

# Peninsula Executives Association

PO Box 36255, San Jose, CA 95158

Phone: 408-266-9658 | [peaworks@executives.org](mailto:peaworks@executives.org)



## **Board Meeting Agenda**

**May 2, 2024 on Zoom**

*Call to Order 8:35 a.m.*

*Welcome ~ Neal Coogler, President*

### **GUEST AGENDA ITEMS (if applicable) – 8:35 AM (10-minutes)**

Guest agenda items will be heard before reviewing other Board matters.

### **CONSENT AGENDA ITEMS ~ 8:45 AM (10-minutes)**

#### **1. CONSENT AGENDA: Financial Update**

- Board Retreat Notes: April 2024 attached.
- Financial Statements through April 30, 2024. (to follow by Monday, May 6, 2024)

#### **Accounts Receivables Update**

(to follow by Monday, May 6, 2024)

#### **2. CONSENT AGENDA: Membership update**

We currently have 47 active members as of April 30, 2024.

1 business is pending and currently seeking PEA Membership.

Jeannine Lewis, Nob Hill Gazette

Classification: Media Specialist

Sponsor: JB Bell

2 businesses dropped their membership in April 2024:

Enact Systems/Engage Solar, Kenny Cheong

Tearse Eye Care, Dr. James Tearse

#### **3. CONSENT AGENDA: Review of Weekly Business Meetings & Planning Future Meetings**

The master calendar is online at: <http://bit.ly/pea-master-calendar>

#### **Please make note of the upcoming holidays or special activities:**

- May 9: ONSITE CAFÉ WISTERIA: Program Committee hosts meeting
- May 23: PEA Holiday
- June 13: ONSITE CAFÉ WISTERIA
- July 4: PEA Holiday
- July 11: ONSITE CAFÉ WISTERIA: Committee Meetings

**REVIEW OF ACTION ITEMS LIST ATTACHED ~ 8:55 AM (15-minutes)**

The full action item list is attached as a separate page.

**DISCUSSION ITEMS ~ 9:10 AM (30-minutes)**

- **Updates from Other Committees:** as needed if there are any who require Board assistance with anything
- **Changes to May 9 Onsite Meeting:** Attendance Committee Chair Greeting and site contact
- **Disposal of aged equipment:** LCD projector, microphone, channel mixer

**NEW BUSINESS ~ 9:40 AM (5-minutes)**

- **NOTE NEW MAILING ADDRESS:** PEA, C/O Angela Roberts, PO Box 1073, Roseville, CA 95678

**ADJOURN 9:45 AM**

**NEXT BOARD MEETING:** June 13 @ Café Wisteria

# Peninsula Executives Association

## Balance Sheet

As of April 30, 2024

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
First Rep checking 0353	13,198.19
First Rep savings 7458	14,810.12
PayPal Bank	-24.00
<b>Total Bank Accounts</b>	<b>\$27,984.31</b>
Other Current Assets	
Undeposited Funds	600.00
<b>Total Other Current Assets</b>	<b>\$600.00</b>
<b>Total Current Assets</b>	<b>\$28,584.31</b>
<b>TOTAL ASSETS</b>	<b>\$28,584.31</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Pre Paid Dues - Pro Staff	2,720.00
<b>Total Other Current Liabilities</b>	<b>\$2,720.00</b>
<b>Total Current Liabilities</b>	<b>\$2,720.00</b>
<b>Total Liabilities</b>	<b>\$2,720.00</b>
Equity	
Retained Earnings	21,363.37
Net Income	4,500.94
<b>Total Equity</b>	<b>\$25,864.31</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$28,584.31</b>

# Peninsula Executives Association

## A/R Aging Summary

As of May 17, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 - 120	121 - 150	151 AND OVER	TOTAL
A&A Plumbing	120.00							\$120.00
Arboreal Company	120.00	120.00	120.00					\$360.00
Arranged4Comfort	120.00	120.00						\$240.00
California Business Opportunities	120.00							\$120.00
CarpetWorks, Inc.	120.00							\$120.00
Engage Solar/Enact Systems		120.00	170.00	120.00	120.00	120.00		\$650.00
Events, Etc...	120.00							\$120.00
First Republic Bank	120.00	120.00	120.00					\$360.00
Gleim the Jeweler	120.00							\$120.00
Hoge Fenton	120.00							\$120.00
Home Preservation Services	120.00							\$120.00
IVMA Home Improvement			120.00					\$120.00
JL Designs & Interiors	120.00							\$120.00
Keller Williams Residential Realty	120.00							\$120.00
Kristen Chew Acupuncture	120.00							\$120.00
Lane Cleaning Services	120.00		120.00					\$240.00
Law Offices of Brian Irion	120.00							\$120.00
Lost Boys Design	120.00							\$120.00
NetWork Focus	120.00							\$120.00
New York Life Insurance Company	120.00	120.00	120.00	120.00				\$480.00
Pacific Hearing Service	120.00							\$120.00
Palo Alto Chiropractic Offices	120.00							\$120.00
Rugh Financial, LLC	120.00							\$120.00
State Farm Agency	120.00							\$120.00
Suncrest Hospice LLC	120.00							\$120.00
Tearse Eye Care		120.00						\$120.00
The Move Alliance LLC	120.00							\$120.00
TOMSTUDIO	50.00	50.00	50.00	30.00				\$180.00
Unexpected Treasures		-120.00	-80.00					\$ -200.00
<b>TOTAL</b>	<b>\$2,930.00</b>	<b>\$650.00</b>	<b>\$740.00</b>	<b>\$270.00</b>	<b>\$120.00</b>	<b>\$120.00</b>	<b>\$0.00</b>	<b>\$4,830.00</b>

# Peninsula Executives Association

Profit and Loss  
March - April, 2024

	TOTAL
Income	
Contributions income	880.00
Dues	
1st Quarter Dues	550.00
2nd Quarter Dues	300.00
3rd Quarter Dues	350.00
Guest breakfast fees	150.00
Monthly Dues Income	10,920.00
<b>Total Dues</b>	<b>12,270.00</b>
Initiation Fees	125.00
Unapplied Cash Payment Income	230.00
<b>Total Income</b>	<b>\$13,505.00</b>
GROSS PROFIT	<b>\$13,505.00</b>
Expenses	
Anniversary celebration	426.36
Breakfasts	2,230.79
Contract Services	5,454.00
Insurance	368.00
Postage	65.40
QBO-PayPal Transaction Fees	192.09
QuickBooksOnline User Fees	80.00
Web site related expenses	
Software subscriptions	169.00
Web hosting	8.32
Web Site - Domain Name	17.99
Website Security Software	24.00
<b>Total Web site related expenses</b>	<b>219.31</b>
<b>Total Expenses</b>	<b>\$9,035.95</b>
NET OPERATING INCOME	<b>\$4,469.05</b>
Other Income	
Interest Income	31.89
<b>Total Other Income</b>	<b>\$31.89</b>
NET OTHER INCOME	<b>\$31.89</b>
NET INCOME	<b>\$4,500.94</b>

# Peninsula Executives Association

## Profit and Loss Comparison

March - April, 2024

	TOTAL			
	MAR - APR, 2024	MAR - APR, 2023 (PY)	CHANGE	% CHANGE
<b>Income</b>				
Contributions income	880.00	115.00	765.00	665.22 %
<b>Dues</b>				
1st Quarter Dues	550.00	7,225.83	-6,675.83	-92.39 %
2nd Quarter Dues	300.00		300.00	
3rd Quarter Dues	350.00		350.00	
Dues owed prev fiscal yr pd now		380.00	-380.00	-100.00 %
Guest breakfast fees	150.00		150.00	
Monthly Dues Income	10,920.00		10,920.00	
<b>Total Dues</b>	<b>12,270.00</b>	<b>7,605.83</b>	<b>4,664.17</b>	<b>61.32 %</b>
Initiation Fees	125.00		125.00	
Unapplied Cash Payment Income	230.00	-190.00	420.00	221.05 %
<b>Total Income</b>	<b>\$13,505.00</b>	<b>\$7,530.83</b>	<b>\$5,974.17</b>	<b>79.33 %</b>
<b>GROSS PROFIT</b>	<b>\$13,505.00</b>	<b>\$7,530.83</b>	<b>\$5,974.17</b>	<b>79.33 %</b>
<b>Expenses</b>				
Anniversary celebration	426.36	856.28	-429.92	-50.21 %
Bank fees		-20.94	20.94	100.00 %
Board retreat		51.11	-51.11	-100.00 %
Breakfasts	2,230.79		2,230.79	
Contract Services	5,454.00	5,354.00	100.00	1.87 %
Insurance	368.00	276.00	92.00	33.33 %
Postage	65.40	32.49	32.91	101.29 %
QBO-PayPal Transaction Fees	192.09	63.70	128.39	201.55 %
QuickBooksOnline User Fees	80.00	80.00	0.00	0.00 %
<b>Web site related expenses</b>				
Software subscriptions	169.00		169.00	
Web hosting	8.32	0.32	8.00	2,500.00 %
Web Site - Domain Name	17.99	17.99	0.00	0.00 %
Website Security Software	24.00	12.00	12.00	100.00 %
<b>Total Web site related expenses</b>	<b>219.31</b>	<b>30.31</b>	<b>189.00</b>	<b>623.56 %</b>
<b>Total Expenses</b>	<b>\$9,035.95</b>	<b>\$6,722.95</b>	<b>\$2,313.00</b>	<b>34.40 %</b>
<b>NET OPERATING INCOME</b>	<b>\$4,469.05</b>	<b>\$807.88</b>	<b>\$3,661.17</b>	<b>453.18 %</b>
<b>Other Income</b>				
Interest Income	31.89	31.48	0.41	1.30 %
<b>Total Other Income</b>	<b>\$31.89</b>	<b>\$31.48</b>	<b>\$0.41</b>	<b>1.30 %</b>
<b>NET OTHER INCOME</b>	<b>\$31.89</b>	<b>\$31.48</b>	<b>\$0.41</b>	<b>1.30 %</b>
<b>NET INCOME</b>	<b>\$4,500.94</b>	<b>\$839.36</b>	<b>\$3,661.58</b>	<b>436.23 %</b>

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## Board Meeting Notes April 4, 2024 via Zoom

### Board Members Present

Neal Coogler, President, presiding  
John King, Past President  
Kim Tucker, Vice President  
Dave Dove

### Also Present

Angi Roberts, Executive Director

### Absent

Karen Wray  
Michael Aronson, Secretary/Treasurer  
Chris Berg

***Call to Order 8:35 a.m.***

***Welcome ~ Neal Coogler, President***

### ***Committee Assignments***

The Board reviewed the information collected to-date regarding committee assignments, including any member preferences, previous/existing Chair recommendations, Board Liaison input. The Board approved the following assignments for the 2024-2025 fiscal year.

No other matters were discussed.

**ADJOURN 9:30 AM**

**NEXT BOARD MEETING: April 11 @ Café Wisteria**

# PEA Board and Committees 2024-2025

## Board of Directors ([board@executives.org](mailto:board@executives.org))

Michael Aronson  
Chris Berg-  
Neal Coogler

Dave Dove  
John King  
Kim Tucker

Karen Wray

### Committees

(\*Chair; \*\*Board Liaison)

#### Attendance:

[attendance@executives.org](mailto:attendance@executives.org)

1. Gregory Harrington\*
2. Neal Coogler\*\*
3. Maria Martinez Perez
4. Don Miller
5. Lexi Spratt

#### Boosters:

[boosters@executives.org](mailto:boosters@executives.org)

1. Deanne Belcher\*
2. Kim Sechler\*
3. Kim Tucker\*\*
4. Julie Fukuhara
5. Larry Hassett
6. Judy Johnson
7. Leane Reelfs

#### Ethics:

Will be defined if need

1. John King\*\*
- 2.

#### Finance:

[finance@executives.org](mailto:finance@executives.org)

1. Michael Aronson\*, \*\*
2. Brian Irion
3. Todd Langton

#### Leads:

[leads-committee@executives.org](mailto:leads-committee@executives.org)

1. Chuck Fulanovich\*
2. Neal Coogler\*\*
3. Mike Fox
4. David Gaskill
5. Curtis Lane
6. Deb Siegle
7. James Tearse
8. Bryce Williamson/Juan Carlos Esparza

#### Membership:

[membership@executives.org](mailto:membership@executives.org)

1. Katie Cooney\*
2. Karen Wray\*\*
3. JB Bell
4. Karen Bowne
5. Maureen Clark
6. Angelo Izzo
7. Maria Nunez
8. Katherine West

#### Mentor:

[mentors@executives.org](mailto:mentors@executives.org)

1. Jon Maystrik\*
2. Konrad Thaler\*
3. Chris Berg\*\*
4. Robin Azevedo
5. Mike Feller
6. Susan Hannah
7. Nick Rugh

#### Nominating:

[nominating@executives.org](mailto:nominating@executives.org)

1. Maureen Clark, Chair\*
2. Neal Coogler\*\*
3. Chuck Fulanovich
4. John King

#### Program:

[programs@executives.org](mailto:programs@executives.org)

1. Debbie Clark\*
2. Dave Dove\*\*
3. Bette Asbra
4. Fella Benyammi
5. Wesley  
Bradley/C.Russell
6. Kristen Chew
7. Bobbie Fakkema
8. Tom Upton

#### Public Relations:

[public-](mailto:public-relations@executives.org)

[relations@executives.org](mailto:public-relations@executives.org)

1. Jeanette Loretz \*
2. James Stout \*
3. John King\*\*
4. Georgie Gleim
5. Flor Harris
6. Homer Jamison



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## Board Meeting Notes

April 11, 2024 at Café Wisteria, Menlo Park

### Board Members Present

Neal Coogler, President, presiding

Kim Tucker, Vice President

Michael Aronson, Secretary/Treasurer

Dave Dove

Karen Wray

### Also Present

Angi Roberts, Executive Director

### Absent

Chris Berg

John King, Past President

**Call to Order 8:35 a.m.**

**Welcome ~ Neal Coogler, President**

### GUEST AGENDA ITEMS

No guest agenda items were presented.

### CONSENT AGENDA ITEMS ~ 8:45 AM (10-minutes)

#### 1. **CONSENT AGENDA: Financial Update**

- Board Retreat Notes: March 2024 attached and sent to the Board on March 25, 2024.
- Financial Statements through March 31, 2024 attached and sent to the Board on April 10, 2024.

#### **Accounts Receivables**

Total outstanding receivables are \$2,430.00 through March 31, 2024, significantly reduced from last reporting period ending February 29, 2024:

- On December 1, monthly invoicing began for membership dues. Total A/R for Association membership dues outstanding for December 1, 2023, invoices total \$170.00, and is 2 member invoices.
- Total A/R for Association membership dues outstanding for January 1, 2024, invoices total \$290.00, and is 3 member invoices.
- Total A/R for Association membership dues outstanding for February 1, 2024, invoices total \$600.00, and is 5 member invoices.
- Total A/R for Association membership dues outstanding for March 1, 2024, invoices total \$1,370.00, and is 12 member invoices.

Through March 31, 2024, PEA is showing a PROFIT of \$3,570.91. This will change as the year goes on and we should end the year close to breakeven or with a slight loss.

#### 2. **CONSENT AGENDA: Membership update**

We currently have 49 active members as of March 31, 2024.

1 business is pending and currently seeking PEA Membership.

Jeannine Lewis, Nob Hill Gazette

Classification: Media Specialist

Sponsor: JB Bell

**3. CONSENT AGENDA: Review of Weekly Business Meetings & Planning Future Meetings**

The master calendar is online at: <http://bit.ly/pea-master-calendar>

**Please make note of the upcoming holidays or special activities:**

- April 18: Board Annual Classification Talk
- May 9: ONSITE CAFÉ WISTERIA: Program Committee hosts meeting
- May 23: PEA Holiday
- June 13: ONSITE CAFÉ WISTERIA:
- July 4: PEA Holiday
- July 11: ONSITE CAFÉ WISTERIA: Committee Meetings

K.Tucker moved to approve consent agenda items and D.Dove provided a second. Motion passed unanimously.

**REVIEW OF ACTION ITEMS LIST ATTACHED ~ 8:55 AM (15-minutes)**

The full action item list is attached separately.

**DISCUSSION ITEMS ~ 9:10 AM (30-minutes)**

**Updates from Other Committees:** as needed if there are any who require Board assistance with anything

Today, the Board should complete this action:

- **ACTION:** Board should discuss the potential formation of a new Committee: Hospitality  
*(this item is on the action item list for the Board to discuss; this new Committee would potentially be the host for onsite meetings, potentially reducing the costs for a paid staff member to be onsite)*

Topic was moved to May 2, 2024 Board meeting.

**NEW BUSINESS**

Membership Committee presented a document for review by the Board for the bridging of membership years for those people who leave PEA and then return at some time in the future. The Board approved the following policy with a motion from K.Wray and a second by D.Dove. Motion passed unanimously.

It was suggested that the Membership Committee host a Bridge Party to celebrate the members who will be able to participate.

**ADJOURN 9:50 AM**

**NEXT BOARD MEETING: May 2, 2024 on Zoom**

## Recommendation from Membership Committee:

### Policy Regarding “Bridging” Returning PEA Members’ Number of Years As Members

This policy is a way to recognize and acknowledge a business owner’s previous tenure with the Peninsula Executives Association (PEA) and reward them for their dedication and loyalty to PEA’s well-being and growth.

A business owner/manager who rejoins the Peninsula Executives Association after a period of time away may incrementally and retroactively restore prior years as a member to the number of years they have been in PEA.

For every year in good standing from their rejoining date, a current PEA member shall reclaim one year from their prior membership, up to the maximum number of years they were previously a member of PEA.

Key criteria to benefit from this policy are:

- ~~Must be a member of PEA for a minimum of one year prior to the leaving~~
- Leaves PEA voluntarily in good standing.
- When rejoining, the past PEA member will be expected to go through the same onboarding process as if the member were new to the organization.
  - This includes Mentor/~~Shepherd~~ being involved in acclimating the new (renewed) member, and,
  - that the Membership Committee interview the potential (re)new member and make a recommendation to the Board.
- Exceptions may be made at the Board of Directors’ discretion.

A member who left PEA in poor standing and wishes to return to PEA may pay all dues and fees owed to PEA and may be considered for PEA membership on an individual basis once they are back in good standing with Board approval and in accordance with **Bylaws Article VII Sec. 2. Resignations** or **Bylaws Article VII Sec. 3 (d).**

**Expulsions.** Any previous member who was expelled from PEA may appeal to the Board of Directors and be reinstated with a ~~2/3rds~~ two-thirds’ vote by the Board of Directors in compliance with the Bylaws.

#### **ADDED:**

This policy goes into effect immediately. Any individuals who are currently members of PEA and are eligible for bridging will have their time with PEA bridged automatically by the office, without the member having to request the bridging.

**Suggested language regarding first of the year announcements**

[Note: the office can help by creating a fun PowerPoint or perhaps a handout to make this more entertaining and memorable, rather than a long list of rules.]

Member reminders for the new fiscal year. A suggested list of items to cover:

- The Board and its role in managing the organization and its committees; the Board's responsibility to provide oversight for all areas of the organization, so Board Directors serve on each committee as a liaison to the Board to ensure the Board is apprised of committee activities
- What are Bylaws – How they govern our organization
- Expectations around attendance from the Bylaws – accepted realities and examples – advising of upcoming vacation or other time away from PEA meetings. Each member should consider an associate member to attend in cases of absence. Extended absences can be handled by requesting that the Board grant a leave of absence, and when a leave is an appropriate option.
- Expectations of timely payment of dues and keep their contact and billing information current with the organization, including ensuring the information is forwarded to the office for updates to the PEA website, member rosters, etc.
- Expectations to provide support to the organization by being active on a committee and attending all committee meetings—this is a requirement of being a PEA member
- Expectations to provide support to the organization through direct, referral, ongoing, or internet leads continuously and to report those leads to the office for tracking on an annual basis.
- The unspoken rules around why a member may choose to not use a PEA member for their work: cost difference, personality clash, already have someone. We recognize that not all PEA members will work together, but we do hope that all members are giving PEA members opportunities to bid on their work if they can.
- Rules regarding each member's assignment to a specific classification; boundaries, conflicts of interest, personal interests of nonprofits and political issues or candidates; promotion of personal interests in classification, spotlight, newsletters, emails, or USPS; what is acceptable when doing a newsletter – is it okay to add all PEA members to these direct mail channels?

Then we would end the meeting with a toast to a new year at PEA and end the meeting on a positive, lively note.

1. **ACTION:** The Board would like the **Craig Calkins Executive of the Year Selection Committee** to document the process of selection so that the tradition is captured. The Board would also like the Committee to consider the creation of other awards or different awards for our members. A.Roberts has discussed this with J.Maystrik, this year's Selection Committee Chair. The Committee is discussing this request and J.Maystrik will be contacting the Selection Committee eligible members to set up a meeting at 8:35 a.m. on November 16, 2023, onsite at Café Wisteria to go through all the dates with the Committee and how the Committee operates currently. A.Roberts will send the current policy to the Board. A.Roberts will send the sample emails for the current process to J.Maystrik. J.Maystrik has agreed to be this year's Selection Committee Chair.

**4/11/2024: N.Coogler will check in with the Committee to get the status.**

**3/21/2024: PENDING.**

**2/15/2024:** This will be a task for the Committee after the end of this fiscal year.

**12/07/2023:** This is on the radar of the Committee. J.Maystrik will be holding a first meeting of the Selection Committee on December 14, 2023, immediately following the PEA meeting at Café Wisteria.

2. **PENDING ITEMS FOR PR COMMITTEE:**

PR Committee has been asked to explore these new paths for social media as a potential responsibility for the PR Committee. (Social media posts are currently not assigned to any volunteer or the executive director.) The PR Committee has discussed some additional ideas of training and offering to help any Member businesses that need help with social media by individually supporting Members to get action on their own business' social media pages.

- **Making Facebook a public page** rather than private for current or former Members
- **Creating a LinkedIn page/group**, perhaps involving the PR Committee or Membership Committee in postings
  - The executive director would set up new pages for uniformity and brand consistency.
  - PR Committee Members would be responsible for postings and/or other items the Board may suggest

**4/11/2024: K.Tucker will follow-up with the Committee Chairs. Office will work with N.Coogler to change the profile to a PEA profile and away from N.Coogler's profile (she originally set up the FB page). There was also some discussion about the website and changing the stationery image there now to be a gallery format with member pictures rotating.**

**3/21/2024: PENDING. Judy Johnson spoke with J.Stout and J.Loretz regarding the Committee:**

- Difficult committee historically:
  - Unsure of its mission.
    - Get into newspapers and public media about PEA and members?
    - Support recruitment of new members, i.e. through outreach including PEA website.
    - Many other attempts.
    - JB and her committee at one point had a detailed plan.
  - Unsure of the skills needed among committee members.
  - Unfocused from year to year.
- In 2023-23, James and Jeanette wanted to co-chair a committee (liked working together), and Jeanette suggested PR. James liked being able to try new things, which PR needed. Perfect because no-one else seemed interested.
  - However, Jeanette was traveling, and her husband became very ill, so she couldn't participate as much as planned.
  - James enthusiastically chaired the meetings.

- Committee decided to focus on social media and Facebook (to start)
  - Encourage all members to have a FB page
  - Give people tools to use their own page
    - How to take good photos
    - How to post for results
  - And give people tools to support other members' pages and PEA pages
    - Follow and like
    - Make comments rather than just "like"
  - At its peak (last summer) energy and follow-through were high:
    - Angel and Maria brought strong knowledge of social media and how to use it daily. (They are always thinking about posting things. All day long!)
    - Angel set up PEA Instagram page.
    - James used his own SM pages to highlight the opening of new Gleim's store in Los Altos, to set example of what can be done.
    - Tom Upton agreed, with enthusiasm, to conduct a 2-hour photo class for PEA members to apply to their SM pages.
    - Committee planned to have a special program, perhaps panel including Angel, Maria, Georgie, James or others who are good at SM.
  - And then in the Fall it started to unravel:
    - Angel resigned from PEA
    - Vince (and Maria) moved on and Vince was replaced by Kenny Cheong at PEA
    - Holidays kept James and other committee members super busy at work.
- **Going Forward: Conversation with James Stout**
  - If asked, he is willing to serve another year heading up PR, either as chair or co-chair, and he will discuss it with Jeanette. He understands this is Neal's and board's decision.
  - He would like to have a strong committee this coming year. Names include . . .
    - Kim Tucker (as board liaison/PR member-has skill set of strong posts, passion, frequency, knowledge)
    - Flor Harris
    - Katie Cooney (when she can graduate from Attendance Committee)
    - Bryce Williamson
    - Leane Reelfs
    - Georgie (if she would continue)
    - (and proposed new member from Gentry Magazine when time comes)
  - His Vision:
    - Focus on social media in a big way with emphasis on LinkedIn, Instagram, Facebook and Alignable
    - Continue to emphasize importance of SM and encourage members to use.
    - Highlight and applaud members who connect on SM a lot including Kim, Julie, John King, Flor, Jon Maystrik, Julie, Georgie,
    - Committee get help to improve skills to share with members, i.e. video reels on Instagram.
    - Work with Membership Committee to drive more potential members to PEA
      - How to "troll" for membership on sites like NextDoor
      - Use our PEA website to "compel" potential members to learn more about us
    - Present program: panel of skilled members to share info and tips for SM

**2/15/2024:** Pending. J.Johnson will speak to J.Stout for an update and advise the Board. J.Johnson will update the Board after speaking to Jeanette Loretz and James Stout.

**12/07/2023:** The PR Committee is still figuring out their focus for social media. Angel Nguyen set up an

Instagram page for PEA in October and spent time at the Committee meeting sharing about Instagram and posting PEA member photos, etc., there and having that as our public-facing platform, since Facebook cannot be converted to public. They are also working on collecting information about our members and which platforms they post to and are active on. Tom Upton, Photographer, also agreed to do a paid class that is condensed training for using iPhone for social media. More information will be coming from the Committee on the class. The Board also recommended that A.Nguyen do a talk to PEA at a business meeting, showing how easy it is to post and follow on Instagram—an instructive program.

A.Pyle also suggested that when PEA posts to Instagram that we also post to Facebook at the same time to help keep both pages active.

The Board requested that these additional Instagram tasks be on the Action Item list for tracking by the Board.

**Update, June 8, 2023: The FB page cannot be made public due to FB’s privacy policy. A new page will need to be created with a name different than that of the existing one.**

**From James Stout, co-chair:**

“I thought the process would be more simple. My sense is that we keep it private for now and encourage members to post to it with success stories and “PEA Works” stories. Of course, members need to check in frequently to stay abreast.

“More important, from my perspective, is to focus on every member being friends with every other member and receiving notifications. At our last PR meeting, all agreed that members will do more business with other members with whom they are well acquainted. FB is a quick way to stay in contact with other members and see them in a personal context, not just business, as is the case with LinkedIn and Alignable.

“Jeanette and I need to develop a communication with the members regarding this initiative and request a time within a meeting to make an announcement in an upcoming meeting.”

- ACTION:** The Board would like the Leads Committee to explore the idea of reestablishing Action Allies/Power Partners activity. Neal Coogler advised that she is reviewing the program with the Committee to see how people can help each other in PEA.

**4/11/2024: Pending.**

**3/21/2024: PENDING.**

**2/15/2024: Pending.** We will continue using small zoom groups, with either Power Partners or random assignments. Keep questions to 1-2 only that are optional for the activity.

**12/07/2023: Pending:** N.Coogler shared that David Gaskill had some interesting ideas for Power Partners and how to determine the categories, which the Committee is reviewing. One idea is for Leads Committee to host a panel event instead of the Getting to Know You activity and have the panelists instead. The panelists would all be in some related industry, for instance healthcare or senior care, and they can talk about how they work together to bring leads to each other and promote each other’s businesses. A.Roberts also mentioned that Zoom has a “pick your own room” capability that could be used in reverse engineering what groups members personally feel they fall in or would like to be a part of. We would name the rooms whatever the Committee determines and leave the option of members choosing their own room available through Zoom, instead of assigning them to particular rooms. N.Coogler will explore these options with the Committee and advise the

Board of the recommendation.

**10/19/2023:** N.Coogler and the Committee are looking at all the categories and thinking through the best way to separate our members into categories.

4. **ACTION:** Send a survey to members with questions for them to respond to relative to how they feel currently about being onsite versus on Zoom for all of our meetings. N.Coogler and Melanie Bailey went through the existing survey data that we have for the last several surveys. They feel that all of the data is interrelated, such as if a member wants to meet onsite at a location then what is the amount of money they are willing to pay to do that. It was determined that during the Strategic Planning Session the board will develop different scenarios and have the members rank them.

**4/11/2024: Pending.**

**3/21/2024: PENDING.**

**2/15/2024:** PR Committee does want to add some questions to the survey regarding social media and to take a class on photography that Tom Upton will be presenting. PR will provide the questions.

**1/11/2024:** Pending. N.Coogler & A.Roberts are compiling information on executive director replacement, which is an expense that is part of determining dues amounts and will be needed for the survey.

**12/07/2023:** The Board determined that this project be on hold until January 2024 with the holidays and lots of other PEA activities going on right now.

5. **ACTION:** The Board requests that the Membership Committee discuss, review, and offer their recommendations to the Board on the topic of: bridging previous memberships in PEA with current membership when returning to PEA as a member (i.e., All Reasons Moving, Arranged for Comfort, The Arboreal Company). The Board would like the Committee's thoughts regarding the length of time for the "second" membership period before being considered for bridging and inclusion of previous years in the total years as a member of PEA; benefits to this process and drawbacks; tracking; any Board involvement the Committee might consider important, and other issues or concerns that the committee may develop during its discussion.

**4/11/2024: Board discussed recommendation received from the Membership Committee, made some corrections, and sent it back to the Membership Committee for implementation. CLOSED.**

**3/21/2024: PENDING.**

**2/15/2024: PENDING.**

**11/09/2023:** JB Bell, Membership Committee Chair, has this as a pending item. Currently, the Membership Committee is working on the recruitment campaign going on through fiscal year-end February 29, 2024.

Emeritus and honorary status would be affected by this if previous memberships are bridged and included in the calculation of the actual total years accumulated between the multiple memberships for eligibility.

K.Wray will share with JB Bell and the Membership Committee that this is a consideration as the Committee



is developing a recommendation for the Board to consider.

6. **ACTION:** M.Aronson offered a page on the website such as [leads.executives.org](https://leads.executives.org) where a member can easily give a lead to another member in a digital format. The idea is to make the giving of leads as easy as possible for members to do.

(The pocket-sized roster idea was abandoned by the Board. The Board previously discussed a virtual contact file (VCF) as the alternative, which was later abandoned.)

**4/11/2024: The Board discussed changing the home page to remove the static image and replace it with a gallery of photos. M.Aronson will work on this. PENDING.**

**3/21/2024: PENDING.**

**2/15/2024: PENDING.**

M.Aronson is working on a plug in for this and has found one that he is building out already. M.Aronson advised that the persistent “enter password” prompt has been corrected.

**12/07/2023: PENDING:** M.Aronson will do a mocked-up page of how it would look to have a directory or some type of spreadsheet that provides Member contact information easily on an iPhone, and a place to easily give a lead to a PEA member as a part of the page. This would be another option for reporting leads without having to look up a member individually in the directory on the PEA website to get the information.

7. **ACTION:** A.Roberts will add to the website a link to the Board members names and information.

**4/11/2024: Pending**

**3/21/2024: PENDING.**

8. **ACTION:** The Board requests that the Finance Committee
- Review, discuss, and recommend a savings transfer policy
  - Review, discuss, and recommend a reserve account policy: amount to have in the account; uses for the funding; auto-transfers annually (i.e., insurance policies, tax prep fee, etc.)—should this be done once a year or as expenses are incurred
  - And any other issues, concerns, checks & balances, review/authorization requirements, or other information relating to the monitoring and safeguarding of PEA’s assets

A.Pyle is not in favor of a monthly funds transfer of money from savings to checking to cover annual costs and that PEA should be aware of its total amount of assets, regardless of how it is divided between checking or savings accounts. J.Maystrik, a Past President of PEA, shared that the previous monthly transfer of \$200 from checking to savings to form an emergency fund for the organization was at his suggesting when he was the President at the time. PEA was in a serious financial state with fear of closure due to running out of funds. It took time to recover and J.Maystrik formed the account with the Board’s approval at the time to be sure that there is always a reserve fund for PEA. It was suggested that this be a topic at the strategic planning session on October 23, 2023, to develop a process for a savings account, amount of money, use of funds. **PENDING.**

**4/11/2024: Pending**

**3/21/2024: PENDING.**

**2/15/2024: PENDING.**

Carried to next fiscal year.

**12/07/2023: PENDING:** A.Pyle and the Board agreed by consensus that item B. above is the only remaining task for the Finance Committee to develop a recommendation for the Board for. The other two will be dropped from the list. All agreed that this is not critical and a top priority but is something that the Committee should discuss and work on.

9. **ACTION:** The Board asked that a guide be put together for the most cost-effective way to process payments made by Members to PEA. N.Coogler and A.Roberts will work on this flyer.

**4/11/2024 PENDING.**

**3/21/2024: PENDING.**

**2/15/2024:** A.Roberts will start a flyer and send it to N.Coogler. ACH has the lowest fee with the least amount of admin time associated with it.

10. **ACTION:** The Board requested that A.Roberts create a flyer for open houses to encourage members to host them.

**4/11/2024: Pending**

**3/21/2024: PENDING.**

**2/15/2024:** This would be a general flyer on open houses. The office should continue sharing information in the weekly emails when people do have open houses scheduled.

11. **ACTION: 2/15/2024:** Board should discuss the potential formation of a new committee for hospitality. This will be moved to the retreat agenda.

**4/11/2024: Moved to May Board Meeting for Board discussion.**

**3/21/2024: PENDING.**