MEETING CALLED TO ORDER: 6:15 PM

PRESENT: Don Baer, Jenny Cantrell, Raine Cheng, Jennifer Cook, Dodi Ellis, Charles Farr, Tim Gough, Jeannie Leighton, Ken Mikos, Liann Osborne, Karina Pedersen, Jesada Pua, Phillip Smith, and Robert Solorzano

EXCUSED: Clark Brooke, Patty Lessard and Michael Mac Aulay

STAFF PRESENT: CEO Herron
COO Brune
CFO Cooper

VISITORS: Leah Bartel
Kendra Keller

MO6/12/07-1
Cantrell (Osborne) moved to approve the May 2007 minutes as accepted. MSPASSED

MO6/12/07-2
Cantrell (Osborne) moved that the board approves the July – September 2007 budget. MSPASSED

MO6/12/07-3
Cantrell (Solorzano) moved to hold five motions until next board meeting. MSPASSED

MO6/12/07-4
Pedersen (Mikos) moved to stop use DCARA’s fund for board refreshments. MSPASSED

CORRECTIONS TO THE APRIL 2007 MINUTES:

No corrections

MO6/12/07-1
Cantrell (Osborne) moved to approve the May 2007 minutes as accepted. MSPASSED
OFFICERS' REPORTS

President Dodi Ellis: Attached
Report needed?
Vice President Karina Pedersen: No report
Secretary Don Baer: No report
Treasurer Patty Lessard: No report

STANDING COMMITTEES

Finance Committee:
It was conducted under Treasurer’s Report.
Audit Committee: No report
Fundraiser Committee: No report
New DCC Fund: No report
Diversity Committee: No report
Deaf Lecture Series: No report
DCC Facilities: No report
Board Development & Recruitment: No report
Bylaws & Policy Update: No report

CEO Herron: Attached

PROPOSED MOTIONS

1. The board moves to approve July – September 2007 budget.
2. The board moves to approve the VISION 2018: DCARA Board of Director’s 10-Year Revenue and Deaf Community Center Master Plan.
3. The board moves to approve an allocation of $90,000 plus benefits from the new DCC fund to the Chief Business Officer position.
4. The board moves to approve fundraising goal of $100,000 from July 1, 2007 through June 30, 2008.
5. The board moves to host “Staff Appreciation” reception on October 9, 2007 in lieu of a regular board meeting.
6. The board moves to approve CEO’s goals for April 2007 – March 2008 as a part of her performance evaluation.

RATIONALE FOR THE PROPOSED MOTIONS

1. BUDGET
   The board moves to approve July – September 2007 budget.
This is a temporary budget until the board is able to make a decision on which direction DCARA should be heading towards. The proposed budget is for July through September 2007 and it is assuming that our operation is status quo for the next three months.

2. VISION 2018

The board moves to approve the VISION 2018: DCARA Board of Director’s 10-Year Revenue and Deaf Community Center Master Plan.

The purpose of this proposal is to serve as a guide for the board to discuss and to decide on the direction of DCARA 10 years from now. This is assuming that the board wishes to pursue a new Deaf Community Center (DCC) and significant amount of dollars would needed to ensure DCARA build a strong foundation in its overall finances.

Clarification on the Vision 2018 and self-study for strategic plan: the Vision 2018 is a long-term vision and is driven by the board such as a new DCC and it helps with the overall revenue plan. The self-study is more geared to identifying program and service needs of the community. The self-study will help the board have a clearer vision of what should be in the new DCC. Either way, a business venture is needed to bring in unrestricted revenue to support the overall DCARA operation and new DCC.

3. CHIEF BUSINESS OFFICER

The board moves to approve an allocation of $90,000 plus benefits from the new DCC fund to the Chief Business Officer position.

This position is tied in with the Vision 2018 plan. The board’s approval of this position is crucial to the success of the overall effort to strengthen DCARA’s finances and to get the agency geared up for the capital campaign within a few years. DCARA has attempted to form a couple of business ventures in the past with some success; however, they folded because there was no one staff person designated to follow through with the business and marketing plan to ensure long-term success. Before we reconsider another business venture, DCARA needs to hire a person who is in charge of researching and proposing a new business venture and developing and monitoring the business and marketing plan. The significance of having the CBO position is that his or her only focus is to bring in unrestricted revenue.

Funding the position: There are several ways to fund the position from using the new DCC fund to lending money from the new DCC fund to borrowing against the equity in the current DCC. The ROI will be substantially greater than if the board simply invests in stock investments only.

Does the CBO position duplicate the CRC position? Some board members have expressed that they believed that the Community Relations Coordinator (CRC) (formerly Development Associate) is sufficient and that a CBO is not needed. Most non-profit organizations have a
“Director of Development” or “Development Director” to focus on building a strong donor program. This position works with individual donors to provide a steady/regular donation to DCARA. DCARA needs to have a long list of donors as well as significant amount of funds donated to the agency from this source of funding. Our CRC needs to work closer with the board and CEO to recruit individuals to regularly donate funds to DCARA. The CRC position is partly funded by the DSS for the purpose of developing relationship with the community through public relations and information sharing. The significance of maintaining this position is to get DCARA in the position for its capital campaign effort in a few years.

How is the CBO position different from the COO position? The significant difference between the two positions is their focus. As explained earlier, the CBO focuses on increasing revenue for DCARA. The COO focuses on programs and services provided to the clients and the community.

Top-heavy organization structure: Initially, the organization structure will be top-heavy for the purpose of developing a plan to grow. As the agency grows, staffing will grow significantly at the frontline level. Over time, the agency will become a triangular shaped hierarchy structure.

Funding request: $90,000 for first year salary plus benefits. The board may need to fund this position approximately 3 years before the business venture can fund it.

Please see attached document 5 YEAR GROWTH PLAN.DOC. This is the Executive Team’s (ET) (Diana, Jim and Margie) temporary vision of the 5-year strategy. This would be revised after the self-study is finalized. The purpose of this strategy is to help the ET to gear up for the self-study and to provide directions for agency staff.

4. 2007-2008 FUNDRAISING GOAL:
The board moves to approve fundraising goal of $100,000 from July 1, 2007 through June 30, 2008.

Again, this ties in with the Vision 2018 and the 5-Year Growth Plan (the latter plan contingent upon the outcome of the self-study project). In order for DCARA to begin strengthen its finances and to get in the position for the capital campaign, the board needs to become more aggressive with the fundraising efforts. DCARA needs over a million dollars of fundraising annually for its unrestricted funds to take care of the basic budget needs and to save for the new DCC; however, a fundraising goal of $100,000 dollars a year is a good starting point.

5. STAFF APPRECIATION RECEPTION:
The board moves to host “Staff Appreciation” reception on October 9, 2007 in lieu of a regular board meeting.

I would like to give staff members a chance to showcase their programs to the board and to give the board a chance to learn more about the services provided by DCARA to the clients and the community in general. This is also an opportunity for the board to show appreciation to staff for their wonderful contribution to the agency. I propose to suspend the regular board meeting on October 9, 2007, this would allow the staff to give a presentation on the services they provide to the clients and the community and then the board can host a reception in their honor afterwards.

6. PERFORMANCE EVALUATION GOALS

The board moves to approve CEO’s goals for April 2007 – March 2008 as a part of her performance evaluation.

I have yet to meet with the Evaluation Committee to discuss my goals and performance expectations. I would appreciate having the board approve the following goals to ensure that I am performing according to the board’s expectations of me.

April 2007 – March 2008

Goal #1: To establish a communication system and working relationship between the new CEO and the Board.

Goal #2: To boost employee and community morale.

Goal #3: To maximize the organizational infrastructure and fiscal management during the transition period.

I expect to submit a new strategic plan after the self-study sometime between December 2007 and February 2008 to develop new performance expectations from the board in time for my first anniversary of employment in April 2008.

FOR YOUR INFORMATION

Registered Dodi Ellis and myself for:
One-Day Retreat for EDs and Board Chairs: Goal Setting, Strategizing and Relationship Building
Date(s) Time: June 22, 2007 9:30 am - 4:30 pm Location: CompassPoint San Francisco - Large Training Room C731 Market Street, Suite 200 San Francisco, CA 94103

I met with Dodi Ellis on May 31, 2007 for our regular monthly meeting.
I attended the pre-conference and regular conference of American Deafness and Rehabilitation Association (ADARA) in St. Louis, Missouri from May 22 through 26, 2007.

**ANNOUNCEMENTS**

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Vlog/Blog Conference and DCN – February 2, 2007:

DCARA will work with David Eberwein and Joey Baer to plan on DCARA hosting the conference.

**Future Conferences:**

- **August 3-8, 2007**, RID National Conference – “All for One and One for All” San Francisco, CA
- **August 23-25, 2007**, 17th Biennial TDI Conference, Marriott San Francisco Airport in San Mateo, California
- **August 29 - September 2, 2007**, CAD Conference & EXPO, Marriott Los Angeles Downtown Los Angeles, California

Deaf Nation Expo: October 27, 2007 - Alameda County Fair, Young California Building. DCARA is one of the sponsors of this event.

**UNFINISHED BUSINESS**

None

**NEW BUSINESS**

**MO6/12/07-2**

Cantrell (Obsorne) moved that the board approves the July – September 2007 budget. MSPASSED

**MO6/12/07-3**

Cantrell (Solorzano) moved to hold five motions until next board meeting. MSPASSED

**MO6/12/07-4**

Pedersen (Mikos) moved to stop use DCARA’s fund for board refreshments. MSPASSED

MEETING ADJOURNED 7:00 PM goes into the board retreat

DCARA Regular Board Meeting
June 12, 2007
Deaf Community Center, San Leandro, CA
Page 6 of 7
Respectfully submitted,

Don C. Baer
Secretary

Accepted as read Approved as corrected