

# October 9, 2012

## DCARA Board Meeting Minutes

**Meeting Called to Order:** 6:08 PM

**Present:** Patty Lessard , Steve Longo, Jane Newkirk, Sharif Rashedi, Lonnie Tanenberg

**Excused:** Chris Held

**Staff Present:** Executive Director, Jim Brune; Executive Assistant, Rebecca Chow;  
Multicultural & Client Support Specialist , Marta Ordaz

**Visitors:** none

**Interpreters:** none

**MO100912-1** Lessard (Longo) The Finance Committee recommends that the Board approves the June and July finance reports. MSPassed.

### **DCARA Staff Highlight**

Marta Ordaz, the Multicultural and Client Support Specialist, presented about her role.

### **Officers' Reports**

**President:** Sharif Rashedi

President Rashedi brought the Board up to date on Oktoberfest. There was a discussion as to what would be an appropriate prize for the Drunken chicken competition. The plan is to set up tables and decorations on Friday before and after the NAD town hall, and to continue set up early Saturday morning. Longo and Rashedi will set up big work lights to provide lighting outside. Longo will advertise for Oktoberfest as an after-party venue on the Deaf Nation stage. Rashedi is still looking into a big discount for the beer glasses. Water/tea will be available in big pitchers.

**Vice President:** vacant

**Secretary:** Jane Newkirk – no report

**Treasurer:** Treasurer Patty Lessard – see Financial Report

### **Standing Committees**

**Development Team (formerly known as Fundraising Committee):** please see the President's Report.

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

Interested candidates can just email [bd@dcara.org](mailto:bd@dcara.org) to inform him of their interest and request more information.

Vice President Tanenberg will take on the project of inviting people from other boards to sit on our board.

It is important to be clear about what being on the Board means and give them a reason to apply. President Rashedi has two different letters; one to invite members from other organizations, and the other to invite an individual to join the Board

**Finance committee** – Treasurer Lessard –  
The Finance Committee met last Thursday.

Included on the agenda were:

Update on the Dollar Cost Averaging for the Investment Account. -- Treasurer Lessard has a meeting with our representative from Kramer Financial October 11th to get further clarification on costs associated with a managed account versus the current type of account we have.

Update on the Audit -- Director of Accounting & Administrative Services, Patty Souza is making good progress. She hopes to have everything ready to submit to them by October 11th. They will be performing the audit on November 1st and 2nd. They will call Treasurer Lessard during those times if they have any questions.

Lessard has requested that they come to a Board meeting and present their findings as they did last year.

DETC -- ED Brune discussed some possible scenarios for this program. He will present a fuller version to the Board soon, hopefully, as he still has a few details to iron out.

Fundraising activities -- the Finance Committee wanted to be sure that things were on track for the events.

Reminder to the Board -- the success of fundraising events have a direct effect on the agency budget and the agency's abilities to provide programs and services. It is important that we hit or exceed our projected dollar amounts for each event.  
Parrott Street house -- there is still a lot to be discovered and discussed regarding the property and house. This issue will be discussed more in depth in the next few months.

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Financial Reports for June 2012 -- There are no red flags for this month. Still a healthy number in cash and cash equivalents. The Line of Credit (LOC) was paid off with the DSS advance in August. That report will be given to the Board next month.

The "cash reserve" (column to far right on second page) shows the amount set aside in FY 2011-12 -- \$2,285.00.

The total set aside since its inception can be found on the front page, under Fixed Assets: Fundraising Set Aside. The total so far is \$6,990.

Please note that we were below budget on many lines of the Fundraising Income. We hope to see better numbers next year.

The Finance Committee recommends that the Board approve the June report under new business.

Finance Reports for July 2012 -- as you can see there is much less in the Cash and Cash Reserves, but that number will increase next month. Watch for that.

On the second page, cash reserve AKA set aside began at \$0 on July 1, 2012. The cumulative total is still recorded on the first page.

July is in the middle of the summer and so there weren't many program-related or fundraising-related events. As a result, you will see that we are below budget in these areas again. Our big event for the fall is Oktoberfest.

As positions get filled, you will continue to see an increase in salaries.

As with June, there were no red flags for this month.

The Finance Committee recommends that the Board approve the July report under new business.

**By-Laws committee** – Steve Longo

No report

**Reports from DCARA**    **Executive Director:** Jim Brune

**Client Support Services:**

- Hard of Hearing/Late Deafened Program: ASL classes just begun
- Deaf Services Program:
  - ASL-E classes to begin next week

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- Computer classes to begin next week

### **Family Connections Department:**

- Club Saturday was held on September 22<sup>nd</sup> at DCC and on September 29<sup>th</sup> in San Jose.
- ED Brune and Director O'Willow have a meeting planned with CSD Superintendent Sean Virnig in early November to discuss plans for the second year of the Deaf Role Model project.

### **Employment Services Department:**

- ED Brune and Director Patty O'Sullivan had a meeting with representatives of Department of Rehabilitation to explore the possibilities of DCARA becoming vendorized with DOR.
  - The meeting was positive and provided valuable insight into the possibility of generating an additional source of revenue for DCARA. ED Brune is going to work with Director O'Sullivan on creating possible scenarios for this additional revenue source to work (while ensuring that we are not "double dipping" with our existing EDD funding).
  - We are currently considering starting with the South Bay and if all goes well, expand to include the Greater East Bay District which would include our Fremont and Oakland offices).
  - It is also hoped that a solid relationship with DOR will translate to a stable source of revenue for our Deaf Employment Training Center.

### **Community Relations Department:**

- DCARA hosted a meeting with Deaf Owned Businesses of the Bay Area (DOBBA) to solicit their feedback about our plans for the Deaf Business Symposium.
  - We expect to host the Deaf Business Symposium at Ed Roberts Campus in Berkeley.
  - There are many advantages to this:
    - Very much accessible via BART
    - Berkeley is a geographically central location
    - Technological access is superb
    - Two additional rooms are available for our use, one for catering
    - It will cost DCARA zero for the use of the facility
- Direct Mail: Our Annual Direct Mail campaign is under way! This is a significant source of revenue for us for FY 2012-2013 so your involvement in this effort is crucial.
  - We expect to complete the letter writing within the next couple of weeks.
  - In 2011-2012, we generated \$9,252 in direct mail donations.

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- In 2012-2013, we are projecting \$9,000 in direct mail donations.
- What do we need from you?
  - Possible names for an author for the letter – due now
  - Names of individuals in your circle of family and friends for you to send personalized letters to – due now.

### **Accounting and Administrative Services:**

- There has been much preparation within the department for the audit visit on November 1<sup>st</sup> and 2<sup>nd</sup>. Preparing for this audit visit requires a great deal of organization to ensure that all of our paperwork for grants and all billings are in order.

### **Advocacy:**

- BART:
  - DCARA was invited as a member of the BART Accessibility Task Force (BATF) to the first meeting of the Fleet of the Future/BART New Car Design Review Committee. A two-dimensional model of the new BART cars that are in the final process of design was displayed for review. Included among many upgrades will be the following which impact the Deaf and hard of hearing community:
    1. electronic signage in the middle of each train car
    2. electronic signage and captioned BART information deemed important for riders to know (this information will be continuously looped throughout the course of the line) by each car door (there will be six doors per train car)
    3. dynamic map along with the electronic signage by each car door, showing the next few upcoming stations
    4. loop system for those with a T-coil in their hearing aid or cochlear implant
  - DCARA is proud for being responsible for pushing these four items through. The new train cars are slated to be completed in 2017.
  - The BATF advises the BART Board of Directors and staff on communication and disability-related issues and advocates to make the BART system accessible to everyone. All meetings are open to the public.

### **Personnel:**

- Webmaster/IT Support position: This position continues to be vacant. We have been meeting our web maintenance and IT support needs via a contract with LeRoy Boren.

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- Job Developer/Interpreter (Campbell): The position was filled. Erin Rettke started on Monday, October 1<sup>st</sup>. Please join the Agency in extending a warm DCARA welcome to Erin!
- Job Developer/Interpreter (Fremont): This position has been posted and is for a temporary fill until January 2013 while our current staff is on medical leave.

### **Events attended by ED Brune:**

- ASL Celebration in Sacramento on 9/20
- Club Saturday in San Jose on 9/29
- Multi-Cultural Program event: "Knowledge is Power" event at DCC on 9/29
- Board President Rashedi's housewarming party on 9/29
- "Language Acquisition" workshop hosted by CSD on 10/2
- San Francisco Public Library Deaf Services program's 35<sup>th</sup> anniversary celebration on 10/6

### **Important Dates:**

- October 12<sup>th</sup>: NAD Town Hall meeting hosted by CAD (at DCC – new location)
- October 13<sup>th</sup> (day): Deaf Nation Expo in Pleasanton
- October 13<sup>th</sup> (night): Oktoberfest @ DCC
- October 14<sup>th</sup>: Fremont picnic
- October 28<sup>th</sup>: Club Saturday in Watsonville
- November 3<sup>rd</sup>: NorCRID Conference in Berkeley
- November 4<sup>th</sup>: Zumbathon fundraiser at DCC
- November 12<sup>th</sup>: CSD Open House

### **Old Business**

The Board as a whole needs to submit 10 names and addresses for the Direct Mail campaign.

Steve Longo will have a report on the By-Laws in November.

### **New Business**

**MO100912-1** Lessard (Longo) The Finance Committee recommends that the Board approves the June and July Finance Reports. MSPassed.

### **ANNOUNCEMENTS**

Patty Lessard was awarded the California State Poppy Award for her volunteerism as an interpreter/docent at Ano Nuevo Park and its elephant seal tours.

**Meeting Adjourned at 8:54 PM**

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Respectfully submitted,



Jane Newkirk  
Secretary

\_\_\_\_\_Accepted as read

\_\_\_\_\_Accepted as corrected