MINUTES OF
BOARD OF DIRECTORS MEETING
OF
JUNIOR ACHIEVEMENT OF THE PALM BEACHES & TREASURE COAST, INC.

THURSDAY, MARCH 15, 2018 AT 8:00 AM
In person meeting at The Weitz Company

ATTENDED
Pete Bozetarnik (in person)
Trey Fogg (Phone)
Gary Hennings (in person)
Dena Kennedy (Phone)
Stephen Lenehan (Phone)
John McGowan (in person)
Melissa Nash (Phone)
Michael Percy (Phone)
Ryan Thompson (Phone)
Mark Veil (in person)
Mark Wade (Phone)

STAFF ATTENDANCE
Claudia Kirk Barto (in person)
Rachel Ramos (in person)
Viviana Duplan (in person)

NOT IN ATTENDANCE
Michael Becker
Steve Bevilacqua
Ken Carter
Dr. David Christiansen
Joey Davis
Dr. Mary Ann DuPont
Arty Falk
Curtis James
Ellen Regnery
Welsonne Renoir
Glenn Schanel
Michael Sims
Rick Stone
Michelle Tierney

I. Welcome
Pete Bozetarnik

Pete Bozetarnik called the meeting to order at 8:08 a.m. Claudia took role and indicated a quorum was present.

II. Minutes of the Board Meeting of February 22, 2018
Pete Bozetarnik

Pete Bozetarnik asked for a motion to approve the minutes of February 22, 2018. Motion was made by Mark Veil, seconded by John McGowan. All in favor, none opposed. February 22, 2018 minutes were unanimously approved.

III. Committee Reports

A. Chairman’s report
Pete Bozetarnik

Pete stressed the importance of Board member participation with regards to the Board meeting attendance. The quorum is based on the number of Board members therefore, it becomes harder to get a quorum if we do not have enough Board Members participating.
Since our last meeting we’ve had three additional meetings with the school district about implementing a Junior Achievement Academy here. Just to remind everybody last month Claudia and I, along with Mr. Nicholson, and members of the school district visited the JA Academy in Atlanta. The school that I visited had a 46% graduation rate and a 56% transient rate. We ended up with a 96% graduation projected rate for the year which indicates that the kids are sticking with the program. JA Academy will be branching out their program throughout the country and it looks like our neighbor in Broward County will be starting with the program soon. Our school district has been very open-minded but also incredibly cautious in regards to the possibility of starting a program similar to Atlanta’s. A group led by JA Georgia CEO Jack Harris has a budget to raise $55 million to rollout this program out throughout the country. We will be responsible for 20% of the fundraising locally. Our responsibilities will involve rallying corporations to help with case challenges. At the meeting the school district would like to pilot this program at JFK Middle School in Riviera Beach and Bear Lakes Middle school. These two schools feed into Palm Beach Lakes High School which currently the targeted high school. Both of these middle schools are located close to our office and near business hubs, so hopefully we can get some corporate sponsors.

B. Finance

Mark Veil

Financial Statements:

**Balance Sheet:** End of February – Total net assets $405,000: Accounts receivables; $113,000 which is primarily the Farris Foundation for $100,000 and the Gala for $12,000. Cash is $285,000 in cash versus the budgeted of $320,000 therefore we are $35,000 short. Total Liabilities; $32,000 leaving us at a net equity of $373,000.

**Profit & Loss:** Revenues to date for the 8 months ended February 28, 2018, totaled $644,000 versus budget of $745,000. Resulting in a $100,000 short fall.

Foundations is $29,000 under budget, half of which is the Loxahatchee Foundation which is not making grants to outside organizations. Grant income is $29,000 under, of which $19,000 from Primetime.

On the expense side we have $627,000 in expenses versus a budget of $647,000. We are $20,000 under in expenditures, the biggest items being salary under $52,000 and program and programs support over about $35,000. We projected to have an income of about $100,000, we are actually at about $17,000 so we have a ways to make up there. If we take the $81,000 that we’re short and the $29,000 in grant income and the
anticipated CRA money from Lake Worth and Riviera Beach for about $29,000 should bring our shortage down to about $23,000.

**Events:** the Golf Classic raised about $39,000 versus a budget of $30,000. M.A.D. Science is estimating at about $40,000 raised versus a budget of $31,000. The Play4JA golf tournament raised about $12,000 we projected $26,000. Lastly the Gala we raised about $77,000.

Pete Bozetarnik asked for a Motion to approve the February financials. Motion was made by John McGowan, seconded by Gary Hennings, all in favor, none opposed. The February financials passed unanimously.

C. Development

**Great Give:** We are focusing now on the great give which is April 24th we will be sending out information either tomorrow or early next week to give more information about that event. We are asking every board member to either raise, contribute, or donate a minimum of $56 to that event. $56 may sound like an odd amount, however will add up to a lot of money if multiply by the number of board members we currently have.

**JA Gala:** Dena said a thank you to all the board members who participated, attended, and helped us raise all of that money. Claudia stated that as an ongoing project, we’re going to be working on re-engaging individual donors from the gala as well as following up with the ones who weren’t able to attend. She hopes to inform them on where we will be going as an organization.

**Caribbean Wind:** May 12th we have secured that date for Caribbean Wind at Rybovich Marina. We are confirming at this time who the honorary chairs of that event will be.

We have a new corporate sponsor this year for the valet, The Marine Industry Association (MIA) which is a $1,500 sponsorship for the valet.

Don Remey, whom many of us know of, whom has supported financially and other ways, has offered his talents and his experience to help us with our development and our corporate memberships. We are going to be putting together a committee to meet with Don to discuss how to be successful in asking our corporate partners to give. One of our new board member applicants, Carla Thrower, is very interested in being on this committee. She has a lot of experience in and has been very successful in fundraising.

Claudia advised that we already have an electronic version of the invitation and sponsor level information for the Caribbean Wind event. We
will be also be sending last's years' information of who attended, the sponsors and the electronic invitation to the board as requested.

**Play 4 JA - The Brain Bowl:** We are trying to get all of the engineering people such as Lockheed Martin, Sikorsky and Aerojet Rocketdyne to bowl and possibly compete with Otis Elevator. Some of these different groups used to volunteer with us but we are also trying to get them to fundraise with us.

**Grants:** We have about $220,000 of pending foundation grants request waiting out there Rachel worked those proposal.

D. Brand

On the social media front, we are doing an amazing job because many of the schools are telling our stories for us via Twitter. Companies such as Palm Beach Tech, Rybovich and Marine Industry Association are very good at posting stories or re-posting stories. Traditional print releases are still very important therefore, we are working on things such as getting press releases, stories in the news, the papers and on the radios.

Rachel stated that our new website is about 75% completed. We had two interns work on the website over the winter break. During spring break we will have one returning intern and one new intern from South Tech High School. These two will be working in partnership to complete the website project. We hope that we will be a 100% complete by the end of next week however, that doesn't necessarily mean that the website will be ready to be launched at that time. The thought was to be a little bit conservative and say that the website will be launched by June. The website currently looks amazing, we have some new program material which is just redone in a fun and very exciting way. We are remodeling the website after greater Washington since they've done a fabulous job with their marketing material. It will be all on our new website if anyone wants digital copies will be more than happy to send them over.

One of the interns currently helping us with our website will be submitted to be casted for Shark Tank, and will be representing Junior Achievement USA. We have submitted his name to Communications Department at JA USA.

E. Education

Rachel Ramos stated April 25th is JA Pitch and we hope that everyone can come. Our Pivot event went very well with a high attendance rate. The students are all practicing diligently for Pitch, they were able to practice their public speaking skills and talk about their business plans. We want to
fill the room with as many people as possible with potential people that might be able to give us money. The grant runs out next year so we are looking for our next donor that could continue with this event. The top JA company will be eligible to participate at the JA USA National Youth Leadership Summit.

The JA Education Committee is scheduled to meet the end of April. Quite a few people have accepted. Dr. Christiansen may no longer be in Palm Beach in order to chair the committee, he stated previously that someone in leadership will be able to take over. We have the dates in the calendar for our quarterly meetings.

Spring break camp will be held next week in two different venues, JA Spark for high school students and JA BizTown will be held in Riviera Beach. Middle school students will be at Lake Worth. The mayor is coming to speak to students at Lake Worth sometime during the camp. As of yesterday we have about 50 students for JA BizTown in Riviera Beach and about 20 to 25 high school students. The program team has been pounding the pavement recruiting. We have really been trying to think outside the box on recruitment when dealing with this particular community. As a note, we believe that our strong suit is not necessarily out of school time such as the spring and winter break camps. The concept is great but the amount of manpower that it requires in the Lake Worth community is extensive. We have had that conversation with them and they were okay with the proposal that while we may not provide spring break or winter break, we can certainly see a large amount of students after school or in school.

Rachel stated that JA BizTown has doubled. Brittany has done an amazing job convincing people that they need JA BizTown in their lives. Our partnerships with Cre'von LeBlanc the N.F.L player and Belle Glade has been really great. As he adds star status which we may not really have right now.

We had new Job Shadows with John I Leonard High school in Downtown West Palm Beach. Half of the group went to at Palm Beach Tech and the other half went the ShipSticks. The next day we went to Rybovich.

Pete advised that we have two board applications for approval, Stuart Klein and Carla Thrower. Carla Thrower is a local CPA in Delray and was suggested by Melisa Nash. She is very active in the Junior League and Impact 100. Stuart Klein is an attorney in the Gardens area that deals with trusts and estates. Ellen Regnery is rolling off of the Board so Stuart can possibly fill a similar spot that she previously filled. Claudia added that she and Michael Becker met with Stuart Klein, also, she and Dena met with Carla Thrower.
Pete Bozetarnik asked for a motion to approve the two new Board members Carla Thrower and Stuart Klein. Motion was made by John McGowan, seconded by Mark Veil. All in favor, none opposed. New members were unanimously approved.

Pete Bozetarnik asked for a motion to approve Rick Stone’s resignation from the Board of Directors and designation to the Emeritus board. Motion was made by Gary Hennings, seconded by John McGowan all approved none opposed.

F. Governance

The employee manual has been sent to JA USA for their review. We have officer elections coming up this year with Rick Stone resigning we will need a secretary. We will also be need a vice chair, so that’s open for consideration. Dena Kennedy will move up to chair, Mark Veil will stay as treasurer. The class of board members that come up this year includes Pete Bozetarnik, Dr. Christiansen (which we may be getting a resignation from) Stephen Lenehan, Mike Percy, Ellen Regnery, Glenn Schanel, Mark Veil and Ken Carter. Hopefully they will all be reelected. Claudia stated that Ellen Regnery and Glenn Schanel have interest in rolling off the board.

G. Audit Committee

We have to issue an RFP for our auditing services which was a three-year contract. There has been some suggestions to change it from a 3 year contract to a 3-year with a 1-year extension. Timing-wise we need to get an RFP prepared we need that to be resolved and done within about 60 days.

H. President’s Report

Claudia stated that she attended the President’s Roundtable in Clearwater Florida. In total it was about 40 presidents from various areas. The main topic of conversation was the 100 year anniversary and how to engage alumni. The campaign that we are planning to launch is 100 years -100% ready which talks about kids being 100% ready for the real world. We had a speaker who wrote a 100th anniversary yearbook that has a lot of information in it which is very useful. It has stories of JA Alum around the world. JA Central is like an Intranet that we can use to find resources on all marketing materials, program evaluation and etc. The second day they brought an outside trainer which focused on how to fundraise and make it simple. The idea is simple enough to fit on a napkin. Share your impact and you’ll raise income. They broke it down to a one pager which I will share with you at a later time.

There will be a change in how we will pay JA USA. They want to change it to a flat 10%, and that change will go forward to National Board and then
to JA presidents for a vote. They haven’t shared the formula nor how this change will impact us specifically.

JA Florida was in the Florida legislature’s budget. Our part is around $31,000. It’s on the governor’s desk for review.

We are still looking for staff replacement for the Development position. At the current time, Stephanie is still working with us until we fill that position.

IV. Old and New Business

Pete Bozetarnik

A. Non Profit First -JA employee manual is with JA USA for review. Once we get it back we will review it and take a vote for approval.
B. Welcome Viviana. Viviana started in right before the Gala, we are excited that Viviana comes to us from Palm Beach State College.

V. Adjourn

Pete Bozetarnik asked for a motion to adjourn. Motion was made by John McGowan, seconded by Mark Veil. All in favor, none opposed, meeting was adjourned at 9:03 a.m.

Minutes recorded via: iMeet and transcribed by: Viviana Duplan

Date: April 09, 2018

Signature: ________________________________

Board Secretary Approval: Print Name _____________ Date: __________

Signature: ________________________________