

BOARD OF DIRECTORS - MINUTES

California Association of DECA, Inc.
Board of Directors Meeting
Virtual
May 15, 2020 - 9:00 a.m. to 12:00 p.m.

A. Introduction

1. Board Chair, Call to Order 9:04 a.m.
2. Welcome and Roll Call

Board Members in Attendance:

Brycen Woodley

Tami Raaker

Michael Aechatel

Juston Glass

Kerry Moquett

Brad Fulk

Jodi Morgan

Dennis Mifflin

Maureen Rankin

Staff Members in Attendance:

Ryan Underwood, California DECA

Molly Anderson, CA Department of Education

Not in Attendance:

3. Approval of the Minutes from May 2019

The Board reviewed and discussed the minutes from December 2019 Board Meeting.

Corrections: Add Tami Raaker's name to roll call; under b. Travel Decision change Kate to Kerry. Maureen moved that the minutes be approved as amended...Dennis seconded...The motion passed unanimously.

B. Reports

1. State Advisor Report (Molly Anderson, CDE)

- A. State Conference Reflection – Two weeks after State conference Santa Convention Center was turned into a field hospital. Molly has a greater appreciation for the term “fluid situation”. Basically, what is shared today changes within a short period of time.

About a month ago, Molly began hosting bi-weekly virtual meeting with business and marketing instructors. This allows teachers to share resources, best practices and solutions. It also gives them a sense of what's happening in the field.

State Budget – The portion of the CDE grant to California DECA related to ICDC was amended to retrieve \$25,000 unspent dollars used to pay partial expense for our SCDC Santa Clara Convention Center facility usage so that the grant funds allocated to ICDC were not lost with the cancellation of the conference due to COVID.

2020-2021 – State of California \$54 Billion tax deficit resulted in another filing extension from July to possibly August 2020. Proposed Budget Cuts:

- K-12 Funding sources \$15.6 Million (CTE Governor’s Initiative Funds – SB1070) proposed reduction to \$7.7 Million CTSO dollars.
- CTE Initiative Grant - \$150 Million cut to \$77.4 Million
- K-12 Strong Workforce Grant - \$150 Million cut to \$79.4 Million

CDE Recommendation: CA DECA should write a proposed grant for \$225,000 detailing specific purpose, tasks and student experiences in the event that reductions need to be made to the contract amount.

K-12 Administrators are proposing a hybrid education system with a combination of traditional and virtual teaching strategies.

2. Financial Report

A. Financial Report by District

Reviewed and discussed financial documents. Brycen noted that there are a few expenses that CA DECA incurs in behalf of the districts that do not appear on the financials pending collection from the three districts. We are missing chapter grant dollars, convention center reimbursement, membership check, ICDC grant dollars, and district revenues. The end of the fiscal year will close these outstanding funds, June 30. Our districts are faring better than they have historically.

Long-term hotel relationships, contracting and renegotiation of the process are critical in leveraging concessions, rooms for alumni, meeting rooms, room set-up, etc. that help with the bottom line. Our main revenue sources are membership; grant dollars, and state and international conference revenues.

Ryan clarified accounting do’s and don’ts by describing the purpose of our Operating Reserve. Dennis suggested and volunteered to prepare an outline of how our finances work to assist in acclimating new board members.

Corporate sponsored donations include, but are not limited to, alumni, AT&T, and iCEV Multi-Media. Chapter growth, chapter development efforts are being shifted towards corporate sponsorships.

Dennis moved that the financial reports be accepted... Brad second...unanimously approved.

B. Financial Reports for the California Association of DECA

Brad moved that the financial reports be accepted...Kerry second... acknowledge receipt of 2018 financial study... unanimously approved.

3. Management Team Report

A. Membership Reports by District/Chapter

Paid to date – 5,054 Members

Reviewed and discussed membership statistics.

Conference Attendance

Michael requested to have data for 1 year past to compare and contrast context.

B. Historical Membership Analysis (By Year)

Reviewed pie chart peak as a result of applying the CTE guidelines. There's a dip in membership and chapter account, then recovery as we rebuild and restructure around these guidelines.

C. Status of CDE Contracts (Grant Invoice & Reporting)

The invoice for chapter grant dollars is still working its way through CDE with no estimated timeline for receiving the funds. Once the dollars are received, options will be provided to advisors on distribution preferences.

4. State Officer Report

- A. Our 2020-21 State Officer Team presented a proposed Program of Leadership which highlighted ideas to improve chapter engagement.

C. Action Items

1. Approval of 2020-2021 Budget

Reviewed and discussed 2020-2021 budget.

Recommendation: Budget based on a virtual Fall 2020 and in-person after the first of the year, knowing that revisions may be necessary pending CDE policies and local school administration decisions relating to travel, etc.

Various scenarios were discussed related to COVID-19 and how it will impact the 2020-2021 budget. Changes in conference registration fees are not recommended at this time as it is too early to know the impact of COVID-19 and how plans will need to be adjusted for conferences. We will review contingency plans relating to moving from in-person to virtual conferences, contractual obligations and the impact of hotel attrition penalty fees (70%-80% of the anticipated revenue) as we get closer to the events and have more clarity regarding contractual obligations and adjustments to plans for the events. We may need to have a board meeting in September/October.

Kerry moved that the 2020-2021 budget be approved...Tami second...unanimously approved.

2. Review and approval of 2020-2021 Calendar

Reviewed and discussed - Standard Calendar – Dates remain the same (in-person or virtual)

Tami moved that the 2020-2021 Calendar be approved...Dennis seconded...unanimously approved.

3. 2020-2021 Management Team Contract Review and Approval

a. TEAMTRI Agreement

Reviewed and discussed TEAMTRI Agreement

Dennis moved that the 2020-2021 Management Team Contract be approved....Kerry second...unanimously approved.

4. California DECA Board of Director Operations & Initiatives

a. Board Chair, Board Chair Elect, Secretary & Treasurer positions for 2020-2021 beginning July 1, 2020:

- i. Board Chair – Dennis Mifflin
- ii. Board Chair Elect – Kerry Moquett
- iii. Secretary – Jodi Morgan
- iv. Treasure – Maureen Rankin

New Board Member: Douglas Den Horton (NorCal)

Tami moved that the slate of board officers be approved...Brad second...unanimously approved.

5. General Conference Discussion & Contingency Planning

Hotel contracts discussion in light of COVID-19: Brycen walked the Board through California DECA's contractual obligations and how Force Majeure Clauses will play into California DECA's ability to make adjustments related to COVID-19. An outright cancellation due to COVID-19 would be covered by Force Majeure Clauses, but attrition penalties for not hitting room blocks and food and beverage minimums if the conferences are held remain an important consideration that the Management Team is working with hotels to negotiate and navigate. The potential impact of cancelling the three District Conference Hotel Contracts and the Convention Center and Hotel Contracts for the State Conference is several hundred thousand dollars absent a Force Majeure event related to COVID-19. These considerations and negotiations are a top priority for the Management Team and they are currently working on them and will continue to work on them and keep the Board apprised.

Recommendations:

- Change Advisor Conference from in-person to virtual – keep the date
- Discussed Fall Virtual Leadership Conference (California and/or WRLC Seattle)
 - Support WRLC with added California time
 - Decision Pending – WRLC Contingency Plan
- DECISION: As a board, the direction is that we're moving to virtual in the Fall of 2020 due to COVID-19 and we will not have in-person conferences through December 31, 2020. Plans beyond that date will depend on the evolution of COVID-19 and negotiations with conference hotels/facilities. Another Board Meeting will be called at some point in the Fall to discuss and make decisions related to 2021 conferences.

6. State Conference

a. 2020

i. Review and Recap

Successful, well-organized, set-up (narrow entrance into competition area – no tables within 20 feet of the entrance)

Bussing (Saturday/Sunday) - assuring feeling of safety, security and peace of mind for parents.

ii. Feedback and Discussion

Advisor Meeting – address professionalism and early departure

Ideas – Partner with Google transportation – Have food available

Keynote Speaker – Presentation time too long... will be reduced to 30 minutes

Administration Directive relating to COVID-19 – no large gathering

Flexibility – Adjust agenda and based on audience engagement

b. 2021 – March 5-8 (Friday to Monday)

- i. Santa Clara Convention Center
 - ii. Schedule
 - 1. Friday: Testing
 - 2. Saturday: Series Events & Opening Session
 - 3. Sunday: Written Events & Recognition Session (No Dance)
 - 4. Monday: Grand Awards
 - c. **Future SCDC's**
 - i. **2022, 2023 & 2024 will be in Anaheim, CA**
- 7. ICDC**
- a. **Review/Recap**
 - i. Grant amendment is in process to protect grant fund currently allocated to ICDC that will be shifted to another program area – due to the cancellation of ICDC we were able to avoid some costs – because of the long lead time hats were already purchased and will carryover to next year
 - b. **Competitive Event Allocations for 2021**

New Competitive Events Allocations – The next bump for ICDC allocation is 5,000, which used to be 6,000. CA will have an additional competitor slot for ICDC 2021 Series Events five (5) and retain four (4) for Written Events. If our membership falls back below 5,000, we will be allocated four (4) Series and three (3) Written Event slots.
- 8. Fall Leadership Conference Plans**
- a. Recommend quality virtual conference for California to keep synergy and excitement alive at an affordable cost
 - b. Opportunity to reach more students and extend learning with flexibility
 - i. DECA University (Advisors & Officers)
 - ii. TEACH DECA
- 9. WRLC**
- a. **November 12-14, 2020 (Seattle, WA)**
 - i. WRLC pending decisions on contingency plans
 - ii. If attend WRLC out-of-state, may need to self-quarantine for 14 days upon return.
- 10. Advisor Conference**
- a. **September 18-19, 2020 (Santa Clara Marriott, Santa Clara, CA)**
 - i. Due to COVID-19 the conference will be shifted to a virtual conference.
- 11. California DECA Programs**
- a. **State Officer Candidate Interviews**

- i. District Interviews held at respective district and continue statewide candidates at State conference

1. Suggestion:

- a. Host virtual interviews prior to District conference.
 - b. Ask the same questions, for example
 - i. Which CTE course have you taken?
 - ii. Describe the responsibilities of the position you're applying for?
 - c. Advisor's need to be reminded that they are part of the screening process to qualify candidate

- b. Annual Chapter Affiliation Agreement updates**

Brycen will email the agreement out for feedback to provide board members time to review. General background is to continue to align with CDE policies and ensuring that our chapters are compliant with CTE guidelines. More detailed chapter information will be required.

- c. Audit Updates (Michael & Dennis)**

Bids – Audit pricing ranged around \$15,000 - \$25,000. We paid \$5,000 last time with Clay Singleton. Recommendation to wait until bids from two other companies, Rubianos and Clay Singleton, CPA, are submitted. Having the names of auditing companies that conduct CTSO audits from CDE would be helpful.

- d. Teacher Pipeline for retiring teachers (Dennis)**

2017-2018 Teacher Credentialing reported 200 Business & Finance and 100 Marketing credentials. Where are these teachers? This may be potential access to potential CTE Instructors/DECA Advisors. Purpose to bring added value to developing our DECA program.

- e. State/District Conference Written Events – Qualifiers?**

Written event entries have increased at the state level. Judges have commented on obvious quality differences. Question – Should there be a certain threshold for written events to qualify at the state level?

- Written events pre-read?
- Engage advisor approval?
- Install a qualifier from submission to presentation?

Discussion tabled...

f. Bylaw review

Ryan recommended adopting format used by National DECA to streamline bylaws.

12. Next Board Meeting

a. December 3-4, 2020 (Santa Clara Marriott, Santa Clara, CA)

Possibly Virtual

b. Thursday Arrival Day. Friday meeting starts at 8:00 a.m. and concludes by 3:00 p.m.

D. Information/Discussion Items

Potential Virtual Board Meeting in September/October to discuss conference updates

E. Adjourned 12:16 PM

Dennis moved to adjourn... Brad second...unanimously approved.