

**Channel Islands YMCA  
Association Board Meeting  
May 19, 2011  
Montecito Family YMCA**

**MINUTES**

Present: Brian Gough - Chair, George Armstrong, Darren Caesar, Jim Dixon, Andrew Grant, Dale Haslem, Sally Irving, George Leis, Ric Ruffinelli, Jeff Speich, and Daniel Watkins.

Staff: Sal Cisneros, Rich Gross, Tim Hardy, George Heesen, Dan Powell, Yvonne Rubio, Susan Sawyer, Amber Stevens, Pam Swenson, Megan Voshell, Manuela Williams, Cary Young, and Mike Yamasaki.

Guests: Sean Mason, Susan Case, Mark Kirkhart, Tim Warner, Alida Aldrich, Stuart Fuss

Absent: Sandy Allan, Gail Anikouchine, James Armstrong, Robert Coles, Tom Heter, Jon Martin, Norm Nebroski, Woody Rollins, and Joe Sullivan.

Meeting called to order by Brian Gough, Chair.

George Armstrong and Yvonne Rubio gave the opening thought.

**Chair's Report:** Lynn Karlson introduced Susan Case from the Women's Fund of Santa Barbara. Susan explained that the Women's Fund of Santa Barbara is a volunteer driven group who accumulates resources to give back to the community. She is a "researcher". She visited Lynn, interviewed her and was very impressed. The Women's Fund of Santa Barbara rewarded "My Home" with \$100,000. Susan presented the check to Lynn.

Brian thanked Susan and the Women's Fund for their generous contribution. This is of tremendous help.

Brian explained that over 1 year ago, we discussed opportunities to collaborate with the Southeast Ventura. Our board supported it; the Southeast Ventura Y board did not fully support it. Now there is a change in leadership and their board is reconsidering. We got an affirmative response from them, that they are now willing to go forward with discussions. There will be a Task Force appointed from our board, who will meet with the Southeast Ventura Y task force to explore collaborations. The task force will report back to this board.

**125<sup>th</sup> Anniversary Committee:** Darren gave an update. The Santa Barbara branch will celebrate their 125<sup>th</sup> anniversary in 2012. It is one of the oldest non-profits in Santa Barbara. This is a great opportunity to celebrate and re-connect with our community. Darren is the chair of this committee. He encouraged anyone who is interested to help. One of the main goals is to renew and reconnect relationships with the past. We need to communicate our longevity to the public,  
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this is an opportunity to help our financial development and increase our Heritage Club. The date for the main event is Saturday, May 19, 2012. We have a calendar of events for the whole year and will celebrate all year long. This anniversary will be tied in all of our marketing materials and messaging. There is a lot of work to be done, we need volunteers to help.

**Program Highlight:** Sal gave some background info regarding the Montecito Capital Campaign and introduced Mark Kirkhart, an architect with DesignArc. Mark gave a slide show of the plans/renderings that DesignArc developed.

### **CONSENT AGENDA**

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

**Motion by Ric Ruffinelli/seconded by George Leis/carried to approve the consent agenda including all minutes as listed in the board packet.**

### **President's Report**

Sal thanked Mark for his presentation. He explained that 5 years ago we embarked on our 5-year strategic plan. It was ground-grassroots driven. Sal gave an overview of what has been accomplished during these 5 years. It is time to begin another strategic plan. We will use the book "The Nonprofit Strategy Revolution: Real-Time Strategic Planning in a Rapid-Response World" by David La Piana. We will use strategic plan facilitators. In an ever changing world it is hard to predict ahead 3 or 5 years. It will be more of a top down approach and not as benchmark driven. We will use it in our 3 new areas: Youth Development, Healthy Living, and Social Responsibility. The kick-off will be in June 2011.

Sal and the Borchard family presented a project review update to the Oxnard City Council. The City Council has two new members. It was well received and a very good meeting for us. They want us to establish a presence in Oxnard. We are setting up a task force meeting to discuss if the Borchard land is the right site for us.

Dan explained that the association board held an executive session last December to discuss the Lompoc branch. We received good feedback and strong support. The strategic task force is in the process of mapping out strategies to stabilize the branch. Last year Dan stepped up to give leadership to Lompoc, his time and focus will now shift out of the branch operation. Bob Freed, the associate executive director of the Santa Barbara branch will become full time branch manager for the Lompoc branch,

The results of the market study will be delivered to the branch board next week. They spoke with 600 members of the community. We could more than double our membership. We have engaged Luckman Associates to design facility renovations. Scope of work and costs will follow. Staff is working on investigating leasing new equipment.

We will partner with the City Aquatic Center. We met with the city administrator and the mayor. A staff task force concluded that it is a viable option. A proposal was presented to the City Council who directed the Aquatic Center to draft a programming agreement.

We have begun working with funding agencies: Santa Barbara Foundation, Weingart Foundation, Wood Clayssens Foundation and Rotary Club of Lompoc.

This is the 3<sup>rd</sup> year that the branch comes in with a deficit. Expenses have been reduced. We will rebuild membership with a renovated facility. The annual campaign and the golf tournament exceeded goals. We are working towards a balanced budget for 2011-2012. The aquatics programs are not in the current budget and will run separately if conducted.

### **Branch Updates:**

SCG: The groundbreaking ceremony was held last Saturday. They surprised Dean Anders, capital campaign chair and board member since it's inception, by naming a building the "Dean & Carol Anders Teen Activity Center".

Santa Barbara: The branch is longer in Santa Barbara than the Santa Barbara School District. They held their Family Fun Day and 400 people from the community participated. They held their board retreat, called "strong board through strong community". They received an award from ARC, another nonprofit in town, for a program they do. One of their board members went to Youth & Government VIP day in Sacramento. High School kids that are involved do not get school credit for it. He rallied at the school board and met with school board members and beginning next year they will receive credit. Bob Freed will be a great asset to the Lompoc branch. They are trying to find a replacement.

Ventura: Membership is up. Summer camp numbers are coming in. They hired a new child care director. They are starting to offer Operation Kid/Splash. Child care and government funding is challenging. They are being hit hard by the State budget. Their facility is very busy. A space utilization task force was looking into improving/changing the facility. They will be making changes to with the racquetball courts and are trying to utilize this space better. They are securing funds to make it happen.

YFS: Dave Morley reported that **My Home** was launched on March 31 with 13 teens. The \$100,000 donation from the Women's Fund is tribute to Lynn and her staff. An Open House for the community was held on April 7. Noah's Anchorage is undergoing renovations. 3 YFS full time staff are expecting. The IVTC will get a new building, donated by UCSB. Street Outreach is a challenge. They lost staff and funding. The Reaching for Stars event will be held on May 25. They have not sold as many tickets as they hoped to. If you are interested, please contact Lynn.

Montecito: They are concerned about the loss of several grants. Overall they are doing well. Their budget was approved by the branch board. Their golf tournament will be held on October 13, Mike Yamasaki asked for help soliciting sponsors.

Camarillo: They are gearing up for summer and added swim classes. Membership has increased, due to another facility in town has closed. Their school district is not renewing contracts in the fall because they will manage their sites themselves. This means Camarillo is downsizing from 5 sites to 3.

## **COMMITTEE REPORTS**

### **Finance Committee:**

April Financials: Dale Haslem reported that we are 10 months into the fiscal year. All branches consolidated at the YTD net line we are at a positive variance of \$257,020. On the expense side we are almost at our \$11,133,290 budget with a YTD negative variance of \$12,414. The budget provides not only for operating expenses but also reserves, debt reduction, etc.

April Memberships: On a branch by branch level, Lompoc is off budget with an negative YTD variance of \$140,775. The largest positive YTD variance is seen at Santa Barbara with &172,841. All branches, except Lompoc are positive.

Physical memberships usually trend down between January and March, but we trending up. We are at same levels as 3 years ago, this is a good trend. On a branch by branch level Santa Barbara, Camarillo had an uptick. Lompoc is flat, Montecito, Ventura and SCG had a downtick.

Full Pay & Scholarship Unit Counts: As of April we have 9,123 full pay membership units, 1,472 scholarship (partial pay) units and 745 3<sup>rd</sup> party pay units, i.e. Silver Sneakers, Armed Forces, etc.

Statement of Financial Position: Total debt is down to \$387,390 as of 4/30/11, compared with \$603,775 on 6/30/10. We paid down debt during a recession. We pay more out of reserves than we take in. We will not present next year's budget for approval at the Annual Meeting. There will be a special Budget Finance Committee meeting on June 8 at 8:00 am at the Santa Barbara branch and all association board members are invited. The budget will then be approved by the Finance Committee at their next meeting on June 15. The plan is to provide the budget for approval via email vote between June 16 and 30.

### **Executive Committee:**

Steve Weintraub has been a member of the investment committee since its inception in December 2007.

Due to restructuring of the investment committee and Mark Fingerlin's retirement from the association board and subsequently also as chair of the investment committee, a meeting with Steve Weintraub and Sal Cisneros was held and Steve has agreed to be nominated for association board membership.

### **Motion by Jeff Speich/seconded by George Leis/carried to accept Steve Weintraub as a member of the Channel Islands YMCA Board of Directors.**

### Advisory Board Structure:

Jeff explained that at the last Governance Committee meeting establishing of an Advisory Council for YFS and an Advisory Board for Channel Islands YMCA was discussed. Both would have only fiduciary responsibilities. Both are closely aligned in concept, but different in terms of structure. Key distinction for a Channel Islands YMCA Advisory board is that they may be former association board members, which gives them ability to stay involved; key donors or key community members with standing and influence.

Lynn explained that her needs are different and for the YFS Advisory Council, Lynn would like to have experts in the field, i.e. child psychologists, law enforcement officers, political figures, the mayor, etc. lending their good names to us to help with public advocacy, awareness and branding.

Lynn and Sal did a "term storm" and Sal presented it to the board. He asked for feedback and ideas.

Sal explained that branches also suggested having some sort of Advisory Council. George Leis shared that he has some insight and would like to help us.

It was agreed that it will go back to the Governance Committee and George Leis was welcomed to join.

There being no further business the meeting was adjourned.