

BOARD OF DIRECTORS - AGENDA

Board of Directors Annual Meeting
May 13, 2022
Video Call – 9:00 a.m. to 12:00 p.m.

A. Introduction

1. **Call to Order** – Meeting began at 9:00 a.m.

2. Welcome and Roll Call

Board Members in Attendance

Maureen Rankin	Dennis Mifflin	Kerry Moquett	Juston Glass
Bradley Fulk	Molly Anderson	Jeffrey Baughman	Michael Acheatel

Staff Members in Attendance

Brycen Woodley, California DECA
Ed Trang, California DECA
Ryan Underwood, California DECA

3. Approval of the Minutes from December 2, 2021, January 4, 2022, and January 10, 2022

Dennis moved to approve the minutes from the three meetings, Michael seconded. Unanimous vote passed

B. Reports

1. State Advisor Report [Update from CDE by Molly Anderson]

- a. Report from CDE
- b. Legislative bills to watch
- c. Affiliation requirements – program and credentialing
- d. CDE contract for 2022-23: including advisors conference/Bus & Mkt PD and WRLC
- e. CTE summer camps through SCOPE

Molly said \$225,000 in grant dollars were approved for the coming year. We've received the same amount for the past 10 years. Molly asked to see if that number could be increased. Advisors have been great at supporting students but not attending PD conferences like CBEA. Molly asked the department to examine a new concept about bringing the PD opportunities to the conferences that we're already attending. Next advisor conference will be in Fresno at hotel Piccadilly. The meeting date has been changed from the original date. Trying to keep it as a no cost event. September 8-10. Thursday 8th is FBLA conference. Friday includes FBLA and DECA with PD for the advisors. 10th is traditional DECA only. SCOPE is offering summer camps to middle schoolers in the Sacramento area. Some funding expected to come from CDE.

Juston mentioned concerns about new advisor's conference possibly being overwhelming to new advisors. Dennis mentioned focusing on the buddy system when possible. New advisor paired with veteran. Kerry asked if the new event would be marketed. Molly said yes. Sooner

rather than later. Ryan mentioned the need to add more PD opportunities for advisors that would be on zoom to make it more accessible. Also, creating an opportunity for new advisors to continue their PD. (Molly) goal is to combine PD with the conference to prevent people from needing to use multiple weekends to attend the opportunities. Michael mentioned that it may be good to survey advisors about what time of year works best for advisor's conference.

2. Financial Report

Brycen reiterated discussions about conferences from the emergency meetings related to attrition penalties due to the surge in the Omicron Variant which hit at the same time as our District Conferences. While this did result in losses those losses were not as bad as they could have been.

a. Financial Reports by District

NorCal had no attrition penalties. SoCal was in the negative because of the attrition penalty. After many conversations and attempts we could not convince the hotel in SoCal to waive the penalty. The hotel was in a tough spot because of the lost revenue due to Covid. The hotel said that they would give us a 25% credit for next year's event since they couldn't do anything about the current year.

Silicon Valley had attrition penalties on both rooms used and food and beverage numbers. The number of late drops due to the Omicron Variant caused the issue. Brycen said that if we recontract with Santa Clara Marriott then we can get a \$15,000 credit for next year. Remainder of the loss was because of low registration numbers due to COVID. This means we will really see a loss of about \$8,000 instead of \$23,000.

Altogether, the feeling is that this ultimately could've been much worse. Some other groups had to completely cancel the conference due to Omicron. Brycen mentioned that the districts maintain their own bank accounts, so the numbers mentioned here are not associated with state numbers. Also, each of the districts have funds in reserve and can weather these losses. Brycen said that the additional week NorCal had before their conference made a tremendous difference in reducing the impact of losses (The NorCal conference was held one week later than the other two conferences).

b. Financial Reports for the California Association of DECA

For the state, we have about \$57,000 coming in membership dues. DECA Inc. collects the membership fees and then gives CA DECA their share. We also have money coming from the grant. These things will put CA DECA substantially in the black for the year.

3. Management Team Report

a. Membership

Brycen mentioned how great our membership rebound has been from our initial drop in membership last year due to COVID. Our largest year was in 2015-2016 with 5,863 members, and we are back up to 5,190 members after dropping down to 4,469. Other organizations have fallen much farther behind than CA DECA due to COVID and have been much slower in rebounding. These are positive signs for California DECA.

a. Membership Reports by District/Chapter

b. Historical Membership Analysis (By Year)

b. Conference Review

Dennis asked to see numbers on how much traffic Teach DECA is getting. Was wondering if it is being leveraged as much as it should be. Requested metrics to see how well it is working. Kerry mentioned the kids were really excited about ICDC in person. They were disappointed in the quality of the pins that we got this year. Brycen apologized for not communicating what happened. He mentioned that our pins were stuck in shipping. We originally ordered much nicer pins, but they could not make it in time due to the covid lockdowns in China (the pins we ordered were stuck in the port waiting to be loaded on a ship). The buttons were the best solution that was available as a result of finding out about the delay on such short notice from the vendor.

Kerry also mentioned that her students were not very happy with the hats that we used this year. She mentioned that the students were really wishing we had the bucket hats. Brad mentioned possible doing a design challenge for students to design the CA DECA hat for ICDC sometime in the fall. Molly mentioned that maybe we could get a sponsor like Old Navy to sponsor clothing for the kids attending ICDC. The goal being that everyone has a unified look this way. Kerry mentioned that the busses in Atlanta were extremely nice.

a. Conference Attendance Stats

b. Feedback/Discussion of Districts, State, and ICDC

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

22-23 contract has been submitted from CA DECA. Molly said the contract has gone through the approval process and has been sent to the contracts office. It may be finished by the July start date. Molly mentioned wanting to push for a 3-year contract in the future.

4. State Officer Report

a. Officers will join at 10:30 a.m. for a quick/live report

State officers arrived at 10:30 and gave presentation. Presentation was about 10 minutes and is included in meeting folder. All officers in attendance. Juston asked each chapter to pick a chapter that they wanted to focus on when helping to increase participation. Each officer mentioned 1-2 chapters that they already had in mind for various reasons.

C. Action Items

1. Approval of 2022-2023 Budget

Juston asked if the travel awards were automatically included in the chapters' invoices. Ed confirmed this and Brycen mentioned the amount given to chapters for competitor awards was just over \$20,000 this year. Michael asked what the difference was between the amount budgeted vs. what the actual numbers were. Brycen said this was due to the way the hotels are processed. Juston asked about the bank and merchant fees (credit card processing fees). Brycen said these fees are growing substantially. We stopped charging convenience fees to allow schools to pay with credit cards, but the fees are growing, and we are absorbing those. Ryan asked CDE to see if they could offset some of these fees that CA DECA is absorbing.

Motion to approve budget by Michael, Dennis seconded. Motion passed unanimously.

2. Review and approval of 2022-2023 Calendar

Brycen mentioned some TBD dates are due to national DECA not releasing the dates yet. State conference is Friday-Monday this year and is also one week later in 2023 than it was in 2022.
Juston moved to approve. Dennis seconded. Vote passed unanimously.

3. 2022-2023 Management Team Contract Review and Approval

Brycen reminded us that they held their contract the same throughout Covid even though their expenses increased. Ryan mentioned that they were not pushing for large amounts of innovation because people are still recovering from covid and may not be ready for big changes at the moment. Michael mentioned that the current inflation numbers appear to be much higher than the increase in the contract. Dennis mentioned the rate looks reasonable.

Maureen moved to approve. Michael seconded. Vote passed unanimously.

4. California DECA Board of Director Operations & Initiatives

a. SV & SoCal Board Seats

Brycen mentioned that no one is running for these seats and was wondering what we should do moving forward to fill these seats. Michael mentioned maybe putting together a list of experienced advisors to reach out to SV advisors about filling the seats. Brad mentioned discussing the board seats at the advisors' conference to let advisors know more about it. Brycen is going to reopen the positions for election for the unfilled seats.

b. Board Chair, Board Chair Elect, Secretary & Treasurer positions for 2022-2023

Juston becomes board chair July 1. Need new chair elect, secretary, and treasurer. Dennis nominated Michael for board elect. Jeffrey seconded. Michael mentioned that some quick training for the incoming treasurer would be helpful. Juston nominated Jeffrey as treasurer. Kerry seconded the nomination. Juston nominated Molly to be the secretary. Michael seconded. Nominations were voted on unanimously with no votes against.

5. WRLC

a. November 17-19, 2022, Anaheim, CA

Looking to get all chapters involved since we are the host state. Website is currently live with tentative agenda. State officer team also looking to help promote this. It is held at the Hilton in Anaheim because the rates are better. They are trying to figure out how Disney will work for the event. Ryan discussed the way the new goose chase works.

6. State Conference

Michael and Juston mentioned that there are concerns about the amount of time advisors are spending working events is challenging because they cannot spend time with their students. It could possibly be looked at for future conferences.

a. 2023 – March 3-6, 2023 (Friday - Monday)

i. Anaheim Marriott

ii. Schedule

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

iii. Move Judging to Mobile Devices?

Kerry asked for clarification on this. Brycen mentioned they wanted to explore this to help facilitate the judging process. Other states have tested this. A concern is the cost of providing internet. Brycen said preliminary numbers suggest about \$2,000 to provide the Wi-Fi connections needed. Molly mentioned that FBLA did this and it worked really well. The State Management Team will look into the feasibility of testing out mobile judging at one of our District Conferences before implementing it for State Conference.

b. Future SCDC's

i. 2024 will be in Anaheim, CA

ii. Discuss 2025/2026 Proposals

A statewide search of potential venues for the 2025/2026 state conference was conducted and Brycen shared the overview of information in the included spreadsheet as to what they found with each hotel and their associated costs and commitments. Discussions about safety concerns arose when the conference is not all under one roof. Anaheim Hilton and Marriott are the only ones that can do this based on what other locations offered in terms of rates, food and beverage commitments, etc. There was a mention of possibly providing travel scholarships for NorCal places to offset the costs of travel. Brad motioned to proceed with finding Anaheim locations for SCDC for 25/26. Kerry seconded.

Unanimous vote passed to proceed with Anaheim Marriott.

7. ICDC

a. April 22-25, 2023 (Travel to Orlando April 21. Travel home from Orlando April 26)

b. Orlando, FL

8. Advisor Conference

a. September 9-10, 2022 in Fresno

b. Format discussion – See B – 1 – e above.

9. California DECA Programs

a. Business Pitch Challenge – Fall 2022

b. Audit update

Dennis and Michael noted that Tri has completed their portion of the audit process. The audit company is working to meet the June 30 deadline. Board was advised that the process for paying for ICDC went through the AmEx card, which was slightly different than prior years. This was due to the hotels requiring payment in full 30 days in advance.

c. Chapter Payment Timing for Conferences

d. Revisit Chaperone/Alumni charge for SV

Juston moved to normalize the costs for advisors/alumni for all districts. This would set the cost to zero for SV. Kerry seconded. Vote passed unanimously.

e. District Conference Hotel Contracting & Attrition

No concerns with proceeding to contract with the same site for the Silicon Valley Conference.

10. Next Board Meeting

a. December 1-2, 2022 @ the Anaheim Marriott

Dennis mentioned doing it at WRLC to save costs. Molly recommended doing it outside of the scheduled time for WRLC. Juston mentioned this may cause the kids to have to come down earlier. Dennis said we could meet virtually and have a follow up session (like a board dinner) at WRLC. This could also occur at other conferences. The board agreed that this format sounds best. Upcoming meeting will be virtual on Friday 9-12 on the original date. Board will meet for dinner at WRLC for in person discussion.

b. Format for Board Meetings moving forward?

D. Information/Discussion Items

Juston motioned to allow Tri to open an account with First Oklahoma Bank vs. Bank of America (current bank). The treasurer will look over the information and confirm all looks okay before Tri transfers the funding to First Oklahoma Bank. Brad seconded. Juston requested additional info about the bank. Ryan agreed. Ryan will follow up with information about the bank. Vote was unanimous in favor of opening a new California DECA Bank account with First Oklahoma Bank.

E. Adjourn – Kerry motioned to adjourn meeting @ 12:21. Brad seconded.