

BOARD OF DIRECTORS - MINUTES

California Association of DECA, Inc.
Board of Directors Meeting/Conference Call
October 10, 2011

DATES: Monday, October 10, 2011
TIME: 4:00 – 7:00 p.m.
PLACE: Conference Call

The following California DECA Board of Directors members participated in the meeting:

Board of Directors Members in Attendance

- Mary Whited, Chair-Elect
- Tami Raaker, Secretary
- Maureen Todd, Treasurer
- Laurie Andrews
- Dennis Mifflin
- Carl Schmidt
- Mariam Shafiey
- Kay Ferrier, State Advisor, (Ex-Officio, Non Voting)
- Brycen Woodley, State Director (Staff, Non Voting)
- Ryan Underwood, Executive Director (Ex-Officio, Non Voting)

Board of Directors Not In Attendance

- JoAna Sydow, Board Chair

CALL TO ORDER

The California DECA Board of Directors Meeting was called to order at 4:05 PM

APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING

It was moved by Carl Schmidt and seconded to approve the minutes of the May 23, 2011 Board Meeting as amended. The motion passed unanimously.

REPORTS

Financial Reports

A. 2010-2011 Financial Review

Brycen Woodley presented the financial reports of the association. The CA DECA Balance Sheet, Profit and Loss Statement, Accounts Receivable and Accounts Payable statements were all reviewed. The Balance Sheets and Profit and Loss statements for both the Nor Cal and So Cal accounts were also reviewed.

It was noted that as of the end of the 2010-11 fiscal year ended June 30 that California DECA hand cash on hand of \$70,550 with \$131,421 in accounts receivable and \$12,240 in long-term investment. DECA had \$98,510 in accounts receivable of which \$25,000 is being set aside as an Allowance for Future Expense (reserve).

Total income for the year was \$467,965 with \$461,537 in expenses yielding another profitable year of \$6,428. It was noted that actual profitability from operations exceeded \$31,000, but, in order to set aside funds in reserve it needed to be recorded as an expense for this fiscal year.

Discussion:

There was a question regarding DECA University spending. Brycen explained that the conference expenses exceeded conference revenue intentionally since the event was underwritten by SB70 contract resources to help establish the event.

Decision:

It was moved by Carl Schmidt and seconded to approve the financial reports as presented. The motion passed unanimously.

B. 2011-2012 Budget Review

Ryan Underwood presented the draft of the 2011-2012 Budget. The association is projecting revenues of \$499,467 and expenses of \$494,640.93 for an estimated profit of \$4,826.07.

It was reported that SB70 for 2011-12 had been submitted, signed, and that we are currently operating under this contract from CDE. The contract dates run May 1, 2011 through April 30, 2012 in the amount of \$222,222. Staff delayed billing on this agreement until after the new fiscal year in order to align the contract with California DECA's 2011-12 year.

It was reported that the third draft of the AB8 operating contract had been submitted to CDE for review by the analysts and contracts. The estimated time frame for this agreement are December

2011 – September 2012 which is a few months later than usual. Kay Ferrier pointed out that in order to get contracts to align on time they must be submitted almost five months in advance of the start date. Kay expressed her concern about losing time on the agreement for this year. Ryan pointed out that when he wrote the draft he did so with expenditures for board and officer travel support which should negate any loss of funding for the contract period.

Ryan noted that the proposed management agreement for Fiscal Year 2011-12 was included in the budget presented and that all expenses were aligned with their budget category.

Ryan and Brycen will send along a fourth revision of the budget for the board to review and conduct an online vote to approve.

Discussion:

Kay Ferrier felt the Discovery Level on the SB70 Chapter Grant Overview was low in comparison to other CTSO's. Kay felt that it could be difficult to ever get started in a strong fashion if there wasn't a stronger initial fund to help chapters.

Ryan shared this concern and pointed out that the Discovery Level was designed to be the absolute bare essential and easiest level to achieve. It is really an indicator if more funding should be given to a chapter. If chapter's for whatever reason could not engage and grow beyond this level then providing further funding would be taking away from the chapters who deserved more support for their level of activity. It was pointed out that chapters can easily get to the next level of funding by simply growing their chapter by 10 members and having 10% of the chapter take the Emerging Leader Assessment. This would give a chapter \$750. If a chapter were just starting out they through the grant program would receive \$250 for startup, plus \$250 at the Discovery Level, plus the \$500 for the Entrepreneur Level resulting in a \$1,000 amount for startup.

It was suggested that a list of allowable expenses be sent to chapters with the Chapter Grants announcement. Kay Ferrier will send out an email with the allowable expenses for use of SB70 funds.

Management Team Report

A. Membership Campaign

Brycen shared that Shirlee Kyle from National DECA has committed to retaining the 4 spots for Series Events if we hit 3,000 but it would be 4,500 to add a 4th spot for Written Events. The 2011-2012 goal for CA DECA is 3,500 with a 3 year goal (to add 500 members a year) to get us to 4,500.

Incentives/recognition will be rolled out, similar to last year.

New recognition for this year will recognize chapters with the most alumni and most professional members.

B. SB70 Chapter Grant Guidelines

Discussion:

Concerns were presented in making the Summit Level because there are chapters that are at the maximum capacity, dealing with issues related to AB 165 (student fees), etc. It was shared that the new program was different than what we had traditionally used as our base for Chapter Grant Funding, that it was a bit of a disincentive to larger schools, and that California didn't need to be beholden to it for its grant program.

It was discussed that perhaps we consider substituting professional/alumni members but Kay commented that the focus of SB70 was on the student growth and cautioned us not to get too far from that. It was pointed out that the key to growing California membership is not in our existing chapters, but rather from our existing chapters recruiting new chapters that can grow and thrive. The proposal suggested is to adopt the existing SB70 grant overview as is, with the exception of adding an additional option at the All Star Level for recruiting a new chapter (minimum 10 students + advisor & they must attend at least one conference) –OR- achieving Summit Level.

Decision:

It was moved by Dennis Mifflin and seconded that we accept the SB70 Chapter Grant Program, as amended. The motion passed unanimously.

C. California Department of Education Contract Updates

Discussion:

The SB70 contract has been submitted, approved, and is awaiting invoice from California DECA to CDE for the projects contained in this year's grant. It was noted that about \$80,000 in grants will be invoiced in October with a notification distributed to all chapters this month as well. AB8 contract for operations is in its third draft and going through the approval process. It was delayed pending questions from the contracts office in regard to staffing/contract management for CTSOs. It is hoped that the contract will be completed and ready by December. It was noted that all CDE contracts need about a five month lead time now to get started.

D. Staffing Update

Discussion:

Ryan Underwood updated us on new staff serving the needs of CA DECA.

- New Chapter Development – Curtis Hailey
- Director of Registration – Karissa Brown
- Development & Public Relations - Danielle Tuason

These are employees of TRI Leadership Resources who will be supporting Brycen and California DECA in managing operational, service, or marketing aspects of California DECA.

E. Online Registration

Discussion:

Brycen reported that we are looking at moving to online registration for CDC's using a similar system that we use for membership with National DECA. Brycen connected with this vendor at the SAM conference and waiting for some samples. It looks to be a user friendly system that looks to have many benefits and efficiencies and only costs \$1 per student (no charge for alumni, chaperones, etc).

F. DECA University

Discussion:

Moving to only chapter officers this year was a good move based on the training/engagement & quality of experience. Attendance was down by design due to the concentration just on chapter officers instead of all chapter members.

G. Protégé Events

Discussion:

This is an SB70 project designed to provide direct connection to industry and provide supplemental competition opportunities at the state CDC. The test writer has been secured and partners established from industry. A publishing partner has already been identified with text books for each event also determined. An added feature of the Protégé events is that they will also feature a web research component as well. There will be six events spanning a wide range of industries such as Insurance, Investing, Leadership, Event Planning, Real Estate, etc.

H. WRLC 2011

Discussion:

Registration deadline is October 14th. After registration, CA DECA will be looking for advisor help to assist with conference tasks. Due to the evaluations from Nevada WRLC, the decision was made to move away from tours but rather having industry panels. Ryan highlighted one particular panel which is the "DECA Mission Panel" featuring alumni who are now experts in their field. Members of the California DECA Business Advisory Board will be participating in this conference.

ACTION ITEMS

California DECA Calendar for 2011-2012

It was moved by Maureen Todd and that we accept the 2011-2012 Calendar as presented. The motion passed unanimously.

State Conference

Discussion:

- No general session on the first day. Testing/Leadership – Thursday
- Friday events (All Written, ADC, FMP) & Saturday events (Principles, Series, Team Decision Making, Professional Selling) plus Quiz Bowl to minimize conflicts.
- Saturday (evening) – Formal reception, Awards Session & then Formal Dance
- Sunday (morning) – Grand Awards
- Social Activity (Friday) This social activity would not permit us to have an opening session.

Research presented:

- Knotts, Universal & Disney – no facility available for general session within our budget
- Disney Twilight Tickets only (no transportation) - \$45 With transportation \$20-\$30 est.
- Universal \$77, Knotts \$50.99 (to stay open past 6 for us only)

Discussion:

There was discussion on whether we can use grant funds for bus costs, estimated at approximately \$15,000. The decision was made to add in transportation for Disney to registration, increasing registration to \$80 and then CA DECA to absorb additional costs associated with the bus, hopefully with grant money. It was mentioned that money would also be saved due to no opening session (keynote speaker etc) and those funds could be funneled over to bus costs. This will be an optional activity that chapters will be encouraged to participate in. Disney tickets can be purchased with conference registration.

Management Agreement Review & Approval

Ryan will submit the annual management agreement for review and online vote along with the state budget. It was noted that the Department asked for the association management contract to fix its actual management cost rather than aligning costs with whatever funding was available from grant funding. Ryan mentioned this as it appears that the contract has gone up when in actuality it is a similar agreement as before just with truer costs substantiated.

SCHEDULE NEXT MEETING

Next meeting will be at the Irvine Marriott on December 2nd & 3rd, 2011



INFORMATION/DISCUSSION ITEMS

The following items are to be discussed at the next meeting

Alumni Proposal

4 p.m. Thursday - Testing

Three Testing Sessions

No General Session

No onsite signups for Math/Econ

Event Managers

Written - Mary Whited

Team - Chris Gauthier

Individual - Cheri Adame

Principles - Luke Freeman

Testing - Derrick

Awards

Exhibitor Fee

ICDC Social Activity

ADJOURNMENT

It was moved by Dennis Mifflin and seconded to adjourn the California DECA Board of Directors meeting at 6:13 PM. Motion passed.

Tami Raaker, Secretary

10/10/2011

Date