

PFLAG Board Meeting 1/14/2012

Board Meeting MINUTES and Long-range Planning Meeting MINUTES

PFLAG Modesto supports the countywide "Choose Civility" initiative and pledges to encourage and model civil behavior.

Note: This meeting begins at 9:00am at the home of Maureen and Michael McKibban.

Roll Call: Bill Dotinga-President; Clayton Eli-Vice President; Marilyn Mettler-Secretary; Michael McKibban-Treasurer; Janiece Eaton-Board Member at-large (ABSENT WITH NOTICE); Jahir Salazar-New Media Manager
Guests: Maureen McKibban;

Board of Directors Meeting - began at 9:05 am

Board actions

action items

Approval of December Minutes - Minutes approved with some revisions and clarifications.

Treasurer's Report Michael McKibban reports that we have \$4,333.74 as our current balance in the bank.

We sent back \$1000 to PFLAG national for diversity grant. Banking summary for 4th quarter and approved budget included with these minutes. All of the yearly required filings to CA Secretary of State, CA Attorney General and e-postcard to Federal government completed.

Old/Ongoing Business

Notes on discussion of **January Assessment included within the body of that document and kept with these minutes.

Topics for discussion

- **Healthy TRANSitions update** – One new person at January First Tuesday meeting. Leaders fear loss of attendance due to class at CSUS about Transgender that runs concurrently with our meeting. **Perhaps we can invite them to our meeting as a "field trip" OR ask instructor to change day of his class during later planning.**
 - Haven Women's Center—progress on contact? NONE. **Clayton will continue to work on this project.**
- **Seniors Group assessment** – Well received, approx 8-10 attendees; two stayed for regular meeting with MyLgbtPlus. This group is a connection to the county for resources available to

aging LGBT, however, the group can be what it wants to be under Karen Reid's direction. See if we can have Karen Reid make mention of this group on the SCBHS website.

- **Oakdale Satellite** – no meeting in December 2011. Inspiration at GSA summit in November to have a youth group event or meeting in Oakdale. Michael will let us know what happens after Oakdale's January meeting on the 18th as well as inform us about impact of the type of event on our insurance and budget.
- **2012 Brochures**—After discussion, there was uniform consensus about the new brochure design. We will need to insert new Skype phone number. Marilyn will get estimates from Gowans for printing the brochure within parameters of following Board action: Marilyn motioned and Clayton seconded to accept the new brochure, as Bill prepared it, and have it printed at a cost of \$200-225, not to exceed \$250. Motion carried unanimously.
 - Skype transition will be made by Bill now that brochure is approved. Appropriate training will be implemented.
- **Online auction fundraising**—eBay is by far the simplest to implement. There will be no fee if we register with non-profit watchdog group and we will have world-wide exposure of our items up for bidding. Bill will work on setting up the online auction site. We will have a blurb in February newsletter about online auction, asking for donations of items.

New Business/LONG-RANGE PLANNING

*Everything we consider in the LRP portion should have as a focus the **REBRANDING** of PFLAG Modesto as an organization that has three components to its mantra: **SUPPORT, ADVOCACY, and LOVE.***

Everything we do as an organization in 2012 should fulfill one or more of these three focuses.

- **Preliminary Budget for 2012** – taking all the following into consideration, we spent the next 1.5 hours hammering out a budget for 2012 (see attached Approved Budget prepared by Treasurer)
 - Standard operating expenses, e.g. rent, insurance, phone, collateral materials, printer, ink, postage, web presence, etc. We are working on reducing expenses for these areas and attempting to get some items donated. Obtain more underwriters for newsletter. Reduce expenditure for online Adobe converter by purchasing new Microsoft Publisher with converter on board. President authorized Marilyn's purchase of new software, available for immediate download.
 - Safe Schools/GSA Support
 - LGBT Community support—MoPride, youth activities, etc

- Advocacy and general community presence – work on creating a curriculum for all board members to use in outreach opportunities. **Before next board meeting, all board members should send Bill ideas for said curriculum.**
- Board member discretionary fund (w/o prior approval) set at \$100 each per year
- Allocation for MoFest!7 – this item will be addressed in February
- Grant writing expert to help us with fundraising – **Clayton will confer with contacts he has who are grant writers.**
- **BOARD ACTION: Michael moved that we accept the working budget (see attached “approved budget”) Clayton seconded. Expenditures discussed and approved. Motion passed unanimously.**
- **2012 Calendar THIS ITEM TABLED TILL FEBRUARY 2012 BOARD MEETING**
 - 1st Tuesday Support meetings
 - 3rd Tuesday Social meetings
 - Healthy TRANSitions—needs, wants, proposed guest speakers, etc
 - Other social events—potlucks, etc
 - Independence Day Parade— **For 4th of July parade – advertise in 2 newsletters (February and March with april 15th deadline) for someone to organize a presence for us.**
- **MoFest!7 (Saturday, May 19th, 2012)**
 - Consider a different location that costs less/nothing. An idea that came out of our meeting with mylgbtplus folks: Have it in a park, or even a large home with a large backyard—outdoors, dinner/cocktail party-type atmosphere. Other locations include one of MJC theaters, Modesto High auditorium, Downey High auditorium. **Bill will research other venues for MoFest!7 .**
 - Corporate sponsorships—list from MoFest!6, develop new corporate ties, etc. Perhaps Modesto Bowl (Garrad Marsh)
 - Ideas for a social aspect to the evening, to make it an event, are welcome – perhaps we should consider doing away with this aspect.
 - Solicit donations from our members and former donors. **Bill will write a new letter, Marilyn will take care of printing and mailing.**
 - Donor appreciation—in the past we’ve given away tickets, whole blocks of tickets, depending on the size of the donation/sponsorship. This has never made much sense to me, since we also rely on the ticket sales to defray costs/make money.
 - Further discussion on this topic tabled until next board meeting.

- **Community Outreach**

Why are we failing to reach young people? Lily Eli had some suggestions for the very young, 2nd to 8th grade, who have LGBT parents or are themselves LGBT – movies, children’s library in a structured environment. Proposed time – 7 to 8:30pm. This group would be helpful for parents who are going to a regular PFLAG meeting.

We have interested families within Modesto Gay Families group. There will be special considerations for this age group as kids are uncomfortable sharing with an adult in the room. Monitoring aspect will require careful consideration.

PFLAG national has *Guidelines for Working with Youth* (attached and kept with these minutes).

Perhaps Sierra Vista has a travelling counselor to lead meetings. Maureen says there are LGBT staff and people familiar with LGBT issues.

Maureen will contact Sierra Vista to speak with Lee Jones who should be able to tell us what might be available to help us with this venture.

In the near future we could launch a social meeting for this group, read a story and ask questions anonymously. Then bring in someone from Sierra Vista.

We will continue to research this and address at February 15th board meeting.

- Medical community – leave newsletters and brochures in doctor’s offices. Does the medical community have a meeting where we could announce our presence to the larger medical groups – Sutter/Gould, McHenry Medical, Kaiser, and Medical Auxiliary?
- Police/Law Enforcement
- Community service clubs – AA Friends Coming of Age, Hutton House
- Farmers Markets, street fairs, etc
- We will form an outreach group to address other groups. We will develop a curriculum that is flexible and suited to the group addressed. We all should know it and be ready to take over if needed.
- **Between now and next board meeting, all board members should send Bill ideas for said curriculum.**

- **Activating our Members**

- As volunteers – we need to identify **specific** needs and that we need a committed, responsible volunteer to fit.
 - Need someone to handle part of Hospitality, such as “Organize Spring Potluck” – 3rd Tuesday in March – send an e-blast, announce on website/Facebook, writeup in newsletter
- To take the PFLAG message into the community – paper the town with brochures

- Optimizing our web presence - tabled
 - Our website has very little traffic; an average of 38 hits per week in 2011.
 - What can we do to use our website as a tool to drive our message home—and people to our meetings?
- Establishing a PFLAG San Joaquin - tabled
- Updating bylaws and other legal documents—many elements are outdated, insufficient for our purposes, and/or no longer applicable to our current organization. Idea: Set up a taskforce, chaired by one or more of us, to bring them up to date. – tabled.

Meeting concluded at 4:20 pm

