

July 19, 2011
DCARA Board Meeting Minutes

Meeting Called to Order: 6:23 PM

Present: Lindsey Feuer, Patty Lessard, Katie Murch, Jane Newkirk, Sharif Rashedi

Excused: Chris Held

Unexcused: none

Staff Present: Executive Director, Jim Brune

Visitors: Kenton Twidt

Interpreters: none

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April 2011 Minutes: The April 2011 Minutes were approved as corrected.

May 2011 Minutes: The May 2011 Minutes were approved as corrected.

June 2011 Minutes: The June 2011 Minutes were approved as corrected.

Officers' Reports

President: Sharif Rashedi

A special meeting to continue Fit@50 discussions is set for Sunday, July 31 at 1 pm at Planet Earth in Oakland. President Rashedi will send an email with more details.

Vice President: Katie Murch – no report

Secretary: Jane Newkirk

Please send me corrections to the minutes and an electronic copy of your report.

Treasurer: Patty Lessard

Treasurer Lessard directed our attention to the “assets” section of the report. The “Deaf Store Inventory” will be written off as of June 30, 2011. In addition, there is a CD for the “Hal Ramger Award”. She will investigate why there is money in that account and what it is to be used for.

Standing Committees

Fundraising Chair: Jane Newkirk

Newkirk sent each member a copy of their donations to date for their information. The committee did not meet.

Strategic Planning Committee (SPC): President Rashedi

Debbie O’Willow has developed a more organized structure for SPC meetings and order of business. The structure of FODCC has changed to allow more efficiency and allow DCARA Staff to handle the bulk of the paperwork. Meetings have been moved to first Monday of the month from 3-5 PM at the DCC.

The Committee discussed Fit @ Fifty.

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Clarity was determined by Staff and Management as an area that the SPC could be more involved in. Clarity is broken down into several subsets. They still need to determine what subsets the SPC committee will be responsible for and what the Board involvement will entail.

Board Development and Recruitment Chair: President Rashedi

We will have an executive session to nominate a new candidate.

Finance committee – Treasurer Lessard

A damage policy for the use of the DCC needs to be written and a set percentage of all DCC rentals needs to be transferred to a specific account to take care of “wear and tear” of the building.

The Finance Committee reminds the Board Members to keep up their Board Commitments.

Reports from DCARA

Executive Director: Jim Brune

Agency Plan for 2011-2012:

- I. **Agency Vision and Well-being**
 1. Work with SPC to develop a three-year agency strategic plan (July 2012 – June 2015)
 - a. Return to, and finish, discussion (started in 2009) about DCARA’s mission, vision, and values
 - b. Develop a plan for how agency will address facilities (including DCC repairs/maintenance and San Leandro house) and programs/services
 2. Complete 60% of Fit @ 50 tasks / actions by March 2012
 3. Create a plan to address staff compensation challenges and opportunities
 4. Celebrate 50th Anniversary of DCARA existence and services (1962 – 2012)
 - a. This includes 50th Anniversary gala (fundraiser) in March 2012, Community Celebration (free to the public, to take place in Fall 2012)
 - b. August FSM: Ask staff if there are other ways we want to celebrate 50 years

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5. Review and monitor goals for each committee (DPC, SPC, Website, PMC, Fit@50)

II. Programs and Services

1. Client Support Services
 - a. Bid again and secure at least six to eight RFPs (at least \$1.3M)
 - i. DSS
 - ii. City of Fremont – Human Services
 - iii. City of Fremont – Senior Services
 - iv. City of San Leandro
 - v. County of Santa Clara – Family Connections
 - vi. County of Santa Clara – Deaf Services
 - Program
 - vii. City of Pleasanton
 - viii. City of Dublin
 - ix. City of Livermore
 - x. City of San Jose
 - b. Assess and evaluate programs
 - i. To ensure that services we're providing meet current community needs
 - ii. To use as tool to increase program revenue (through grants, fundraising efforts)
 - iii. Evaluating programs using baselines, benchmarks, ISPs, information gleaned from new database
 - c. Develop a CSS Departmental policies and procedures manual
2. Employment Services
 - a. Bid again and secure EDD RFP (at least \$374K)
 - b. Meet or exceed EDD job placements and obtained employment benchmarks
 - c. Establish DETC pilot project by June 2012 to better support "Not Job Ready" clients
 - d. Assess and evaluate Employment Services program
 - i. To ensure that services we're providing meet current community needs
 - ii. To use as tool to increase program revenue (through grants, fundraising efforts)
3. Accounting and Administrative Services
 - a. Complete the Personnel Manual by December 2011.
 - b. Develop AAS staffing and staffing backup plan.

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4. Deaf Community Center
 - a. Work with FODCC to maintain the DCC building maintenance needs.
 - i. Repair and install new tiles in Men and Women bathrooms
 - b. Create a clear, realistic marketing plan to increase DCC usage
 - c. Increase annual rental revenue by at least 10% (from \$34k to \$37k)

5. Community Relations (Media, Marketing, Fundraising)
 - a. Secure \$87,900 in revenue for 50th Gala (net profit of \$31,000)
 - b. Increase donor base by 20%
 - i. Through Direct Mail campaign
 - ii. Through individual donations (including United Way giving)
 - iii. Plan, publish, and distribute DeafLink newsletter quarterly (4 times a year).

6. Program Development
 - a. Secure at least one private foundation/community foundation grants for general operating expenses
 - b. Secure at least one new grant for CSS programs
 - c. Secure at least one new grant for DETC program

III. Budget and Finance

1. Agency budget – end the year with a balanced budget (deficit: ZERO) .
 - a. Ensure that we monitor agency budget on a monthly basis so we are on target to meet our goal for a balanced budget
2. Create plan and policy regarding appropriate allocation of program revenue (from fundraising)
3. Inform staff of status of agency finances at least two times a year

Personnel:

- Job Developer/Interpreter (San Francisco): This position continues to be vacant.
- Director of Community Relations position will be advertised no later than next week.

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Employment Development Department:

- DCARA's won the bid to provide employment services to our 4 EDD offices in the amount of \$374,000 for FY 2011-2012.
- Executive Director Brune and Director of Employment Services Baer will be meeting with our contract analyst on August 30th to discuss a number of issues.

Client Support Services Department:

- Santa Clara County contract
 - Previously informed DCARA of 100% cut to both contracts:
 - Family Connections Program
 - Deaf Services Program for San Jose office
 - Through advocacy efforts of Silicon Valley Council of Nonprofits, contracts were restored to those NPO's working with the County.
 - DCARA's two contracts were restored by 75%
 - This means a 25% contract reduction.
 - This contract restoration means that DCARA can continue plans to add a second position for the Family Connections program.
- City of Fremont contract
 - Human Services contract: reduced by 6%
 - Senior Services contract: reduced by 6%
- Family Connections program celebrated the one-year anniversary of Club Saturday.
- Deaf MultiCultural Program held the Juneteenth event on June 18th at DCC. It was a very successful event.

Community Relations Department:

- Sponsorships
 - California Association of the Deaf Conference:
 - DCARA will provide:
 - flyer development/ design
 - post flyer on website and on our bulletin boards through our outreach offices
 - send out text about event on eNews/ FB
 - help to pay for space use of Swiss Hall
 - help with contacting our legislators to invite them to come to the ASL Celebration
 - In exchange, CAD will provide:
 - provide free booth at ASL Celebration AND during the CAD Conference
 - recognize us as a sponsor by posting our logo on their flyer

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- recognize us as a sponsor on their website
- allow us to do sign-ins for registration for the ASL Celebration (CAD would like copy of this)
- DYUSA Camp
 - For the DYUSA camp August 1-4 at DelValle Lake, DCARA will provide:
 - Projector
 - White Screen
 - Large Post-it Papers
 - Markers
 - Copy machine
 - Water
 - DCARA will also provide a presentation at the camp about how Deaf youth can help

Important Dates:

- July 23rd: Club Saturday in Watsonville
- August 11th – 13th: CAD Conference
- August 27th: Club Saturday
- October 1st: Oktoberfest
- October 16th or 23rd: Shelley Lawrence House Party

Miscellaneous:

- Alarm System was installed today (July 19th) at Headquarters.
- A vlog was produced by Executive Director Brune and posted on DCARA's website in response to the community's concern about the hiring of a hearing manager at DCARA.

Old Business

President Rashedi followed up on MO061411-3 to research other Non-Profit Boards on the topic of our 36 month separation policy before applying to become a Board member. He found that DCARA's policy was the most strict. Other Non-Profit Boards also have no policy against a Board Member resigning to becoming an employee of the agency.

New Business

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The floor was opened to allow Kenton Twidt to make comments. He suggested that there be a picture wall of all staff and Board members at the DCARA headquarters. He also suggested that the vlogs be improved to help advertise events.

ANNOUNCEMENTS

Keep advertising the 50th Anniversary Gala!


Meeting Adjourned at 9:26 PM

The Board went into executive session. The result of the session is the following motion:

MO071911-8 Lessard (Feuer) moved to accept the Board Recruitment Committee recommendation that the Board approve Lonnie Tanenberg as a new Board member with a three-year term to be effective August 9, 2011. MSPassed

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Respectfully submitted,



Jane Newkirk
Secretary

Accepted as read

Accepted as corrected