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

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

Officers’ Reports

President: Sharif Rashedi  
President Rashedi discussed with the Board on ways to be visible at the 50th Gala. It was decided to order white corsages and boutonieres. 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.
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 18th in San Francisco from 1-5pm

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<thead>
<tr>
<th>Category</th>
<th># of events</th>
<th>Total goal</th>
<th>Min Goal Per</th>
<th>Events</th>
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<tr>
<td>Large</td>
<td>2</td>
<td>$20k</td>
<td>$10k</td>
<td>Wine and Cheese</td>
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<td>TBA</td>
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<td>Medium</td>
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<td>$10k</td>
<td>$2500</td>
<td>Oktoberfest</td>
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<td>Rubber Duck</td>
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<td>Small</td>
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<td>$5k</td>
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<td>Pancake Breakfast</td>
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<td>Murder Mystery</td>
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<td>Dirty Signs Class</td>
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<td>Lock In night</td>
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<td>Christmas Wrapping/Hot Chocolate Bar</td>
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<td>Ongoing</td>
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<td>Direct Mail</td>
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<td>Call/Personal Requests</td>
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<td>Affiliation with Businesses</td>
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<td>“After Dark” Happy Hour</td>
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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 7th. 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:
- 50th 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 24th.
- City of Concord:
  - We learned Friday March 9th that our grant proposal requesting funding for Family Connections’ Club Saturday program was denied.
  - Staff will be attending a meeting on Wednesday March 21st 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 29th. 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 24th: 50th Anniversary Gala!
- April 28th: 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

DCARA Regular Board Meeting
March 13, 2012
Deaf Community Center, San Leandro, CA
Page 5 of 5