



Executive Board Meeting Minutes

November 19, 2019 - **DRAFT 11/20/19**

1. Jennie Hutchinson called meeting to order at 7:05pm

- a. Attendees: Vice-President Jennie Hutchinson, Treasurer Kristen Lyn, Belinda Stow, Catherine Williams, Bill Barrett, Kristin Rivers, Fred Rehhausser, Shalom Marquardt, Jeff Orloff, Jeff Levin, LezLi Logan, Frank Ponciano

2. Approval of October Eboard Minutes – Jennie Hutchinson

- a. Due to Secretary Vinod Menon's absence and recent transmission of minutes for review (sent via email on 11/19), approval of minutes tabled to post-meeting email discussion/vote.

3. Treasurer's Report / Donations to Candidates – Kristen Lyn

- a. Kristen Lyn explained that we need to establish a system to determine eligible candidates to whom the club will donate.
- b. Jeff Levin suggested that we should focus on 1st time candidates
- c. Kristin Rivers – noted that in her experience with other organization donations, factors that determine candidates and donation amount include level of office, membership in the club, and 1st time candidates – Kristin expressed that she prefers to "lean local," meaning that smaller donations such as ours have a bigger impact on local races.
- d. Fred Rehhausser noted that historically, the club has presented such candidate donations to the membership for vote of approval.
- e. Jennie Hutchinson noted that our next general and board meetings are in late January, and the donations are far more helpful to candidates before the end of the year.
- f. Bill Barrett suggested that this should be an endorsement committee project. He also expressed that endorsement by the club should be a factor of consideration.
- g. Kristin Rivers – Suggested the possibility to create a club endorsement slate mailer and offered to design it.
- h. Consensus of group to have Endorsement Committee consider all candidate donations and levels and present a plan to the eboard as soon as possible. Deadlines: 1 week to propose plan with a projected eboard vote within 2 weeks.
- i. During the discussion of item e above, **Bill Barrett made a motion to donate 100 to Jennie Higgins-Bradani now, it was seconded by Shalom Marquardt. After discussion, all abstained, except Bill, who voted NO. Motion Failed.**
- j. Kristen Lyn provided point of fact for reference: \$75 was donated to Dave Cortese in June

4. Meetings Committee – Belinda Stow, Catherine Williams

- a. Catherine Williams noted that the request for the Roosevelt Room was submitted to Campbell Community Center on Nov 14 for 4th Monday in both January and February, 2020 due to holidays (referring to previous discussion regarding moving meeting dates), We are able to reserve through May 2020 now. Catherine will forward as soon as she receives a reply.

- b. Shalom Marquardt asked if there was any progress on finding a new location (referring to a discussion at the previous meeting), and the response that there was no progress. LezLi Logan noted that she had heard a few positive comments about Campbell Community Center from attendees at recent meetings. Jennie Hutchinson noted that a great deal of work had been put into the CCC as our new location, and she feels moving again is not in the best interest of the club.
- c. Belinda Stow asked Kristen Lyn how much was received in refreshment donations at the meeting on 11/18. Kristen could not recall off-hand and will follow-up via email.
- d. Belinda Stow noted that Rosie Zepeda was considering A/V setup for meetings, but it was a casual conversation, so Belinda will follow-up.
- e. Belinda Stow and LezLi Logan will hand off all meeting equipment & supplies to Jennie Hutchinson.
- f. Jennie Hutchinson offered thanks to our outgoing board members for their hard work this year.

5. General Announcements at Meetings – LezLi Logan

- a. LezLi Logan suggested that we should include a limited number of pre-approved announcements regarding club activities as well as selected opportunities for member civic engagement at the beginning of the general meetings while members are paying keen attention. After Forums and speakers, many attendees leave or are distracted. To clarify, LezLi noted that it should be limited to strict time allotments and select presentations.
- b. Consensus of the group was this seems like a good idea. Jennie Hutchinson indicated she will pass along the suggestion to the Program Committee

6. Elections Committee – Kristin Rivers

- a. Jenny Higgins-Bradani received sole endorsement at the 11/18 General Meeting Forum.
- b. Frank Ponciano noted that a “hotly contested race” is coming in San Jose District 4. Jennie Hutchinson mentioned that the club has scheduled this race for the January 27, 2020 meeting forum.
- c. Kristin Rivers explained that the voting process revised slightly to more clearly reflect the bylaws. Kristin will send the revised process to LezLi Logan, who will publish it on the club website for easy reference.

7. Direct Service Event in December – Catherine Williams

- a. Catherine Williams will follow-up with an email to the eboard with more details.
- b. Kristin Rivers has a plan for an activity table at the Next Door Solutions Holiday event. Catherine mentioned that she will help. Jennie Hutchinson mentioned that a Girl Scouts group may volunteer as well.
- c. **Jeff Orloff made a motion to approve up to \$100 for supplies to support the Holiday Service event activity table. Catherine Williams, seconded the motion. Unanimous vote in favor, motion passed.**

8. Communications Committee Report – LezLi Logan / Jeff Levin

- a. Jennie Hutchinson explained that Vinod Menon received an email bounce using the eboard@ email distribution address. LezLi Logan noted that this had previously happened to a couple of other board members, but seemed to be intermittent, and she had addressed the issue with our email provider, Verio. Support had indicated that it was a “server error” that would be resolved within 48 hours, and it appeared to be resolved at that time. LezLi noted that in order to effectively report the problem, she needs the “bounce” email message. Since Vinod is out of

town and quite busy at this time, LezLi requested eboard members to send a test message to eboard@ to see if their message bounces so they can forward the bounce message to LezLi.

- b. LezLi Logan apologized for an error she made in sending an extra reminder message for the 11/18 meeting. Intended to send at 12:01am on Monday 11/18, the system actually sent the message at 6:45pm—the start time of the event.

9. Membership Committee – LezLi Logan

- a. See Membership Committee Report attached.
- b. Although LezLi has only been Membership Chair since late September, she did have notes from some other meetings for attendance as well as new memberships. These figures vary in accuracy, but are included for reference. Attendance and New membership rates are directly correlated and are dependent on the number of people recruited to attend by candidates who participate in our forums.
- c. Kristin Rivers requested that the eboard review the policy of allowing same-day membership registration, as it could appear that our club endorsement can be “bought”. Jennie Hutchinson explained that the bylaw change had been a long discussion, and that she planned for a bylaws/policy review committee in 2020, so perhaps this topic could be revisited at that time.

10. Program Committee – Jennie Hutchinson

- a. Jennie explained that the January 27, 2020 meeting has been scheduled as a Candidate Forum for San Jose District 4.
- b. The committee will meet to determine the remaining schedule for next year
- c. Adia Hoag suggested that we solicit Maxine Waters to speak, and provide a presentation explaining the Democratic Party delegate/primary process—perhaps in March.
- d. Bill Barrett suggested that Eric Swallowell would be an excellent choice as a prospective speaker.

11. Endorsement Committee – Fred Rehhauser

- a. Fred noted that in addition to meeting to discuss the club candidate donations, they will look at possible endorsements for 2020.
- b. Jeff Levin asked about a club endorsement questionnaire, and Fred indicated that the club did have a questionnaire long ago, which could be revised.

12. Central Committee Report – Fred Rehhauser

- a. Fred indicated that most recently, the Central Committee was focused on a set of endorsement meetings.

13. Environmental Committee – Suds Jain and Hoi Poon

- a. Committee members not present due to conflicting city council meeting. Report tabled to January, 2020.

14. Diversity and Inclusion Committee – Jennie Hutchinson

- a. Tabled to January, 2020

15. Eboard Code of Conduct – Linda Sell

- a. Linda Sell, who asked for this to be added to the agenda was not present at this nor previous meetings and will not return to the board in 2020.
- b. Permanently Tabled

16. Refreshments & Volunteers at General Meetings – Jennie Hutchinson

- a. Jennie noted that we really need people to sign up to help with meetings because the people who have been carrying much of the load of work are not returning to the eboard in 2020. She

emphasized that these meetings don't happen by magic and all board members need to chip in. She explained that we need to secure volunteers for the January 2020 meeting now.

- i. For November, Shalom Marquardt noted that the \$150 budget for food plus donated wine & beverages from Belinda Stow worked well.
 - ii. Adia Hoag volunteered to manage refreshments for the January 2020 meeting.
 - iii. **LezLi Logan made a motion to approve \$150 for refreshments for the January 2020 meeting. Jeff Orloff seconded the motion. Unanimous approval, motion passed.**
- b. For the January, 2020 meeting, Jeff Levin, Shalom Marquardt and Adia Hoag volunteered to manage check-in/membership assistance. Fred Rehhausser and Adia Hoag will help with voting (LezLi Logan explained that most of the check-in work is early in the meeting, prior to the vote, so Adia could help with both). Belinda Stow will follow-up with Rosie Zepeda to confirm that she would be willing to handle A/V setup for at least the January meeting.

17. Snack Sign-ups – Jennie Hutchinson

- a. Eboard Meeting Snacks – Jennie circulated a sign-up sheet, asking all eboard members to please sign up to bring snacks.

18. 2020 Committee Sign-ups – Jennie Hutchinson

- a. Jennie passed a sign-up sheet for returning board members to review and noted that eboard members agree to participate on club committees as part of their duties in the bylaws.
- b. Jennie will send out the sign-up list via email

19. December Transition Dinner – Adia Hoag

- a. Adia is making dinner reservations at Dry Creek Grill on December 11
- b. Please RSVP to Linda Sell's Doodle poll for the dinner ASAP.
- c. Spouses are welcome.
- d. Please be prepared to pay for your dinner, including tax and tip – bring cash or you can write a check or Venmo to Adia.

20. Next Eboard Meeting – Jennie Hutchinson

- a. Scheduled for January 22, but the room not yet reserved... to be confirmed.

21. Meeting Adjourned.

Respectfully Submitted by LezLi Logan – Apologies for any errors or omissions.



SVDC Membership Summary as of 11/19/19

Submitted by LezLi Logan

Level	Total (Bundles)		Active	Renewal overdue	Lapsed (over 30 days expired)	Pending		New in last	
						New	Renewal	7 days	30 days
A. Individual SVDC General Membership	200		133	59	37	3**	27	11	14
B. Household SVDC General Membership	120	(64)	96	18	6	1**	17	4	4
C. Individual Senior/Student/Limited Income Membership	70		45	24	23	1**	1	2	2
D. Household Senior/Student/Limited Income Membership	53	(28)	31	20	18	-	4	-	-
E. Courtesy Membership	11		11	-	-	-	-	-	-
Total	454	(92)	316	121	84	5**	49	17	20
Total Contacts*	498								

* Total Contacts allowed with current subscription is 500. Cost of subscription increases significantly (from \$90/mo to \$160/mo) if contacts exceed limit. Membership/Contact data needs maintenance (outreach, archival, cleaning, etc) on a regular basis.

**Pending New Members are still pending because they indicated they are not registered Democrats – Need to address how we will proceed with these.

Notes:

- ◆ Member Status Designations relate to the trigger dates for automated renewal invoices and reminders.
- ◆ Total Members = Pending Renewal + Lapsed + Active
- ◆ "Bundles" is the term that Wild Apricot uses for "Household" memberships (2 or more members at the same address)
- ◆ "Lapsed" is the term used to describe members whose membership is expired 30+ days.
- ◆ "Pending Renewal" refers to all members within 30 days before or after their expiration date.
- ◆ Invoices have been sent (automatically and/or manually) to all Pending Renewal and Renewal Overdue members.
- ◆ Our Automatic Renewal Notifications begin during "Pending Renewal" 30 days prior to renewal day and end 30 days after expiration (at which point, members status changes to "Lapsed"). Lapsed members lose their member privileges, but still receive emails and can still renew their membership at any time.

Membership Committee Notes:

Membership Committee: LezLi Logan (Chair), Kristin Rivers, Belinda Stow, Michele Dauber, Catherine Williams

- **Recruitment and New Member Outreach**
 - Kristin Rivers has committed to help with these tasks. Have not initiated calls yet. Primary focus has been on member retention, as new membership increased at recent candidate forums.
- **Member Retention and Follow-up**
 - ◆ Targeting once per quarter to mail hardcopy invoices with an appeal to renew membership for all outstanding membership invoices. This will help with folks who don't want to pay online, and those who have very strict SPAM filters causing our emails to go in their junk folders. Expected cost is approx. \$100 per quarter (= 4 discount renewals). Should be included in budget.
 - **GOOD NEWS!** – Wild Apricot improved functionality to allow the payment macro (link that allows a member to pay their renewal invoice without logging in) to appear in automated membership renewal emails. All custom SVDC renewal templates have been updated to include this link!
 - Replaced “VIEW INVOICE ONLINE” with “VIEW AND PAY INVOICE ONLINE” in invoice template to clarify. This link appears twice in each invoice
 - ◆ New Website Page “How to Renew your Membership” has been added—accessed by selecting RENEW in the secondary menu at the top of HOME and several other pages on our website. **Will also eventually appear in the WHAT'S NEW? Blog and various links on other appropriate pages of the site.**
- **Member Data Management and Reporting**
 - ◆ We remain close to our subscription limit of 500 contacts. Goal for now is to maintain level at approx. 475 to accommodate new members & contacts while maximizing our capacity to communicate to the widest possible audience. **Currently, 11 new contacts (attended Oct/Nov mtgs) awaiting entry.**
 - Created a database field to facilitate data management.
 - Contact List: Board review of Pending Archival contacts seems to be working. Created an email template and Opt-In form to allow people to stay on our contact list (also encouraging membership). If an archived contact logs in, they are automatically re-activated.
 - ◆ **We will need additional volunteers to help with checking voter registration (LezLi will work with Bill to learn the process) and adding/updating member voting districts.**
- **Meeting Member Assistance and Badges**
 - New process for badges (started at September General Meeting):
 - Collecting badges allows us to monitor attendance of lapsed and non-members. Have started a separate worksheet and will eventually search for names on each new pending archival list to see if they have attended. Flawed as it is, this process is really the most efficient way to track attendance, since RSVP is not required.
 - Temp badges and receipt cards for New Members helps facilitate voting.
 - Badges of Lapsed members are replaced with bright orange dues reminder cards, encouraging them to renew at the meeting in order to vote. Expired members within 30 days are still eligible to vote, so a bright pink card is attached to their badge to remind them to renew before the next meeting.
 - ◆ **3 volunteers are needed at the Check-in/Membership Table at forum meetings where more new members are likely to join at the meeting (1-Badges/Sign-in, 2-New/Renew Credit Card Payments, 3-New/Renew Cash&Check Payments). 2 volunteers is sufficient when there is no voting taking place.**

Meeting Attendance (Sep-Nov based on returned badges, new members, renewals, attendance sign-in sheet / Feb-Mar Hand Count in Minutes / Picnic Check-in):

November 18 (SJ D 10) – 72

March 18 (Ben Field) – 26

October 21 (CA State Senate D 13) – 53

February 18 (Mayuri K Patrice) - 45

September 16 (SCC Board of Supervisors D3) – 100

July – No mtg

August 25 Picnic (Ro Khanna) – 59 (74 Reg)

Month	New Members
February	2
March	5
April	10
May	56
June	2
July	3
August	20
September	50
October	5
November	15

