

BOARD OF DIRECTORS - MINUTES

Board of Directors Annual Meeting
May 17, 2019
Santa Clara Marriott – Santa Clara, CA

Call to Order

Board Chair, Christina Charlton, called the meeting to order at 8:02 a.m.

Roll Call

Board Members in Attendance:

Tami Raaker
Christina Charlton
Juston Glass
Dennis Mifflin
Jodi Morgan
Molly Anderson – CA Department of Education

Staff Members in Attendance:

Brycen Woodley – California DECA
Ryan Underwood – California DECA

Not in attendance:

Maureen Rankin
Michael Aechatel
Andrew Nelson

Call to Order

Board Chair, Christina Charlton, called the meeting to order at 8:02 a.m.

Approval of the Minutes from December 2018 Meeting

The board reviewed and discussed the minutes from the December 2018 Board Meeting. It was moved by Jodi Morgan and seconded that the minutes be approved. The motion passed unanimously.

State Advisor Report [Update from CDE by Molly Anderson]

We have a new State Superintendent at the state level. He is in the process of re-interviewing the directors. Lots of change to the staff. We need to be sure we are “tooting our own horn”, so to speak to communicate the value of CTSO’s. Molly requested that we send any CTSO news to her in efforts to help share and promote our programs. Emily Zhang (former DECA officer) was the Educating for Careers Conference featured youth speaker. Molly would love to have more students do this in the future. There will be a need for students to man the CTSO booth as well. Educating Careers Conference will be in Long Beach (March 1st -3rd) and conflicts with State Conference. The Management Team will look at options for coverage at the conference.

CTSO's will need to do an annual audit to be sure all programs are in compliance. We will need a board member to attend the August 2nd, 2020 meeting with CDE. We will need to reappoint an audit committee at our December Board Meeting. CDE contract for this year is \$225,000. Red flags will be there if we are using 50% of those funds for salaries but that is not the case, as we have generous chapter support grants.

Molly noted how impressed she is with the "DECA standard". Our website conveys a lot of information regarding governance and other resources that are valuable to advisors, members and key stakeholders. From the CDE, Molly proposed that her position be a voting member on the board. There may be situations where he/she (in that role) would abstain from voting on topics that may be a conflict of interest. CA DECA needs to amend the by-laws anyway. Currently, it shows an incorrect number of members and does not reflect the addition of Silicon Valley. If we opt to make this role a voting member, we would also need to change it from ex-officio (non-voting) to ex-officio (voting). Dennis/Ryan will work on a red-line of our current by-laws to review at our December board meeting.

Kim Frahm from the Management Team and Molly visited some schools in Sacramento in hopes of developing DECA programs. There are some FBLA chapters in the area as well. They also visited a continuation school that has a marketing program. Molly acknowledged the great work that Kim is doing in promoting and serving our programs and new advisors.

Molly addressed the situation that occurred at the State CDC. There was a email threat to a state officer that (after investigation) was deemed to be a non-credible threat. What came out of this is that all schools have their own procedures for threats. It also prompted a need to discuss the communication channels. It was shared with Molly that we felt that the CA DECA Board should have been notified prior to sharing it publically. Molly asked that when we revisit the by-laws, that we also refine the org chart to understand clearly the communication channels. It is understandable that not all threats may be shared with all but the Board would like to be included in that decision.

There was some discussion on the College and Career Readiness Indicator. While no formal data regarding DECA participation and/or leadership is currently part of the dashboard, it was proposed that advisors begin to collect their own data on students (i.e., were they a chapter office or a state officer? where do they go to school? career path?). It was requested that we have access to membership data from previous year. There are some challenges due to logistics and privacy issues and the data that is included in the membership system by advisors is very limited (we rely on the advisors to include additional data, but often they only enter the minimum which is name, gender and year in school with no contact information).

Financial Reports

The Board reviewed Financial Reports by District and Financial Reports for the California Association of DECA.

Management Team Report

The Management Team provided reports and updates on conferences, programs and participation. The Board reviewed the Management Team Leadership Services Agreement for 2019-2020 CA DECA annual services.

Membership/ Conference Review/Conference Attendance Stats

Reviewed Membership Reports by District/Chapter and the Historical Membership Analysis (By Year) Membership is up year-over-year. Our key numbers are 4500 (to maintain 4th spot at ICDC). At 6,000, we add a 5th spot in series events. Conference attendance numbers were reviewed and discussed. The attendance for the Silicon Valley CDC was up, NorCal and SoCal CDC attendance numbers were down slightly from last year and the State Career Development Conference attendance was up year-over-year.

Status of CDE Contracts (Grant Invoice & Reporting)

Chapter grant checks are expected May 22nd. CA DECA has checks ready to disperse as soon as the funds arrive from CDE. Grant calculations and distributions have been prepared and ready to send for several months. We are just waiting on the funds to arrive from CDE.

With the additional budget allowance, new materials such as The Navigator were created to help advisors prepare for and navigate the State Conference. Additionally, a webinar series has been developed to help train, as well as a fast-track new advisor onboarding and training. A new/robust Teach DECA site was created with step-by-step resources for wherever the advisor is at in the DECA journey. New advisor mentors also worked to reach out and support new advisors as well as contributing lessons plans and other materials to support advisors. The addition of these one-time grant funds yielded tremendous resources and benefits which will continue to benefit advisors beyond this school year.

State Officer Report

The DECA State Officers presented their Program of Leadership which outlined their major plans and goals for the coming year. Board Members were given the opportunity to ask questions and discuss those plans in greater detail.

State Conference 2019

We also discussed the challenges on Thursday of SCDC 2019. It was due to a double booking on the part of the Anaheim Marriott. The hotel has offered 40 complimentary staff/alumni rooms at the 2022 hotel in concession for their mistake and sent out a letter acknowledging the miss and extending their apologies for the rocky start to the State Conference.

State Conference 2020 - February 28 to March 2, 2020 (Friday to Monday) Santa Clara Convention Center

The Board discussed plans and preparations for the 2020 State Career Development Conference which will again be held in Santa Clara, California. The city does not have any single hotel property that can support the needs of the State Conference as is the case in Anaheim. For that reason we will be housed in two to three separate hotels and will use the Santa Clara Convention Center for all conference functions (testing, workshops, competitions, general sessions, etc.). Consistent with prior practice when we hold our conference in Santa Clara we will make changes to our usual conference schedule and plans. As was the case in 2017 we will not provide any buses between the Marriott, Hilton, Hyatt and Convention Center. All are within walking distance. Because all conference functions will be held in the Convention Center we will adjusting timing of events so that chapters have more time for dinner before general sessions on Saturday and Sunday nights. There will not be a dance this year given the difficulty of chaperoning students in multiple locations and the concern of having students away from their hotels late at night. The conference curfew will be the same all three nights at will be at 11:00 p.m.

Schedule:

1. Friday: Testing
2. Saturday: Series Events & Opening Session
3. Sunday: Written Events & Recognition Session/Entertainment (No Dance)
4. Monday Morning: Grand Awards

Future SCDC's

Contracted through 2022 (Santa Clara 2020 and 2021, Anaheim 2022)

Management Team discussed hotel options for dates beyond 2022 as hotels are already beginning to fill and availability is limited. Time is of the essence. Space is currently being held at the Anaheim Marriott for 2023 and 2024 but will be released if a final decision is not made in the next month or two. The management team presented the results of the research which was conducted on available properties, pricing and options for 2023 and 2024 in Southern California. Many hotels are already booked or require a rate that is beyond the reach of our budget. The Board would like to contract the next several years in Southern California due to the ability to house the entire conference in a single hotel property (sleeping rooms and all meeting space under one roof). It is becoming more and more challenging to hold the State Conference in Santa Clara because hotel meeting facilities in the area are not adequate to support the conference and thus requires the use of the Santa Clara Convention Center and housing in multiple hotels. This creates concerns for walking between hotels, high cost of use of a facility that requires the payment of a rental fee for the meeting space which is not required when in a single hotel property, difficulty for chaperoning students when adults are spread between multiple facilities, unknown element of weather when attendees will be walking between facilities, cost of security and policing, etc. The question of the Town & Country hotel in San Diego came up. The Town & Country still has not completed the renovations which were to be completed in 2016 (which necessitated our move to the Anaheim Marriott in 2016 for our State Conference). There is no firm date for the completion of the renovations at the Town and Country, but once completed the

hotel will only have a total of 442 rooms with two beds which is far too few for our housing needs for the conference). The Management Team shared that we will need to sign contracts with the Anaheim Marriott in the next month or two or risk losing held dates at the Anaheim Marriott for 2023 & 2024. We will revisit plans for 2025 and beyond at a later date.

ICDC 2019 Review/Recap

California DECA had another outstanding showing at the International Career Development Conference in Orlando. All-in-all it was a great conference for our students. The board suggested that we have a different kind of hats for the spirit package. The Management Team will work with Juston to come up with some options.

Fall Leadership Conference Plans

Ryan presented ideas for additional conferences, keeping in mind the existing conferences for 3 years. Ryan discussed a Competition Boot Camp (1/2 day) in October designed for VP's of Career Development to be able to come back and train their teams; members would be welcome too. The LA experience or San Jose Experience (Nov) could be available for a conference that is more than competition. Consensus was that we merge the two (Boot Camp & LA/SJ experience) into one event (3 days/2 nights - Fri – Sun in Nov), beginning in Southern California. It would encompass a proposed "DECA lab" (hands-on learning) connected to the DECA clusters, building to a culminating activity, and perhaps a tour/experience connected to 3 cluster (Marketing, Entrepreneurship, and Hospitality), as well as some type of role play training and/or practice competition. The discussion was that Nov 8-10 would be great because Monday 11/11 is Veteran's day which would give us a day to get home and catch up. For the following year, we would like to see options for both Competition Boot Camp and The LA or SJ experience.

Champ Camp (1/2 day) in the North and the South (intense practice/feedback for ICDC) was proposed, perhaps "bundled" as part of ICDC registration. This would be a tool to be sure our CA DECA teamed is prepared for ICDC. More discussion needed.

In addition, officer retreats were discussed for 2021. CA DECA wants to explore this and make an investment, as chapters may need it. We can reevaluate the implementation and measure whether is it valuable/needed. More discussion needed.

WRLC (Ultimate DECA Power Trip for 2019)

November 15-17, 2019 (Renaissance Hotel, Washington, DC)

Advisor Conference

September 20-21, 2019 (Irvine Marriott, Irvine, CA)

California DECA Programs

Alumni Years of Service Award (lapel pins)

The discussed some potential options for enhancing our current alumni recognition programs. Recognize 3 and 5 years at District 10 years (and 5 year increments beyond) will be recognized at State

Security/Threats Policy & Crisis Management Plan

DECA created a new crisis program but it is quite lengthy, with no reference to CDE. Dennis proposed looking at some crisis-management apps. CA DECA will do some research and develop a stream-lined approach to the crisis program, perhaps serving as an executive summary.

Educating for Careers Conference (Feb 26th -28th)

There is some overlap with the State CDC and it was indicated the DECA wants to have their own booth. Kim Frahm can be there and CA DECA will recruit students/alumni to help man the booth so that we can communicate our own message.

District CDC Registration Fees (time to increase?)

Costs have increased and we have yet to increase registration costs.

Board Communications

We discussed establishing norms of communication between the Board of Directors and Advisors We want to encourage communication from Advisors to the Board. We will send email communication to Advisors after each Board Meeting with the approved minutes from the previous meeting. All information is also on the website.

Approval of 2019-2020 Budget & Financial Reports

The board reviewed and discussed the proposed 2019-2020 Budget for the California Association of DECA. It was moved by Dennis Mifflin and seconded that the budget be approved. The motion passed unanimously.

The Board reviewed and discussed the year-to-date financial reports for the California Association of DECA and the three Districts. It was moved by Christina Charlton and seconded that the financials be approved as submitted. The motion passed unanimously.

Change to Account Signers

It was moved by Juston Glass and seconded to authorize the following additional Management Team members as California DECA's authorized representatives and/or authorized signers for the all of the organization's bank accounts

- Ryan Underwood – authorized representative full access
- Joanne Lucas, CFO – authorized representative - view only access
- Tanya Deer, Financial Services Director – authorized signer - full access, transactions > \$5,000 require authorized representative approval
- Marci Shields, Financial Services Manager – authorized signer – all initiated transactions are also approved by Financial Services Director and or CFO
- Brett Arnold, Disbursement Analyst – authorized signer -all initiated transactions are also approved by Financial Services Managers

Deposit Bank Account

It was moved by Jodi Morgan and seconded to authorize the creation of a checking account for the purpose of electronic processing of deposits under the CA DECA TAX ID with Board Treasurer/Chair and following our management team authorized signers protocol with bank designated by Management Team and reported to Board with the intention to transfer funds expeditiously to Bank of America checking accounts. The motion passed unanimously.

Review and approval of 2019-2020 Calendar

The Board reviewed and discussed the 2019-2020 Calendar of Events. It was moved by Dennis Mifflin and seconded that the 2019-2020 Calendar be approved as amended. The motion passed unanimously.

2019-2020 Management Team Contract Review and Approval

The Board reviewed and discussed the Management Team Contract. It was moved by Juston Glass and seconded that the Management Team contract be approved and the Chair authorized to sign. The motion passed unanimously.

California DECA Board of Director Operations

Board Chair, Board Chair Elect, Secretary and Treasurer positions for 2019-2020

The following candidates were nominated by the Board: Board Chair: Juston Glass, Board Chair Elect: Dennis Mifflin, Secretary: Jodi Morgan and Treasurer: Maureen Rankin. It was moved by Christina Charlton and seconded that the slate of candidates be approved. The motion passed unanimously.

Increase of District CDC Registration

It was moved by Jodi Morgan and seconded that we increase Nor Cal and So Cal District CDC registration to \$85. The motion passed unanimously.

Next Board Meeting

- a. December 5-6, 2019 (Santa Clara Marriott, Santa Clara, CA)
- b. Thursday Arrival Day. Friday meeting starts at 8:00 a.m. and concludes by 3:00 p.m..

Adjourn at 2:30