

YLP KC April Meeting Minutes

Tuesday March 15th 2016 6:30PM

Kansas City Central Library Room 312

Time Meeting Called To Order	Present	
6:30 PM - Scheduled	BOARD President - Yes Executive VP - Yes VP of Strategic Partnership - Yes VP of Membership - Yes Parliamentarian - Yes Treasurer - Secretary - Yes LOTS Representative - Yes President Emeritus - Yes	Committee Chairs Asia - Communications Andrea - Health & Fitness
6:37 PM - Actual		

Open Session 6:30

Open Discussion

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Committee Updates

Social

Topic	Minutes
Thou Mayest In June	Brenda unable to attend, more info TBD

Philanthropy

Topic	Minutes
Rose Brooks	Success, debating long-term (year long) partnership
Planning more events for the year 1 summer 1 fall	Park Cleanup - possible partnership with Social & Athletics Clean the park, grill and play kickball afterwards July tentatively
Larger Event for the Fall	Fundraiser & community involvement, still in development

Professional & Social Development

Topic	Minutes
<p>How to market yourself Headshots 2 Part Event</p>	<p>More info from Erika this week</p> <p>Need to specify in the FB event that the event is \$5 for non-members</p> <p>Need to have a branding/marketing plan to ensure we have larger attendance than last year event. 4 people attended</p> <p>\$10 budget for FB promotion</p> <p>Does Prof Dev have data from interest checkboxes in event sign in for more direct/targeting outreach to people who have expressed interest in Prof Dev events?</p> <p>Process to get that data to Erika</p> <p>Need to loop in Erika, coordinate with Asia on contacting members</p> <p>Headshot party will be members only</p>

Membership

Topic	Minutes
<p>Membership Folders are in</p>	<p>Need to finalize what will go into the folder Will be given to new members in 2016 Letter from President will be included Waiting on Letterhead from Comms to finalize Potentially will include what perks members get (1-sheeter) Spheres of influence sheet - showcasing different networks and connections available to YLP members</p>
<p>Pins</p>	<p>Forthcoming Will be given to all members Will include new brand standard</p>

Health & Fitness

Topic	Minutes
<p>No updates</p>	<p>We did not win our last kickball game Clarify the reason for meeting up before the game Quick warm up/practice not a grill out What if we plan a practice/get together/grill out for a non-game night Need to find a different payment solution than Eventbrite - paying too much in fees 7%</p>

Communications	
Topic	Minutes
Communication Request form	Need to get back in the habit so that we have consistent branding, etc for all communications & adverts Please email Asia/board when new entries are made on form
Chairs submitting information for Annual Report	Keep track of info throughout the year so that we can more easily collate for the annual report Regular updates to Asia with committee info, etc?
YLP Gmail for internal use	Already have this, Asia just needs access to the communications@ account Need to sort out the YLP Google Drive
Absence from May and June board meetings	Asia won't be here
April and May Featured member	Collaboration of Membership/Communications to have people queued up for forthcoming newsletters Same email or unique email for Featured Members?
Logo consistency and approval for communications that go out	Synch with other committees for anything using the logo. Example: Athletic committee t-shirts

CLOSED SESSION

Old Business	
Topic	Minutes
Approval of Last Month's Minutes	

Executive Board Updates	
President	
Topic	Minutes
Comida Auction Item	May 12th

	<p>LOTS is putting together an auction package, question on if YLP is doing the same?</p> <p>Silent auction item presented/put together by YLP with funds from the item/package going to the collaborative fund. Make sure the emphasis</p> <p>Can we tap the general membership to see who can contribute? Dom will send email out</p> <p>Comida Event details: \$150 tickets, \$200 VIP Dominique will check with Carlos on potential YLP discount tickets</p>
<p>Reset Talk about our accomplishments in the 1st quarter</p>	<p>Great Partnership with HCC Great 1st social event Health & Fitness off to great start Great plan of action for Prof Dev & Philanthropy moving forward</p> <p>Focus on our accomplishments and use that momentum to move forward</p> <p>Focus on our professionalism and respect for each other</p> <p>Need to focus on communication and trust</p>
<p>Open Forum on communication breakdown over the past few weeks</p>	<p>Feedback needs to not be seen as critique. Can't go on the defensive. We are not here to get into personal disagreements but will still present different opinions, ways to do things</p> <p>Overuse of FB/email for communications. Need to document our correspondence but we need to reign it in.</p> <p>We need to be mindful of the difference between when we communicate and what mediums we use (email, phone, etc)</p> <p>Proposed: Bi-weekly call when needed to continue discussions/convos between board meetings & to help track progress with ongoing projects, etc</p>
<p>Logo Contest</p>	<p>2 participants, Estuardo & Marissa Letter/email going from Dominique to both with results 1 year of membership to both Will be paid via YLP CC on their behalf Michael will pay invoice: 2 week deadline</p>

	Side question: How do we keep track of cash payments to YLP?
LOGOS	<p>Last year: We created a specific logo for the Athletics (now health and fitness) committee This prompted the creation of the style guide Style guide was not board approved People were under the impression that individual committee logos were approved</p> <p>Style guide needs to be updated/corrected</p> <p>Proposal: We as an organization will adhere to new branding guidelines, and only use the 2015 logo, any printed materials in existence are still approved for use.</p> <p>Passes 5-1</p> <p>Proposal: Update style guide to reflect changes, communications committee will execute before the next board meeting</p> <p>Passes 6-0</p>

Executive VP

Topic	Minutes

Membership VP

Topic	Minutes
Logo contest participation compensation	
Individual committee logos – where are we going with these?	
Annual Fundraiser	<p>Will we ever have an annual fundraiser?</p> <p>Dom: next year?</p> <p>Marissa: Is it possible to host a fall event co-sponsored by philanthropy and other committees that benefit YLP as well as potentially a designated organization/charity?</p> <p>Edgar: The purpose of philanthropy is to go out for the community, not fundraise for YLP itself. The board may not be in a position yet to make this successful.</p>

	<p>Michael: Possibility for September, executed by Social, look at end of Q3 or Q4.</p> <p>Explore the potential of having the collaborative get involved with funding, etc so that YLP does not have to front the bill for a fundraising event</p> <p>Sponsorship v fundraising?</p> <p>Idea will be tabled for 2016 Follow Up: Collaborative Luncheon and exploring new sponsorships</p>
<p>Lifetime memberships</p> <p>Dom was supposed to get information re. Barre cards, what are the benefits? Gold lapel pins</p>	<p>Legacy Membership</p> <p>Dom to forward contact info for lapel vendor to Marissa</p> <p>Marissa to outline benefits/perks of this membership</p> <p>Can we begin the legwork for trademarking before executing the Lifetime Memberships</p>
<p>What are we doing with survey results? How does this shape our goals for the year</p>	<p>All to review survey results and come back to this topic when informed on the results</p>
<p>Letterhead? Still waiting on this for new member folders</p>	<p>Miguel to follow up with Communications, try to push for EOW</p>
<p>Boundaries and usage for paypal vs chamber card and standard process for all purchasing</p>	<p>Sofia & Elissa working, waiting on meeting with Carlos/chamber to establish what can/cannot be done</p>
<p>Why does Michael manage the credit cards and purchasing, why is this not a treasurer duty?</p>	<p>Short answer: convenience of schedule, hashing out with rest of financial info</p>
<p>What else are we putting in membership folders? *"what you get for your membership" list?</p>	<p>Previous year annual report</p> <p>The less physical items the better</p> <p>Less info, more swag</p>

Strategic Partnership VP

Topic	Minutes
<p>Continued relationship with sponsors and event locations</p>	<p>What is the process?</p> <p>If X member works with Y business then do they hand off to VP to continue the relationship</p> <p>Examples: venues from social events, MillerCoors etc?</p>

Parliamentarian

Topic	Minutes

Treasurer

Topic	Minutes
Secretary	
Topic	Minutes
LOTS Representative	
Topic	Minutes
President Emeritus	
Topic	Minutes

Committee Updates	
Social	
Topic	Minutes
Philanthropy	
Topic	Minutes
Communications	
Topic	Minutes
Membership	
Topic	Minutes
Professional & Cultural Development	

Topic	Minutes
Health & Fitness	
Topic	Minutes

Next Month	
Upcoming Events, Progress on Comms Request & Event Submission	
Topic	Minutes

New Business	
Anything brought to the table not on the set agenda	
Topic	Minutes

Tabled	
Topic	Minutes
Thank you-- who is responsible for writing these after an event? Is there a template? What's the timeline for sending out after an event	
What are we doing to recruit new members?	
- Member of the month / communications-- establish an SOP including deadlines, copy proof and approval	
Member of the month should come from membership. Why is it coming from	

communications?	
<p>Streamline communication to outside individuals like Carlos, Danny, etc. There is no reason Manny should ask Carlos for a check for athletics, and email back never mind so Dom can call herself.</p> <p>No reason Danny should be working with one member to have another member jump in and present different information</p>	
Secretary needs to be the one scheduling meeting locations	
Continued investment in LOTs relationship and regular status updates from Kathleen and Jessie	
Strategic Partnerships = what are they. Who are they? What is the intent? Where are we with linking leaders? When are we going to host again?	
Athletics: where are we with networking with sports and partnerships?	
Committee support. Where are we with committee chair engagement? Duty assignments? website information	
Why are we not making bylaws? -- If "we cannot" create out own bylaws. Where is it written down	
We consistently make new rules on facebook and when leadership turns over we start over. And re make same rules. How to we manage new rules so we aren't reinventing the wheel. (Answer: bylaws)	
Executive Director	
Where are we with weekly phone calls?	
Where is the new election bylaw, that new members have a tenure before serving on the board, running or voting	
How do we prevent situations like Abe where the featured member immediately after being featured, stops being a member, lets their membership lapse, etc	
Selling memberships on square. STOP IT	
We need to find out what actual members cost, per value of member	

Nametags at events	
- Website updates and regularity of this	
pboard headshots	
What happens if you don't do your job?	
Mediation	