

January 13, 2014



Call to order

The meeting of the Young Latino Professionals was called to order by Edgar Palacios.

Present were Dominique Hernandez, Shannon Fields, Celeste Lupercio, Laura Isabel Alvarez, Edgar Palacios, Sherry Harold (Latinos of Tomorrow), Gabe Munoz (Hispanic Chamber of Commerce), Daniel Silva, Carlos Gomez (Hispanic Chamber of Commerce), Manny Abarca IV, Sofia Chavez-Barroso

Minutes

Last minutes were approved.

Intros

Past, present, new Board Members, together with guests from the Hispanic Chamber of Commerce.

YLP History

Gabe spoke to the initial interest of Hispanic leaders at three key organizations collaborating to network their employees. Ongoing was a national movement to engage younger professionals in Chambers and the like. The exploration of Latino-based young professionals began, as did organized socials. Learning from like-minded programs in other states, the concept of YLP came together. Edgar expanded that July 2014 will be YLP of GKC's 7th year. In the last year, we have made strides by better defining what "member" means. The roll-out of a fee for YLP membership has been hugely supported. As YLP is a program of the Greater Kansas City Hispanic Collaborative, the President will begin to sit on the Board, as a voting member. YLP is partnered with the Hispanic Chamber of Commerce and Latinos of Tomorrow.

President's Top Three Goals: Grow, Build & Collaborate

We look to grow our membership this year. In addition to the other positive changes associated with membership in YLP, YLP members are offered a 30% discount if they choose to join the Hispanic Chamber of Commerce. This year, we will evaluate strategic partnerships. We will build access to different organizations/businesses in Kansas City. We will increase our role with Latinos of Tomorrow. We will collaborate by blasting others' event to our members.

Orientation: Processes, Documents, FB Page, etc

Event forms have been created, and each committee is charged with completing a form 30 days in advance to their event (for communication purposes). Any question/concern/comment relayed to a Board Member should never be answered by a Board Member, individually. It is forwarded to the entire Executive Board, a collaborative response is generated, and the President responds. Google docs are used for sharing, and all Exec Board Members have access. There is a closed group on Facebook which is used by Exec, as well, for Exec-level communication. All charges (debit card) are closely monitored by the Treasurer and typically first approved by the Board.

Contract/Expectations: Time, events; Board Meeting times; Set-Up/transition time; Goals

We will meet the 1st Monday of every month, at 6 p.m. We will review documents which explain the expectations of Board Members. We will continue to evaluate the process by which we spend money. Outgoing Board Members (Laura, Estuardo, Raymond) will meet individually with new (Sofia, Celeste, Manny) to transition the role. There is a 'past Presidents' committee, and they act as an Advisory Board. At all YLP events, we want to ensure a Board Member will be present, and we will communicate to ensure such. We hope to see the continued growth of Philanthropy, and similar with Professional Development. YLP's other three committees are Membership, Communications, and Social. Suggestion to obtain badges generically displaying "YLP Executive Board Member" and "YLP Committee Chair" was made and received well,

together with further discussion about printing off badges for members as they check in. More so, we would like to have badges (for members) that can be returned/reused. At our next meeting, each Board Member should present their three Goals for themselves as members of Exec.

Questions/Comments

We need to review the sponsors listed on our web page. Particularly, it's time to remove State Farm. We should however also approach them to see if they want to renew their sponsorship, as it was elaborated that they are currently moving towards a supportive role of professional development. We agreed we should add "partners" and "sponsors" to our website, to include logos for the Hispanic Chamber of Commerce and the Collaborative. Other possible sponsors include Manny's and Denny's. We want to ensure we are checking in with our partners before exploring opportunities for sponsorships, so we are not working against each other. We want to increase collaboration with our partners and with Latinos of Tomorrow. This will include a larger role in Biz Fest next year. We will communicate this event, occurring 2/5/14-2/8/14 at Indian Creek Technical Center in the Shawnee Mission School District. This will entail 100 students from 35 schools of which 65% are Latinas. There is also a great collaborative event via GenKC which will be promoted as soon as the last detail is finalized.

Outstanding Items from 2013

Marketing Collateral

Shannon is primarily focused on marketing collateral, given his role as Chair for the Membership Committee. There was a slight issue found with the website, pertaining to online payments/registering officially as a YLP Member (now that there is a fee associated). Goal is for this to be resolved in time to launch eBlast tomorrow to announce new Membership and guidelines.

Website

We continue to explore our capabilities with our website and to work through limitations. We own younglatinoprofessionals.com for three years. Pay Pal has been synched to our site, and we have a Here (swipe apparatus) to accept payment at the door of all events, whether it's the fee for an event (\$5) or to begin membership for one year (\$50). We have also merged an old Pay Pal account to streamline financials. A suggestion has been made to highlight members, monthly, or otherwise. Membership tracking will include data which can contribute to this.

Membership: payment options, pay process, website, tracking members, events, HSF donations, laptop/tablet, etc

We recognize that we will need to have a bank at our events, whether to accept the \$5 fee to attend for non-members, or the \$50 membership fee for those choosing to join at the time of events. Because the money will need to be available at the start of an event, we cannot expect Sofia as the Treasurer to be at every event early or at the start. We will need to require Committee Chairs to ensure they have a designee to contact Sofia in order to arrange to pick up a bank for the event. We will need to obtain a receipt book, to provide tracking for all transactions. We will also need to document (there, or elsewhere) who obtains the bank from the Treasurer prior to each event. Because this is days before our next event, Celeste will volunteer to obtain the bank and arrive early enough to accept payments.

Tracking Members

With the new process of registering as members, we will track information such as level of education, employer, title, and interest in YLP. This will help us with conversations to solicit sponsors, and to better understand our members. Apricot is the software program we will be using. We will track the date people became members. At this time there are 8 official YLP members.

Hispanic Scholarship Fund Donation

At this time, we will decline to fund-raise for the HSF. We are concerned this will confuse our audience, given the roll-out of membership fees (or event fees if membership is declined). We will re-evaluate this at a later date, with Randy's help in reminding us. Along with that discussion, we'd like to see a better connection between YLP and the recipient of our donation. This brought up a discussion regarding Latinos of Tomorrow, and if YLP should be donating to LOT as our partners. We also discussed that increased involvement with LOT should be discussed in 2014. Sherry will help promote this ongoing discussion.

Tabled or Follow-Up

1. Purchase laptop or tablet for YLP membership.
2. Continue to discuss Pay Pal Here and if we should have multiple Board Members carry these at events to accept new Memberships swiftly.
3. Review of documents describing Board Members' roles/expectations of role.
4. Sponsors
5. Badges
6. Each Board Member's top three goals.

Adjournment

The outgoing members were thanked for their commitment to YLP, and the meeting adjourned at 7:32.

The next meeting will take place on *February 3, 2014 at 6:00 pm* at a location to be announced.

Respectfully Submitted,
Celeste C. Lupercio
YLP Secretary