ATTENDED
Steve Bevilacqua
Pete Bozetarnik
Dr. David Christiansen
Joey Davis
Dr. Mary Ann DuPont
Arty Falk
David Hamilton
Dena Kennedy
Stephen Lenehan
John McGowan
Mike Percy
Ellen Regnery
Welsonne Renoir
Mark Veil
Mark Wade

NOT IN ATTENDANCE
Michael Becker
Ken Carter
Gary Hennings
Kimberly Lea
Melissa Nash
Glenn Schanel
Rick Stone
Ryan Thompson
Michelle Tierney

STAFF ATTENDANCE
Claudia Kirk Barto
Rachel Ramos

I. Welcome
Pete Bozetarnik called the meeting to order at 8:04 a.m.

II. Minutes of the Board Meeting of June 15, 2017
Pete Bozetarnik asked for a motion to approve the minutes of June 15, 2017. Motion was made by John McGowan, seconded by Dr. Mary Ann DuPont. All in favor, none opposed, Minutes were unanimously approved.

III. Chairman’s Report
Pete thanked Glenn Schanel for raising his concerns regarding the proposed 2017-2018 Budget. Hitting our revenue numbers for years has been a challenge and Pete was glad to see that Glenn and other board members recognize that issue. We don’t have a lot of levers as we have staff, materials and rent, which makes up almost 75% of our entire budget. The expense side is easy to calculate but the revenue is where we run into our troubles. At our board retreat, we decided that increasing student count is very important to all of us and our community so we work backwards. We say if we want to reach 25,000 students which is the goal for this current fiscal year, this will require staff and materials of certain amounts and that gets us to the expense side of the equation. In order to
hit that expense side, we have to work backwards on the revenue side very strategically and logically to meet a budgeted goal. The budget that we are presenting today is on a cash basis of accounting. We need to remember that we received the Farris money of $200,000. We recognized all of that in the 2016-2017 tax year but will receive $100,000 of the cash in the current fiscal year. Although the revenue items may seem aggressive it is what we have to do to make this organization move forward. If we look at fiscal 2016-2017, add the accrual basis income to the expected budgeted accrual loss in 2017-2018, we are barely breaking even. If we lower the income anymore, we are going backwards. The revenue issue is something we have to resolve. We have come up with a strategic plan focusing on the corporate giving which didn’t do well last year so we revamped the entire program linking corporate sponsorships into our events so we need to chase more individuals. When we left the retreat we had five goals: Goal one: Increase the student count so that told us what we needed to do on the expense side; Goal two: Volunteer management, retention and recruitment which is very important if we are going to hit those students; Goal three: Hit our funding goals and how we were going to chase those dollars, grants, foundations and corporate; Goal four: Build a stronger and more active board; Goal five: Branding. When Pete looks at these five goals, it isn’t just a staff issue or a board issue it is a JA issue. If the staff, the board, chair committees and our actual committees work together and stay focused he feels we can meet these goals.

IV. Committee Reports

A. Finance

Mark Veil

Financial Statements: The balance sheet as of June 30, 2017 shows total assets of $361,000. $158,000 in cash, $187,000 in receivables. Keep in mind that $150,000 of that $187,000 is from the Farris Foundation. We will get two $50,000 checks in the upcoming fiscal year and then another $50,000 check in the year after that. As of June 30th, we wrote off approximately $4,000 in old receivables as we didn’t feel we would receive them. By way of reference, at the end of last year June 30, 2016 we had $140,000 in cash and $268,000 in total assets. Liabilities: As of June 30, 2017 we have $12,600 which is relatively small. The larger part of that is $11,000 in accrued vacation and sick which has not been adjusted for the current year amount. If we look at last year at June 30, 2016 we had $30,000 in liabilities and the difference roughly is the bank loan we have which is currently paid off. We ended up with net equity of $348,000 and that compares to $238,000 in the prior year. Keep in mind that a lot of this had to do with the Farris Foundation grant coming in towards the end of the year.

Profit and Loss: Actual revenue of $964,000 for the year compares to our budget of $980,000 so we are under about $16,000. Again keep in mind that the Farris Foundation accrual of the $150,000 is in that, in the actual number for the year. By way of reference the total revenues for 2015-2016 was $813,000. The variances have not changed from the prior discussions. Individual giving: Under for a while now; Corporate giving: Primarily the
corporate campaign; Foundations: The Stiles Foundation and Esther B. O'Keeffe extra monies have helped there; Special events: Some of the foundation monies have been designated so those aren’t really under as it appears there; Grant income: Over $155,000. The Farris cash plus the accrual so $200,000 of that is the Farris grant. Expenses: $855,000 for the year actual, budgeted $942,000. Looking at 2015-2016, we had actual expenses of $857,000 which goes to the point that Pete made that our expenses are fairly consistent from year to year. The biggest impact is salaries or if we serve more students our program costs go up. If we look at the budget of $942,000, under $87,000 primarily from salaries and having open positions during the year. There are a couple of items that are over expended and the office costs are under expended. For the year ended July 1, 2016 to June 30, 2017 on an accrual basis we end up with $108,000 in revenue that compares to the prior year of a $44,000 loss.

Budget FY17/18: This year Claudia put together a budget message to explain what was going on and make things easier. It also explains some of her thoughts as to why the revenues were budgeted higher and the reasoning and thoughts as to why those numbers are achievable. A lot of it also comes down to new staff and new commitments to some of the projects. Also, Pete did an excellent job in summarizing that it is really going to take a big commitment from the board to help out and achieve the revenue side of this budget. The budget is on a cash basis. We do that so that we know at any point and time where we are expected to be cash wise. We are proposing revenues of a little over $1,011,000 and proposing expenses of $978,000. If that all works out we will have an increase in cash of about $35,000 for the year. If we notice that there are two months where our cash does go negative; we will have to use the line of credit if we don't accelerate revenues in the early months of the year. Fortunately they are small and will be paid back in six months of the year. Pete commented that this budget, and it has been raised by Glenn, it is the increase in special events. You see that number does have a sizable increase year over year. He feels that if we aren’t going to make that level of revenue for that level of commitment, we really need to decide are these the right events. If we are going to, as a board and organization, do these events, it is up to all of us in finding that committee chair and getting that committee built and actually hitting numbers like this, otherwise it is not really worth our effort. He thinks it will be the biggest transition of this budget. He feels that if we can’t, we need to look at the entire income stream going forward and saying is this the model. The original draft of the budget that everyone looked at last month had some raises in which we’ve removed in order to give us a budget that we think we can meet and live with. Pete does stress that as we approve this budget that hopefully we will have a successful year that we believe we can based on the new strategy and that we visit the issue of yearend bonus’ for our staff because at this point we have not provided them an increase. Compared to other JA’s around the country, our staff is still below the median in staff compensation. That is an area we need to get up to limit turnover but first we need to get the money in the door first before we spend it. If we know that we are not going to hit these
numbers, the Executive Committee, Finance Committee and Claudia are ready to turn the personnel lever.

Pete Bozetarnik asked for a motion to approve the fiscal year 2016-2017 financials as presented. Motion was made by Mark Wade, seconded by John McGowan. All in favor, none opposed, the fiscal year 2016-2017 financials were unanimously approved.

Pete Bozetarnik asked for a motion to approve the Budget for the fiscal years 2017-2018 as presented. Motion was made by Dena Kennedy, seconded by John McGowan. All in favor, none opposed, the Budget for fiscal year 2017-2018 has been unanimously approved.

B. Audit FY17

Claudia Kirk Barto

We had a meeting and the field work will begin August 14th. Mark Veil said we are on track and should have everything in order.

C. Development

Dena Kennedy

**GEW Luncheon:** The entire board is going to move forward with the GEW luncheon on November 15, 2017. Dale Hedrick is the keynote speaker. The location will be secured soon, with the “Save the Date” being finished by Monday. At the board retreat, the board indicated that they wanted to become involved and we have a strong board and the focus will be getting them more engaged now and in the future. Phone calls will be going out to get your ideas to work to help get those dollars for our Budget.

**Play for JA Par 3 Golf:** Pete has once again agreed to chair this event. This will take place on October 14th. Pete looks forward to everyone’s involvement.

Rachel indicated that Bob and Rachel met with the Riviera Beach CRA. They are interested in us coordinating an entrepreneurship program for students in Riviera Beach during the winter, spring and summer breaks. They also spoke about us using the Marina Convention Center as we are interested in having JA BizCamp there next summer. We sent a proposal to them and they are interested in financially supporting the programs for the breaks and providing us a space for free. Next week they have another meeting with the CRA in Lake Worth and Northwood CRA. Claudia indicated that this is new and different and isn’t part of our budget, again reaching students out in the community versus just in the school setting.

D. Brand

Claudia Kirk Barto

Claudia is currently at the JA Worldwide Global Leadership Conference. The biggest part of brand is being one JA and tapping into our JA alumni and creating an alumni database. The 100th anniversary for JA will be in
2019 and will start in the beginning of 2018. There will be a 100th anniversary book which will help us build the brand. They also made a video to show our worldwide impact. This is huge as it shows that it isn’t just JA in our community but worldwide with partnerships around the world.

We are getting press releases out, our information on the Charity Registers, posting on social media and getting our events on the calendar. Next week, Mayor Jeri Muoio will be at JA BizCamp and Clare O’Keefee. These are great photo ops. The staff has done a great job taking photos and posting them. Please like and share on social media. We did not put a PR consultant in the budget as we are looking at starting a brand committee and Claudia has folks in mind in the industry this year that she will reach out to. Dena wanted to thank everyone for putting the calendar in the packet as it is very helpful and a great reminder.

E. Education

Rachel Ramos

They had the re-launch of JA Girl$ dinner thanks to Joey and Steve for going and hosting it. There were some new and returning volunteers. There is a larger group of volunteers that weren’t able to attend but are committed to volunteering. We have enhanced the program this year thanks to Wells Fargo and the Women’s Foundation. We will be able to not just have an in class kit program but some pop up JA Girl Talks which will culminate into a JA Day of the Girls event in March during women’s history month. Joey thanked everyone for their support. April 25th will be the final Pitch competition with the venue being at The Kelsey Theater in Lake Park. It is owned by A.J. Brockman, an alum from Palm Beach Gardens High School who just won Young Entrepreneurship of the Year from Chamber North. He will hopefully be one of our judges or participating during GEW at Gardens. Rachel would like to have a large group come from the community as they want to do a “Call to the Heart” to raise money. They also need judges so please email Rachel if you know of anyone or would like to be a judge yourself. Les Langberg, one of our past Judges is returning. Dr. Christiansen was curious to see if since we signed the MOU with the District and JA if we had any increase in student involvement or if the goals were more about this upcoming year. He is asking as he would speak to David at the Principal Supervisor Retreat next week. Rachel said we had for the whole year a 42% increase from last year. Also on the District level people have reached out to us to help coordinate efforts. Dr. Benavente has been so passionate and helpful. We decided to start off with the medical academies because of his passion. We have partnered with St. Mary’s Medical Center volunteer program to help provide volunteers to go into the medical academy classrooms. There has been a huge difference. On the administrative level from the schools, the assistant principals and principals have been so receptive. It has been a lot easier to reach out to the schools and they are signing up for programs which is something that hasn’t happened in such a large way in the past.
F. Volunteer Committee  Claudia Kirk Barto

No report given. Both Michele Tierney and Melissa Nash are on vacation. Claudia did indicate that they said last month that they would be sending out a follow up email regarding our LPBC civil engagement project. This went out and they were very excited to receive that. She said it was nice to see how many are engaged from LPBC with JA.

G. Board Development  Pete Bozetarnik

Trey Fogg is a banker from Fifth Third Bank’s who has just sent in his application. Pete has known him for a while. There are also Bob Schafer, Darrell Searcy and Michael Simms. Pete has upcoming lunch meetings with Bob and Michael. He is asking the board to find other new board members. Pete feels that if everyone does that we can achieve our goals. Claudia did say Darrell Searcy will be sending in his application. Dr. Christiansen indicated that he is in the same class at LPBC with Trey Fogg where they both worked together in the Glades on a proposal for a special store for supplies. He is really outstanding and excited about contributing to JA. He also has young children and wants to be involved in all our efforts.

Pete Bozetarnik asked for a motion to approve Trey Fogg to the board. Motion was made by John McGowan, seconded by Dr. Mary Ann DuPont. All in favor, none opposed, Trey Fogg is unanimously approved.

H. Governance  John McGowan

John said the By-Laws need to be reviewed this fall. If anyone needs another copy to let Claudia know. If there are any questions, comments, suggestions, let John know. Mark Veil did reach out to John and he will get back to him. These will go before the committee and get them to the Executive Committee in September or October and act accordingly.

I. President’s Report  Claudia Kirk Barto

Claudia wanted to thank everyone for sending her to the JA Global Leadership Conference in Atlanta. She talked before about the alumni and the international engagement. There was a panel brought together by JA Worldwide and “WOW” is the only word she can think of. They had entrepreneurs from all around the country and connectors. One on the panel was Katie Harbath, Facebook. Mark Thompson, a motivational gentlemen and David Meltzer, the sports marketing guy. The movie Jerry McGuire was based on him. Also, the gentlemen Walter O’Brian (Scorpion) who at the age of 13 hacked into NASA and was hired by Homeland Security at the age of 16. They talked about how anything is possible through JA and what we do and how we impact young people to see their opportunities and futures was amazing. Claudia hopes we can to
that with the folks that we have in our community that are at the level like these people are. Also, the discussed corporate social responsibility and the corporations and how they are engaged. Some of them were from FedEx, HSPC, Delta, and Citi. Discussions were on how do we communicate with those corporations and relationships, and above all else, every single one talked about doing your homework, engaging their employees, following up and talking about the engagement. Claudia wanted to thank everyone for letting her be a part of JA.

V. Old and New Business

A) Mission Statement (Vote): Pete read the mission statement aloud which was included in the packet.

Pete Bozetarnik asked for a motion to approve our Mission Statement. Motion was made by John McGowan, seconded by Mark Veil. All in favor, none opposed, Mission Statement is unanimously approved.

B) Board Retreat Follow-up Focus 2018 Draft: Pete thanked the board and staff who came to the retreat. This Focus lists the five goals which are the strategies, tactics and how we measure success for each of them. The outcome from the retreat is that we come up with great ideas and build action plans but we never implement them. After everyone takes a look at this, Pete is asking that if anyone has any questions, reach out to Claudia, Pete or Rachel. Pete would like to have this approved at the August meeting.

C) JA Calendar for 2017-2018: We are going to start getting calendar requests for community events that JA is doing for the larger events and Pete suggested to give everyone a list of events about 30-60 days out to put on their calendars. The hope is that the board members will see something that will spark their interest, put it on your calendar and support JA at these events. Claudia thanked those that have already committed to attending some of our upcoming functions.

VI. Adjourn

Pete Bozetarnik asked for a motion to adjourn. Motion was made by Dena Kennedy, seconded by John McGowan. All in favor, none opposed, meeting was adjourned at 8:50 am.

Minutes recorded via: iMeet and transcribed by: Janice Geary

Date: August 8, 2017

Signature: _________________________________

Board Secretary Approval: Print Name ______________ Date: __________

Signature: _________________________________