

## April 2015 Board Meeting – YLP GKC

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The meeting of the executive board was called to order at 6:09 pm by Dominique Hernandez. Also present were Danny, Sofia, Michael, Manny, Anna and Celeste.

1. Approval of March minutes.
2. Old Business
  - a. How do we define the YLP program? Robert Barrientos requested a statement for use of grant submissions in 2015; but we did not get clarification and from what we can tell our Mission Statement should suffice, so we consider this matter to be closed. We have asked **Dominique** to find out who will be writing grants on behalf of the Collaborative going forward.
  - b. We are unable to resolve the intention of Edgar as it pertains to engaging corporate ERGs as a means of membership solicitation. Danny and Anna may work on this idea moving forward.
  - c. Update from Michael on working with Erika N on copy for automated emails via Wild Apricot – Michael: Michael will email Estuardo and Erika one more time for copy and cc: the board. If there is not a response we will develop a Plan b. In the mean time, Manny has been personally emailing everyone who joins and thanking them; or emailing those who become friends, to give a pitch for them to join as members. He is copying Anna on these emails. We have also suggested Anna might submit something to Estuardo monthly that recognizes new and renewed members to feature in the monthly newsletter.
  - d. YLP strategy for elevating of members/nominations for Best Of lists -Danny: We have discussed creating a form that contains pertinent fields “lists” might consider when looking for nominees, and asking each member to fill it out, so we can then nominate our members regularly. Danny’s position is most likely engaged most often in requests and therefore he may have the best idea of what kind of information is most often sought. Celeste suggested an alternative to filling out a form, which may also build our presence and our members’ presence is for our website to have a page similar to the Social Media Clubs, where each member uploads their own picture and brief profile. The information we could ask our members to complete on the profile can be that which we need to find candidates to nominate. Danny and Michael will evaluate and give us recommendations. Celeste has suggested that once complete we should create small handouts the size of business cards that lists all of the ways people can connect with us via the internet.
  - e. GenKC/YLP golf clinic 5/26/15–Danny& Celeste: *First Tee, Sports Commission, GenKC and YLP to partner.* YP Golf Clinic/Networking Social. Per SP: Craig (the Pro at HOA) said that the 4 stations/80 people will work. He wants to meet in April to go over details, cost and agenda. Proposed event timeline: 4:30-4:50 – Registration, 4:50-4:55 - Opening Remarks and Explanation of Stations, 5:00 - 6:20 – Stations: Putting, Chipping/Pitching, Driving, Etiquette (20 minute rotations), 6:30-7:30/8:00 – Networking/Social/Putting Contest. The board voted on an approved to support this event. Celeste will create a communications form on this. There is another meeting on 4/21 which Danny and Celeste will attend. The event will have limited enrollment. Danny will follow-up to get us the fee for people who want to attend.
3. Tabled from last month
  - a. Junot Diaz in KC (October) –Danny Latino’s Writing Collective bringing him, need sponsors: The lowest level is \$500. We voted and would like to sponsor this event at this rate. We will ask Social to arrange an social with LWC between now and August. At this event we will solicit for donations towards the \$500 sponsorship.
  - b. NCLR conference: Our board would like to engage as many members as possible to attend, but it is \$350 for all three days. Michael and Dominique have met with some representatives and have

asked for a promo code, so we can denote how many registrations are due to our influence. WE will look for sponsors to at least get the board in attendance.

4. Report from Collaborate Board of Directors Meeting – Dominique: We have a list of the board members. Dominique reviewed that she clarified with the group what her ideal is for YLP, and our role as more than just social cocktail hours. She shared important information such as our Annual Report, which was admired as we're the only ones among the Collaborative providing this to our membership. She has asked for increased support across the board of the Collaborative, for YLP. She has also asked for YLP to be considered in all grants submitted. She has discussed how YLP has engaged more with LOTs and will continue to do so. We have learned that Robert is no longer going to be affiliated and Amarillis is the new LOTs connection. The board meeting is scheduled to meet monthly. Also discussed was that LOTs pays the Collaborative 1500 annually. It was suggested YLP should also pay, beginning next fiscal. We have asked Dominique to inquire as to the ROI of this 1500 commitment.
5. Review of expected / upcoming finances – Treasurer Sofia Chavez: Sofia needs to clarify 2014 balances but needs information from the Chamber and the bank before she can do his. Our membership dues are going well to support our balance.
6. Membership Retention and review of current membership (#) – VP of Membership Anna Bazan: Recognition was given to Manny for his personalized engagement of new and renewed members via email. Chris, Anna and Manny have been reaching out to people consistently. They are also working to ensure there are members of Membership Committee at each event. They will complete a thank you letter to Mod for hosting our April social. They have discussed reaching out to LOTs and Chamber members, and the board is greatly in support of asking them to also join YLP. This is due to the various board members' discussions with individuals over the course of time to indicate they would be interested in being joined in multiple organizations within the Collaborative. They are also looking to support social committee to better communicate events for a higher turnout. They are also working on creating welcome folders. Their concept has been developed, and the next steps are for them to meet with the communications committee. Anna has asked Sofia to denote that folders and stamps for various mailings need to be considered / added to the budget. We have discussed making YLP stickers and/or stamps to brand anything from folders to letterhead. This is because we want to solicit for re-branding / a new logo which we will not roll out until December.
  - a. Michael has met with the membership committee and Sofia to instruct them about management of Pay Pal.
7. Review of any Comments posted to our website: None this month.
8. Review of last month's events and their post-event forms
  - a. March, April socials may still need their post-event summation completed. Celeste will reach out.
  - b. March Philanthropy went well. We helped Rose Brooks clean out their freezers and we did more than they'd anticipated.
9. Upcoming Events and progress on event submission, communication requests
  - a. April Philanthropy request has been submitted and we will be one of the first to support a new thrift store.
  - b. Linking Leaders is in two weeks and we only have 13 tickets allotted to YLP and the Board and Chairs have already been offered an opportunity, so we will blast to other members today.
  - c. Semi-Annual Meeting June 27, 2-6pm (ish) is scheduled and an agenda needs to be created at our next meeting. We were considering the 13<sup>th</sup> and then came to realize that may be the date for On the Vine. The 20<sup>th</sup> is the Fiesta, so we're moving to the 27<sup>th</sup>.
  - d. Comida – is in two days and our members can get tickets for almost half off if they buy two, so we will also blast this out today.
  - e. This Saturday is a LOTs mentor panel and we have several members participating. There is also a career panel TBD for May.
10. New Business

- a. Meeting with Carlos - Sofia
  - i. Financial statements - Starting May they will provide a detail statement from the bank about our transactions
  - ii. 2014 - 2015 finances – Carlos to send Sofia everything they have to date
  - iii. April/May – Carlos to set up a meeting with Estella and Amarillis as well to determine a better process for transactions/invoices/reimbursements etc.
  - iv. Pay Pal Money – Sofia will transfer the money in there that is ours into our account and will email Carlos a statement to indicate this so he can have record of where that money came from.
  - v. There had been some previous communication / confusion from Robert’s report that YLP cost the Collaborative / Chamber money in some way. Carlos clarified this is not the case.
- b. Sports Team –Manny:Update; Communication (its own facebook page) – Celeste. Manny reported the team is at 15, the first game is tomorrow. From this, we have been garnered about 7 new employees. We have come to realize that the owner of Empire High Rise, our sponsor, is not a member. There is not currently a tier on our sponsor sheet for the approximately \$1,000 donation from Empire so the board has voted on a special designation for 3 memberships. Anna will reach out to Jorge to get the names/emails for the 2 other members of his company he would like to be joined as members of YLP, and Sofia has activated Jorge’s membership, today. Celeste has reviewed the differences between the logo used and the official YLP logo and discussed the importance of branding. What has been done is done for kickball, but we will use the official YLP logo for any future athletic events. Celeste has also clarified that we are using an event, which is past/has ended to communicate on kickball updates, and that facebook does not support using an event page as such, when it is past. A group or page will be the ideal option for communicating YLP Athletics going forward. This is based upon what facebook will allow.
- c. Participation in GCI/5 de Mayo –Celeste: Michael reports Philanthropy will blast this, again this year so that YLP can help secure volunteers. We as a board will also create a team to the 5 Que Run/walk on May 2.
- d. YLP pins are almost out. We discussed we need more but also we may want to wait until we have a new logo to buy/make more.
- e. We have discussed the difference between the official YLP logo and the logo created via the City of KC open source log. It was clarified that people are confused about which to use. The board agrees anyone who wants a logo should go with the default logo. If an alternative like the KC open source logo is desired, a request should be made to the Communications Committee. In an effort to take our branding seriously, we need to ensure we are going through Comm Comm every time. We have discussed our official logo which many agree are outdated. We voted to ask Comm Comm to solicit for a new logo to be developed. We hope to unveil this in December to coincide with our yearly.

#### 11. Tabled

- a. Update from Manny as to updated language as discussed in last month’s meeting - Manny
- b. Enforcing policies -Manny:*for Manny to re-address when we get to the respective portion of our review of the constitution. See 2.g., 2.h.*
- c. Yearly fundraiser -Dominique
- d. Committee liaisons –Dominique
- e. Discuss the use of logos for the next YLP Athletics session (post kickball)