

## March 13, 2012 DCARA Board Meeting Minutes

**Meeting Called to Order:** 6:20 PM

**Present:** Chris Held, Patty Lessard, Steve Longo, Katie Murch, Jane Newkirk, Sharif Rashedi, Lonnie Tanenberg

**Excused:** none

**Unexcused:** none

**Staff Present:** Executive Director, Jim Brune; Executive Assistant, Rebecca Chow; Director of Business and Accounting, Patty Souza

**Visitors:** none

**Interpreters:** none

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| <p><b>MO031312-1</b> Murch (Tanenberg) moved to approve the February Minutes as corrected. MSPassed.</p> |
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### **Officers' Reports**

**President:** Sharif Rashedi

President Rashedi discussed with the Board on ways to be visible at the 50<sup>th</sup> Gala. It was decided to order white corsages and boutineers. He also complimented Treasurer Patty Lessard on the renovations done on the DCC property.

**Vice President:** Katie Murch –

Vice President Murch shared feedback from her community meeting. Among the recommendations were the need to improve the website so people can find the information they want easier. In addition, a direct link to joining the board from main page needs to be included. It was discovered that most people check the website from mobile phones and can't see flash player or print online application. Games could be added to the website, and integrate it with Facebook and Twitter.

**Secretary:** Jane Newkirk – no report

**Treasurer:** Treasurer Patty Lessard –

The Finance Committee did not meet this month. Investment research was shared with the Board, specifically "dollar cost averaging process". Lessard will send out a report to the Board members to help them understand what that means.

## March 13, 2012 DCARA Board Meeting Minutes

### Standing Committees

**Development Team (formerly known as Fundraising Committee):** Katie Murch  
We established the Development Team! This team will focus on several elements: special events, ongoing strategy (direct mail, etc.), and volunteers. This all will influence DCARA's fundraising success. Each will play an important part.

Everyone in the team is considered an equal team member. Murch will be considered as the team leader. Each subcommittee leader will be responsible for their project

Our total fundraising goal for the upcoming fiscal year is \$40k. We will modify it after the year is over and we reflect on successes and challenges. It is hoped that Board members not on the committee can also "lead" an event.

The next fundraising meeting is Sunday, March 18<sup>th</sup> in San Francisco from 1-5pm

| Category | # of events | Total goal | Min Goal Per | Events   |
|----------|-------------|------------|--------------|--|
| Large    | 2           | \$20k      | \$10k        | Wine and Cheese<br>TBA   |
| Medium   | 4           | \$10k      | \$2500       | Oktoberfest<br>BADAR<br>Homecoming<br>Deaf Expo<br>Tilden 5K<br>Rubber Duck  |
| Small    | 6           | \$5k       | \$500        | Pancake Breakfast<br>Movie Night<br>Spaghetti Dinner<br>Murder Mystery<br>Dirty Signs Class<br>Lock In night<br>Christmas Wrapping/Hot Chocolate Bar |
| Ongoing  |             | \$5        | \$500        | Direct Mail<br>Call/Personal Requests<br>Affiliation with Businesses<br>"After Dark" Happy Hour  |

# March 13, 2012

## DCARA Board Meeting Minutes

**Board Development and Recruitment Chair:** President Rashedi

No report

**Finance committee** – Treasurer Lessard

No report

### Reports from DCARA

**Executive Director:** Jim Brune

### **This Month's Burning Questions for the Board:**

1. How can the Board create a strong visible presence at the Gala?
2. How can the Board use the momentum generated by the Gala to increase and maintain its strength as well as the agency's strength/vitality in the community?

### **Personnel:**

- Director of Employment Services: This position was vacated by Michael Baer as of March 7<sup>th</sup>. Advertising of this position will occur within the next two weeks.
  - Kay Tyhurst has agreed to come out of retirement to provide services at Fremont EDD office.
  - Mary Telford is now the Interim Director of Employment Services.
  - Zinzi Evans will continue to work with ED Brune on the continuing development of DETC.
- Job Developer/Interpreter (Campbell): This position continues to be vacant. We just received an application and that application is now under review.

### **Fundraising:**

- **50<sup>th</sup> Anniversary Gala:**
  - Ticket sales: final head count is 567 tickets!!!
  - Sponsorships: We have generated \$28,960 in sponsorships for the gala. Sponsoring organizations include:
    - Sorenson
    - Hamilton
    - RMS
    - AT&T
    - Oracle
    - Purple
    - WCI
    - Sprint
    - DeafVision
    - Convo

## **March 13, 2012**

### **DCARA Board Meeting Minutes**

- Program Book Advertisements
  - We have generated \$4,175 in advertising revenue through sponsorships.
  - We have also generated \$3,615 in advertising revenue from individuals/organizations not sponsoring.
  - This is a total of \$7,790 in advertising revenue.
- We have enhanced the gala webpage to include a page regarding:
  - Silent Auction items
  - Live Auction items
- Auctions:
  - We will be running two auctions, not three. We will conduct a live auction and a silent auction.
  - What we had previously planned to do was a dessert auction is now dropped in the interest of time and to simplify gala operations. We now have 53 desserts. We want 60 desserts (57 are needed for 57 tables with a couple of extra for backup).

#### **Program Development:**

- Department of Social Services
  - Contract paperwork for 2012-2013 submitted on February 24<sup>th</sup>.
- City of Concord:
  - We learned Friday March 9<sup>th</sup> that our grant proposal requesting funding for Family Connections' Club Saturday program was denied.
  - Staff will be attending a meeting on Wednesday March 21<sup>st</sup> to learn more about our application and to ask questions about our application.

#### **Meetings/Workshops Attended:**

- Meeting at Office of Deaf Access:
  - ED/Coalition Chair Brune and all the sister agencies met with the Office of Deaf Access on February 28 to address concerns about the stringent budget modification policy and our respective ability to exhaust our contract amounts.
  - The Coalition met in the afternoon to outline our ideas for how the Office of Deaf Access can better advocate on behalf of the Coalition.
- Department of Rehabilitation Deaf and Hard of Hearing Advisory Committee:
  - ED Brune attended DOR DHHAC on February 29<sup>th</sup>. Among the topics discussed were:
    - A new mission statement for the DHHAC
    - A new service model for DOR called VRMOD (Department of Rehabilitation Modernization) and how it will impact Deaf and hard of hearing consumers.

## March 13, 2012 DCARA Board Meeting Minutes

- PEPNET:
  - Zinzi Evans and ED Brune met with Mary Morrison with PEPNET to discuss ways that PEPNET can support DCARA's curriculum development for DETC.
    - A follow up conversation between Ms. Morrison and Ms. Evans is scheduled for this coming Thursday.
- Bay Area Rapid Transit (BART):
  - Several DCARA staff met with BART officials to discuss the implementation of VPs at 5 BART stations as a pilot project for VRI as well as conducting focus groups to discuss ways they can improve services to Deaf/HOH BART riders.

### **Important Dates:**

- March 24<sup>th</sup>: 50<sup>th</sup> Anniversary Gala!
- April 28<sup>th</sup>: Bay Area Deaf Amazing Race!

### **Old Business**

The list of motions made since January, 2011, that affect the By-laws has been compiled and sent to the Board Members. The AdHoc committee will work on updating the By-laws

### **New Business**

**MO031312-1** Murch (Tanenberg) moved to approve the February Minutes as corrected. MSPassed.

### **ANNOUNCEMENTS**

none

### **Meeting Adjourned at 9:03 PM**

Respectfully submitted,



Jane Newkirk  
Secretary

\_\_\_\_\_ Accepted as read

\_\_\_\_\_ Accepted as corrected