Mark Fingerlin/seconded by Brian Gough/carried to approve the Children with Special Needs Policy #6.307.

Emergency Action Plan Requirements: This policy was also carefully reviewed by the Risk Management & Planning Committee. It ensures that our staff will have sound directions to follow when responding to an emergency. There is also a procedure; which is a comprehensive companion piece.

Motion by Robert Coles/seconded by Jim Dixon/carried to approve the Emergency Action Plan Requirements Policy #8.401

Governance Committee:

The committee will begin working on an alumni structure. We have some good alumni in our community; we should honor them and get them back into the fold.

The committee is also recruiting new members.

Branch Updates:

Lompoc: They are doing well in everything but memberships. Their branch is next to the Lompoc Aquatic Center. The Aquatic Center approached them and asked if the branch is interested in running it. This is currently explored. A new hospital opened in Lompoc which provides opportunities for collaborations. Lompoc's campaign kick-off is tonight. Staffing is down.

SCG: They had their annual Father-Daughter Princess Ball with 488 attendees. This event gets bigger every year. Next year they will hold it on two nights. They have reached 72% of their capital campaign goal. They got the first drawings from the architect. Challenges are that the facility is packed and to raise the other 28%. This will be the completion of the master plan.

Santa Barbara: The Good Friday Breakfast will be held on April 2. John Davis will be the speaker. Tim is looking for table sponsors. Membership and childcare are a challenge. The branch is busy and the need for financial assistance is high. They gave out \$75,000 more than budgeted.

Ventura:

The campaign is underway. They are building a hospital in Ventura which also has a capital campaign. Membership enrollment exceeded budget expectations. Youth & Government had a great year 27 students participated. Childcare is hitting targeted numbers. Focus is now on retention. They are looking into grant writing to support things they currently do.

YFS: They held their first annual stakeholders breakfast. Lynn thanked everyone for their support. They launched the new Transitional Age Housing Program with the Santa Barbara Housing Authority. Reaching for Stars event will be held on May 26. Decreased government funds are a challenge.

Montecito: Annual campaign is off to a good start. They are at 42%. Memberships are down and scholarships are up. Challenge is pre-school. They always had a waiting list, now there are open spaces. Capital Campaign: They had a preliminary meeting with the County to get feedback and to know what our entitlements are.

Camarillo: Childcare and memberships are challenges. They are down between \$10,000 and \$12,000 per month compared with last year. The foreclosure rate in Village in the Park is 29% and rising, but they are making it work. A lot of their board members are affected by the economy. This might hurt the campaign. Program revenue continues to grow.

There being no further business the meeting was adjourned.