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

THURSDAY, August 23, 2018 AT 8:00 AM
In Person at Weitz & Co

ATTENDED
Pete Bozetarnik
Joey Davis (Phone)
Dr. Mary Ann DuPont
Arty Falk
Trey Fogg (Phone)
Gary Hennings
Curtis James
Dena Kennedy
John McGowan (Phone)
Michael Percy
Welsonne Renoir (Phone)
Amity Schuyler
Carla Thrower (Phone)
Mark Wade (Phone)

NOT IN ATTENDANCE
Steve Bevilacqua
Michael Becker
Joey Davis
Stuart Klein
Stephen Lenehan
Melissa Nash
Michael Sims
Ryan Thompson
Michelle Tierney
Mark Veil

STAFF ATTENDANCE
Claudia Kirk Barto
Bob Cawood
Viviana Duplan
Kaitlyn Hood
Rachel Ramos

I. Welcome

Dena Kennedy called the meeting to order at 8:05 a.m. Claudia Kirk Barto took role and indicated a quorum was present.

II. Minutes of the Board Meeting of July 19, 2018.

Dena Kennedy asked for a motion to approve the minutes of July 19, 2018 with exception to some noted changes. Motion was made by John McGowan, seconded by Carla Thrower. All in favor, none opposed. July 19, 2018 minutes were unanimously approved.

III. Branding 101

Amity Schuyler provided a brief branding training to the board members. Amity explained that her past experience with branding in the nonprofit sector involved
extensive social media and trade marketing campaigns which revolved around alcohol, tobacco and marijuana usage. In summary, Amity advised that people expect a brand experience regardless of what is being sold, that the brand is everything that you are and what you want to be known for. It is important for nonprofits to make their service appealing as a brand because the brand impacts both the consumer perception of an organization and their decision to choose one product or service over another.

Regarding JA, we have to tell the story and tell it consistently. We have to use the JAUSA brand but localize it to our community. We have to set the standards and promises of what's to be expected from JA at each school level. And we have to set our brand apart from other non-for-profits. In conclusion, the stronger and more consistent the brand is, the more recognizable and credible it becomes.

IV. Chairman’s Reports

Dena Kennedy

Dena stated this is the first board meeting utilizing the new conversational format. Hopefully this new format will help with board engagement as engagement is key for any successful organization. Dena acknowledged board member Trey Foggy whom spent many hours engaging with the development committee. Dena acknowledged that a lot of board members are stepping up and becoming more engaged. Dena added that hopefully the change in the board meeting format will help. Ultimately our goal is to make children’s lives better.

V. Committee Reports

Dena Kennedy

A. Finance

Mark Veil

Dena Stated that Mark Veil was on vacation. However, Mark has provided a summary of the financial information. Dena advised we will be having quarterly or semiannual reviews of the financials so that more time can be spent during the board meetings conversing about other target issues.

Financial Statements:

**Balance Sheet:** End of July – At July 31, 2018, we had total assets of approximately $298,000. Cash totaled $224,000 compared to budgeted cash of approximately $288,000. Accounts receivable totaled $55,000, of which $50,000 is due from the Farris Foundation for the final payment on a two year grant that will be received in December 2018. In addition, we have two $2,500 amounts receivable related to events. Liabilities totaled approximately $11,000, the majority of which consists of amounts payable for vacation and sick accruals.
**Income Statements:** For the one month ended July 31, 2018, we budgeted net income of approximately $9,700, but we had an actual loss of approximately $69,700.

**Budgeted Revenues:** Budgeted revenue was $84,600 versus actual of $17,000 or a shortfall of $67,600. Significant revenue variances include: (1) individual giving is under budget by $10,000 – we had anticipated individual/Board gifts in July, but received none, and (2) grant income is under budget by $59,000 – we anticipated having Prime Time money in from summer camp, but this was not billed until August (approx. $66,000).

**Budgeted Expenses:** Budgeted expenses were $74,800 versus actual of $86,700 or an overage of $11,900. Significant expense variances include: (1) salaries expense is over budget by $8,700 – two issues here, first we budgeted camp salaries of $9,000 for the year, but actually spent $13,000, so we are over budget by $4,000. Second, the budgeted amount of $9,000 was spread out over 12 months, when it should have all occurred in July. Bottom line is we will be over by $4,000 at the end of the year, and (2) program expense is over budget by $4,400, which is a result of field trip expenses for camp of $6,700 that were incurred in July, but were not budgeted.

Other: There is a possibility that the Golf Classic may not happen due to problems with the golf course. Discussions are ongoing as to alternate sites. If we are unsuccessful in finding a new acceptable site, we will need to raise additional monies to cover the budgeted profit on this event of $40,000, or we will need to cut expenses, or some combination of the two. Dena advised that the Audit firm Daszkal Bolton will be at the JA office next week and will commence the audit work. Dena advised that this is the first year that we will be working with Daszkal Bolton.

Dena Kennedy asked for a motion to approve the July financials. Motion was made by Mike Percy, seconded by John McGowan, all in favor, none opposed. The July financials passed unanimously.

**B. Development**

Trey Fogg

Trey stated that the major focuses for development right now are the golf events. We've had a change of venue on the golf classic as the old course is under renovation during the normal December timeframe. Abacoa and The Breakers West are potential options that are being looked at. Once the details are finalized, we will be able to really look at the economic impact and figure out where we have to pivot and expand on sponsors and foursomes. The most pressing item is Play4JA as that event is fast approaching. Trey advised that Pete Bozetarnik may try to lean on sponsors from the past however, Pete is weary of asking for too much from them. Trey stated that we secured a $5,000 sponsorship yesterday.
from PBIRG, but given the timeframe for execution on the event, Trey believes that we need to lean on the board to come up with additional sponsors and foursomes for the even. This is a great event as it pairs JA supporters with students playing on Palm Beach Par Three. We would like to try to get some new sponsorship by September due to the need to execute on that event as well as the concern regarding the budgetary shortfall for both Play4JA and the Golf Classic.

Pete Bozetarnik added that he will start working Monday to get some sponsorships lined up so the brochure can be sent out, and get golfers in the field.

Mark Wade stated that he will be meeting with Abacoa to see if they would still be available in December. Based on his past experience, he found that they set up their events differently. They would have a golf event teeing off earlier in the afternoon, leaving the evening to be available for a party/mixer. Mark stated that it would be a new format for us however, it would be a great opportunity to have barbecue or pig roast afterwards.

Arty Faulk stated that his magnet program has held their annual golf tournament at Abacoa for the last 4 years and they do a great job of running a golf tournament. He advised that he has usually dealt with Rob Long at Abacoa and would put in an introduction if needed.

Regarding the 2-4-2 campaign, Trey asked all board members to update the shared document with their prospect names by the end of August. Each board member should have a clear timeframe for a commitment to introduce staff to the prospects.

Claudia stated that Bob Cawood will only reach out to the contacts on the 2-4-2 live document if he is asked to. Claudia added that it’s important to connect Bob Cawood to the individuals with a personal introduction whether electronically or via phone.

Rachel Ramos stated that the live document can be found in the board portal under the development tab. The development tab includes both the 2-4-2 live document as well as the development plan.

Bob stated that the 2-4-2 plan is a work in progress. The most important part of the process is having the prospects listed and the warm welcome. Bob advised that he will be sharing his contacts with Dena so that she is aware. Bob added that board members should not include any prospects south of Boynton. Bob advised that he and Kaitlyn Hood are working together to figure out how to get funded in the Treasure Coast because that’s an untapped market.
Amity Schuyler stated that our social media sites as well as the JA website are critical to getting our message out there. However, there's no guarantee that the people whom we are targeting will see our content. Many social media platforms are now utilizing algorithms that can make it hard for even our own followers to see our content.

C. Board Development

Dena Kennedy

Dena stated that we have two resignations, Steve Bevilacqua and Michelle Tierney. Dena advised that they need to leave the board because their careers and new responsibilities that they have taken on. Dena added that Michelle Tierney has someone to introduce to the board as a replacement in the near future. In addition, we will be adding more board members as soon as possible.

Dena Kennedy asked for a Motion to accept Michelle Tierney and Steve Bevilacqua’s resignation from the board. Motion was made by John McGowan, seconded by Arty Faulk. All in favor, none opposed. Michelle Tierney and Steve Bevilacqua’s resignation from the board were unanimously approved.

D. Education Committee

Rachel Ramos

Rachel advised that we have been white listed through the school districts for the new JA BizTown cloud platform. Kaitlyn Hood and David Cruz had a test run to make sure that the laptops are operational with the new platform. With regards to JA Job Shadow, Rachel advised that we were awarded a significant amount of money to see a large group of children for JA Job Shadows this school year. Rachel stated that if anyone that wants to post a JA Job Shadow at their company to reach out to her or Brittany Butler.

Claudia advised that Britany and Rachel can go more in detail about our programs during the October board meeting.

VI. Old and New Business

Dena Kennedy

a. **Board Cluster Meetings:**
Dena stated that the board cluster meetings are continuing, as there are nine board members whom she has not been able to meet. Now that she has been cleared to travel, the clusters can be held in locations that are convenient to the board members.

b. **JA Employee Handbook-Short Term Disability:**
Claudia stated that the short term disability policy was inadvertently left out of the version of Employee Handbook that was sent to the board for approval.
Dena asked for a motion to approve the JA Handbook with the inclusion of Short Term Disability policy. Motion was made by John McGowan, seconded by Gary Hennings. All in favor, none opposed. JA Handbook with the inclusion of Short Term Disability policy were unanimously approved.

John McGowan advised that the code of ethics and the media policy which are listed in the Employee Handbook applies to our board members as well. Therefore, it is his recommendation that every member of the board read and be aware of them.

c. **JA USA Business Model Funding and Implications**
Dena advised that she and Claudia will be part of a large conference call with other JA branches to discuss the new funding model. JA USA considered charging 10 percent across the board. However, they are looking into other options. Dena Advised that this is an item that could impact us financially and currently we don't know what those changes look like. Dena stated that we want to make sure that our voice is heard regarding the impact the changes may have on us.

d. **JA USA Operational Standards Submitted:**
Claudia stated that the operational standards were submitted prior to the deadline in August. Claudia thanked all who helped to put the documents together.

e. **Staff recognition:**
Dena shared that Pete Bozetarnik has conducted Claudia’s annual review and the review has been shared with the executive committee as required.

Rachel Ramos recognized Kaitlyn Hood for her five years of service to JA. Rachel stated that Kaitlyn started as a JA intern while in college and has worked at three other JA’s prior to JAPTC. Rachel concluded that Kaitlyn is an integral part of the team.

f. **3DE by Junior Achievement**
Dena stated that Next month at our September meeting, Jack Harris will be here from Atlanta to give the board an update of what's going on.

VII. **Adjourn**

Dena Kennedy asked for a motion to adjourn. Motion was made by Mary Ann DuPont, seconded by Gary Hennings. All in favor, none opposed, meeting was adjourned at 9:16 a.m.

Minutes recorded via: iMeet and transcribed by: Viviana Duplan
Date: September 07, 2018

Signature: _________________________________

Board Secretary Approval: Print Name _____________ Date: __________

Signature: _________________________________