MINUTES OF
ANNUAL BOARD OF DIRECTORS MEETING
OF
JUNIOR ACHIEVEMENT OF THE PALM BEACHES & TREASURE COAST, INC.
THURSDAY, JUNE 15, 2017 AT 8:00 AM
“IN PERSON – WEITZ CO.”

ATTENDED
Steve Bevilacqua (T)
Joey Davis (T)
Arty Falk (T)
Gary Hennings
Dena Kennedy
Stephen Lenehan
John McGowan (T)
Melissa Nash
Mike Percy (T)
Welsonne Renoir
Glenn Schanel
Ryan Thompson
Michelle Tierney (T)
Mark Veil

NOT IN ATTENDANCE
Michael Becker
Pete Bozetarnik
Ken Carter
Dr. David Christiansen
Ken Cunningham
Dr. Mary Ann DuPont
David Hamilton
Kimberly Lea
Mark Osherow
Ellen Regnery
Rick Stone
Mark Wade
Dr. Jean Wihbey

STAFF ATTENDANCE
Claudia Kirk Barto
Bob Cawood
Janice Geary
Richard McDuffe
Rachel Ramos (T)

I. Welcome

Dena Kennedy called the meeting to order at 8:03 a.m.

Dena welcomed Welsonne Renoir. Welsonne is the Assistant Director of Housekeeping at The Breakers which includes over 200 team members. He works on the night shift which starts at 2:30 p.m. to 11:30 p.m. Focus is turndown and overseeing laundry and any guest issues.

Dena also welcomed new staff member Bob Cawood. Bob is very excited to be a part of JA. He was previously with the Florida Fishing Academy as program manager where they did fishing and life skills training. He is the new Program Manager for Middle and High School.

II. Minutes of the Board Meeting of April 20, 2017

Dena Kennedy
Dena Kennedy asked for a motion to approve the minutes of April 20, 2017. Motion was made by Gary Hennings, seconded by John McGowan. Minutes were unanimously approved.

III. Chairman’s Report

Dena Kennedy

Board Retreat: The retreat was held May 19 with about 50% of board members in attendance. It was a positive experience. Claudia was excited to have the perspective and input from both the experienced members with their knowledge and expertise and the newer members of the board with their feedback. Claudia and Rachel are working on the first draft of the strategic plan with Jackie Dant from JA USA to be presented in July.

W.A.R.S.: Dena said she felt the W.A.R.S. event went well with the changes that were made which had a very positive response. Dena felt it was more like a show with a shorter period of entertainment. The name W.A.R.S. will most likely change for next year.

JA Pivot & Pitch: Dena stated that P&P went well and it was our first time at Keiser. Staff did a great job. Kim Lea served as host and emcee. The 3 judges did a great job and the students received feedback. 2 winners – The Weiss School, Middle School and Royal Palm Beach, High School.

Caribbean Wind: With just under 150 in attendance it had great music, setting, new friends along with our major supporters. However it was more expensive to put on this year.

IV. Committee Reports

A. Finance

Mark Veil

**Financial Statements:** Balance Sheet: At end of May cash is $135,000.00. Receivables $18,000.00 from two events and about $4,500.00 left from Caribbean Wind and $9,000.00 from W.A.R.S. which will be collected this month. There are a few items to be written off if we don’t have any activity this month. At the end of May there is $164,000.00 in assets, liabilities of $12,000.00 net equity of $152,000.00. Business credit card: We received a credit from The Breakers. We paid the deposit and then we paid the entire bill due to tax exempt requirements. So they credited $5,000.00 to our BOA credit card.

**Profit & Loss Budget vs. Actual:** Year to date: Not a lot has changed. $698,000.00 in revenue through May, budgeted $900,000.00, short $200,000.00. Individual giving: $10,000.00 under; Corporate giving; never got going this year; Foundations: over as a couple of the donors designated amounts to go into events; Grant income: $52,000.00 under due to the Prime Time timing of trainings and reimbursement. We should have about $15,000.00 coming for the training that has already been done. Event: Caribbean Wind netted $23,000.00, cost us more than anticipated. Expenses:
$785,000.00 for the 11 months; budget was $871,000.00, under $85,000.00 due to salaries. Everything has already been discussed in the past months. Net loss of $87,000.00 for the 11 months. We are projecting $88,000.00 in income for June. Majority of that is $50,000.00 from Farris Foundation that we received Friday which will get us to break even. We received the Farris grant for $200,000.00 for 2 years. We sent it to the Auditors who indicated that we recognize the income in this year. Dena asked how we will show the $150,000.00. Mark answered it will be booked as a grant receivable of $150,000.00 and the entire grant of $200,000.00 will show as temporarily restricted to JA Pivot & Pitch for Middle and High School.

**Budget FY18:** Claudia passed out a copy of the FY18 Budget. We will wait to next month to approve it to give everyone a chance to go through it.

Discussion ensued with Glenn Schanel stating when the budget is presented he would like to know the strategies that we undertake to reach that budget as we haven’t met a budget for many years. We have always been under, significantly under this year, it will look differently because we are going to book the full $200,000.00 but in reality it is something that will be taken away from next year. We must have some strategies, we can’t just put down special events will go up 40% without some foundation or strategies. He won’t vote for the numbers until there are some strategies that make sense. Mark Veil said this is a cash basis budget and that for next year there will be the two (2) $50,000.00 contributions.

Mark also said that both he and Claudia will have some earlier cut off points so that expenses can be cut earlier.

Dena Kennedy asked for a motion to approve the financials as presented. Motion was made by Stephen Lenehan, seconded by Ryan Thompson. Financials were unanimously approved.

**B. Development**

Dena has agreed to chair the development committee. Claudia and Dena talked about W.A.R.S. and some changes and will start moving on that. They also talked about chairs for those events and have ideas. Claudia and Pete met with Don Remey, a major donor who was considering coming on the board but thought he could do more for us on the development committee with his connections at Lost Tree Village, Loxahatchee Club and Loblolly. Richard was hired to work on our corporate campaign. Richard, Pete and Claudia have met to relook at the corporate campaign. They looked at what we had last year and revamped it. He came up with something that is new for the $10,000.00 top sponsorship level where they will present a $1,000.00 scholarship opportunity in their name along with a social media package where he will create a video and post on Facebook and funnel it into other local affinity groups.
They recently met with Mark Llano and he gave his opinions and gave us that same advice. Richard has been here a month and has a new packet ready and would love to share it with everyone. Claudia mentioned that Richard already has meetings set up with new corporations and is going back to our existing sponsors for all of our events. The new packet incorporates corporate opportunities for someone that wants to be engaged with us and allows us to bundle events up front.

In the back of the packet is the February 10, 2018 Gala contract from The Breakers for review. The Executive Committee did approve it but wanted everyone to have it.

C. Brand

The Neighborhood Post ran a photo at JA BizTown of Clare O'Keeffe, The Esther B. O'Keeffe Foundation accepting the “keys to the city” from Claudia and Tequesta Mayor Abbey Brenner at Beacon Cove Elementary.

We had a PR person this year and now over the summer we are working with 2 interns to create a marketing plan. Everything will be on the calendar as we want a consistent brand and coverage on social media. Our interns are both majoring in PR, one is going into her senior year at Alabama and the other one is going into her freshmen year at UNF who is working both on development and brand.

We are doing a better job of telling our story both through video, social media and press releases. If you are on any of those media’s, like us, share, friend us, etc to help tell the story. Schools also post our story. Dena noted that she has seen so much more of our brand this year.

D. Education  

Rachel Ramos

Rachel is happy to say we have provided service as of today 20,629 students with a total of 135,000 contact hours. Quite an increase from our goal, we are so appreciative of the program team’s hard work. The goal for next year is a 15% increase. The PBC School District MOU mentioned an 8% increase so we are meeting and exceeding those benchmarks.

We received the Farris grant so this summer we will be planning JA Pivot & Pitch. The annual calendar will include not just our large events but also the smaller program events including JA Pivot & Pitch. Also, looking at a venue for the 2 Pivots and one Pitch which is scheduled for March. The Program Team is being proactive in planning this year. Already have reached out to elementary, middle and high schools in Palm Beaches & Treasure Coast to plan meetings to meet with returning and new schools. Brittany has already secured 2 new schools to do JA in a Day model with Kaitlyn securing new schools on the Treasure Coast. JA BizTown is already full and JA BizCamp is in the planning stages with old and new
counselors. Just purchased new items for JA BizTown thanks to the Esther B. O’Keeffe Foundation.

Rachel is excited to relaunch JA Girls through the Wells Fargo grant with Joey Davis and a few others to retrain, relaunch and re-explain JA Girls with an upcoming dinner. Additional interesting elements were added which include pop up Ted Talk ask sessions with women entrepreneurs. There will be four (4) thru March. Then on March 28 (Women’s History Month) there will be a JA Girls, a Day of the Girl event. Joey, Kaitlyn and Rachel will plan this event, look for a venue which will take place afterschool hours including guest speakers, music, dinner and school supplies. She reached out to new volunteers who have agreed to participate in JA Girls such as Pace (Treasure Coast & WPB), Children’s Home Society, Joanne’s Cottage, Nell Smith Transition Home, Girl Scouts and Big Brothers/Big Sisters and Lake Worth Young Women’s Group.

Rachel then welcomed Bob Cawood. Claudia mentioned that she just received a call from BB&T who is recommitting for another 3 years to be the bank for JA BizTown. Claudia also wanted to thank the program team. Joey Davis wanted to thank Rachel since she is working on JA Girls and just in a short time period, has put in the plan. Joey is very passionate about JA Girls and plans on meeting with Rachel.

E. Volunteer Committee

Melissa wanted to say thank you to Rachel and Kaitlyn for hitting those numbers. Fundraisers and the Volunteer Voice are great. Michelle and Melissa talked about getting together with Rachel to make sure she gets what she needs on a volunteer point of view to continue this momentum, focus on what worked and what needs improvement.

Claudia said she and Melissa met and talked about the LPBC Civic Engagement Project and they want to go back to LPBC and let them know what has come out of it and how important it was. They want to re-engage some alumni. Volunteers now are not our biggest challenge with doing such a great job this year by getting them recruited, recognized and retained. She would like to measure our retention this year. Dena said the follow up with our volunteers had a positive impact and we need to continue sending out those thank you cards.

F. Board Development

In the packet is the new prospective board members for review. Claudia continues to check in with them. She had to reschedule lunch with Roger Amidon. The following folks are ready to move forward: Trey Fogg, Curtis James, Margo Kohlhoff, Lee Anne LaBanz, Michael Mathé, Bob Schafer and Darrell Searcy. We need everyone to be active and engaged. She is speaking with them to see if they will be committed. Gary Hennings offered to follow up with Bob Schaffer.
G. Governance

John McGowan

As to the resignations in the packets, they are effective the date they submit them. No vote needed. Those who John McGowan nominates for the class of 2020 are: David Hamilton, Gary Hennings, Melissa Nash, Mark Wade, Rick Stone and John McGowan. They are the members of the class of this year and have agreed to continue for another term.

Dena asked about the different groups of board members to which John indicated that they are staggered. John said they are divided into 3 classes with 3 year terms. The ones elected today will be from 2017-2020 and then the ones who will come up in next year’s class are: Pete Bozetarnik, Dr. David Christiansen, Ellen Regnery, Stephen Lenehan, Mike Percy, Glenn Schanel, Ken Carter, and Mark Veil. The class after that are: Dr. Mary Ann DuPont, Arty Falk, Dr. Kim Lea, Joey Davis, Ryan Thompson, Steve Bevilacqua, Welsonne Renoir and Dena Kennedy. It is set up this way to so we don’t have to come up with a whole board at one time.

John McGowan asked for a motion to accept the above board members to this year’s class. Motion was made by John McGowan, seconded by Mark Veil. The Class of 2020 was unanimously approved.

H. Staff

We are currently fully staffed. Just hired camp counselors to run JA BizCamp for the summer. Also, have the 2 interns in the office. JA BizCamp will be for 3 weeks starting July 12-28 at Rosarian. It is fully booked. Melissa Nash said if a camp doesn’t show up, she will fill out that spot. We sign contracts with camps. If a board member would like to drop by they are welcome any day. Campers arrive at 9:00-2:30. Rachel will send out the JA BizTown schedule so everyone can see what they are doing that week in her calendar of events. Email, text or call Rachel, Kaitlyn or Brittany as they will all be there so they can know who is coming. Challenge is parking at Rosarian. Park across the street if they can’t park in the lot out front.

I. President’s Report

Claudia Kirk Barto

Claudia thanked everyone for attending the board retreat and being so active, and engaged, doing the homework and filling out the survey. The main focus was how we change the board meetings to be more engaging and proactive.
Also, with all the hard work of the staff, we did have turnover again but it has now been positive. With the program team doing an amazing job, we now have an opportunity to apply for the “Star Award” with JA USA. This reflects on our growth in student numbers, contact hours and our financial growth. We still have a lot to do but looking to change the face of JA and move forward. Non Profits First will be in the office next week review 300 items, both operationally and financially: How do we keep HR files, are we following the mail procedures, tracking our daily cash, etc. This will take place on Wed., June 21. They will stay all day, similar to the annual audit. It’s been a lot of work on Janice, Rachel and Yvette to get that ready and prepared. It is good for one year. Every 3 years it is an in depth audit so next year it will be a desk audit with about 5 items. Rachel said operationally we are amazing and it’s been a great collaborative effort in the office.

V. Old and New Business

Dena Kennedy

a) Audit – FY18: Gary Hennings said the committee met with auditors. Dates are August for work, September audit committee meeting and then it will be presented to the board in October. We are ahead of schedule.

b) Board Retreat – Survey – The survey is open until the end of today and it goes to those that have not done it. Dena asked us to send it out again along with the Budget. Below is the link:

https://juniorachievementusa.formstack.com/forms/junior_achievement_board_retreat_satisfaction_survey

c) By-Laws – Claudia asked that the board look at the By-Laws that were sent out. Claudia said when she was reviewing them that there was 2 items she found regarding facsimile and having a 30% quorum (very low) for decisions by the board. If anyone has any questions, send them to John McGowan. We will review them this fall.

VI. Adjourn

Dena Kennedy asked for a motion to adjourn. Motion was made by Melissa Nash, seconded by John McGowan. All in favor, none opposed, meeting was adjourned at 8:58 am.

Minutes recorded via: iMeet and transcribed by: Janice Geary

Date: June 26, 2017

Signature: ______________________________

Board Secretary Approval: Print Name __________________ Date: __________

Signature: ____________________________________________