

MINUTES

BOARD OF DIRECTORS MEETING

October 29, 2014

Videoconference
6:00 p.m. (Central)

The following Members of the 2014-15 Board of Directors were in attendance for the entire meeting:

Ron Huxley	Immediate Past President	Thedford, Ontario
Kenneth Garner	President	Fort Worth, Texas
Marlene Phillips	Director	Windsor, Ontario
Rick Quinlan	Director	Bellevue, Nebraska
Marc D. Katz	Director	Berkley, Michigan
James A. Oliver	Director	Valencia, California
Judy Boyd	Director	CITY, Iowa
Sue Creswell	Director	Reading, Pennsylvania
Benny Ellerbe	Executive Director	St. Louis, Missouri
Excused:		
Javanni Waugh	JOOI President	Kingston, Jamaica

Also in attendance:

Paul Lucas	Audit & Finance Committee Chair
Sandy Larivee	Activities Committee Chair
Mike Allen	Convention Committee Chair
Dennis Osterwisch	Associate Executive Director
Connie Pellock	Chief Financial Officer
Stephanie Monschein	Senior Director of Membership & Leadership Development
Jacques Pelland	Canadian Service Centre Executive Director
Ronda Vaughn	Senior Director of Marketing & Communications
Tom Carver	Senior Director of Operations & Technology
Maria Carson	

Committee Reports are to be considered an integral part of these Minutes.

All items are not officially approved and subject to correction until they are adopted at the next meeting of the Board of Directors.

Wednesday, October 29, 2014

The meeting was called to order at 6:00 p.m. via videoconference by Immediate Past President Ron Huxley.

ADOPTION OF AGENDA

Motion adopted as presented

Philips/Creswell

To adopt the agenda as presented.

ACTIVITIES COMMITTEE REPORT

The report of the Activities Committee was presented to the Board of Directors by Committee Chair Sandy Larivee.

Regionals & World Championship Oratorical Contest

Rationale: The International Activities Committee reviewed a proposal from President-Elect Dave Bruns to partner with St. Louis University for a Regionals & World Championship Oratorical Contest held at the St. Louis University campus. The Committee also reviewed a draft of a possible planning guide for the contest and made several suggested revisions. The draft planning guide has been reviewed St. Louis University and is in the process of being officially vetted and funded. A copy of the draft Planning Guide is submitted as a separate document. In essence, the proposal is to hold eight regional contests on the same weekend along with an at large contingent provided by St. Louis University. Each District will send two winners to participate in the contest or the contestants can participate remotely via online streaming. All contestants will be judged via online streaming whether or not they are on location at the St. Louis University campus. After the winners of the nine preliminary contests are held, there will be a contest the following day for one to three overall winners of the World Championship Oratorical Contest. While the amounts of the winning scholarships are still be determined, it is hope that there could be a \$10,000 scholarship for each Optimist Regional Winner and the Global Region Winner and \$30,000 in scholarships for the winning first, second, and third place World Championship Contest. St. Louis University has tentatively agreed to split the funding cost with Optimist International. It is hoped that corporate funding will be available to increase the scholarship funding.

Motion adopted

Phillips/Bruns

That the Board of Directors directs the Committee and Staff to move forward with the development of the International Regional & World Championship Oratorical Program with St. Louis University and any potential corporate partnerships.

(Budget Impact: FY 2015-2016; \$60,000 – funded by request to the Optimist International Foundation and Canadian Childrens Foundation)

Community Projects Awards & ReelOptimism

Rationale: In a joint effort with the Marketing Committee, the Activities Committee will be revitalizing the need for Clubs to showcase their projects for other Clubs and the public. The

Community Projects Awards are no longer effective and viable as few Clubs participate in the program. It was determined that the contest has run its course and that Clubs can easily find the same resources online. While the CPA can serve as a tool for Clubs to gain new ideas and activities, the CPA is an antiquated way to provide this service. In a joint effort with the Marketing Committee, the Activities Committee would like to replace the CPA program with a more up to date award that can showcase Club activities to potential new members and corporate sponsors. While the Committee agreed that the International CPA program should be discontinued, Clubs and Districts should be encouraged to continue the program if they choose.

Motion adopted

Phillips/Creswell

That the Board of Directors endorse the sunset of the CPA program as of September 30, 2014 to allow Clubs to focus on the ReelOptimism video campaign and to re-direct the current \$1500 per year funding to such.

Endorsed Organization Applications

Rationale: Currently, Optimist International endorses HOBY, USO, and the Boy Scouts. Two organizations have applied for, and have submitted all required documentation per Policy I-36 to be considered an endorsed organization with Optimist International. Submitted information is attached to this report as Exhibit E.

Save the Children USA

Motion adopted to table discussion at the January meeting

Bruns/Creswell

That the Board of Directors to adopt Save the Children USA as an endorsed organization at the Bronze Level.

The Sunshine Foundation of Canada

Motion adopted

Phillips/Bruns

That the Board of Directors adopt The Sunshine Foundation of Canada at the Bronze Level.

Policy ICD-136; Optimist Day / Optimist Month

Rationale: In consultation with the Marketing Committee, the Activities Committee agrees that while “Optimist Day” is a great concept, the first Thursday in February is not conducive to most Optimist Clubs to actively promote their Club projects. Both Committees feel that there should be a loosely organized effort to promote Optimism by all Clubs at a similar time so to maximize media efforts and exposure. It was suggested that special tee-shirts be developed for this effort by the Optimist company(s). Possible T-shirt renderings are attached as Exhibit F. Staff will immediately begin to promote Optimist Day and Optimists in Action Month and help Clubs with ideas and media contact support if this concept is adopted. A PowerPoint has also been developed to explain to Clubs the purpose, need, and ideas to be involved with this effort and will be distributed to Clubs on the website and in the Hotline.

Motion adopted

Phillips/Creswell

That the Board of Directors adopt the revision to Policy ICD-136 as follows:

Optimist Day / Optimist Month

ICD-136

The first Thursday of every February will be known as “Optimist Day.”

The month of May will be known as “Optimist in Action” month.

Policy I-66; International Programs – Oratorical Age Rule

Rationale: In order to bring the policy up to date with the rules and current practices, the following motion is requested:

Motion adopted

Garner/Phillips

That the Board of Directors adopts the revisions to Board Policy I-66 - International Programs as shown below:

Oratorical Contest

Optimist International will promote an annual oratorical contest under guidelines approved by the Board of Directors. Optimist International will provide scholarships in an amount approved annually by the Board, contingent upon funding by the Optimist International Foundations. Scholarships paid by the Canadian Children’s Foundation of Canada will be paid in Canadian funds for winners of contests held after October 1, 2001. **The contest is open to students under the age of 19 who have not yet graduated from high school or the equivalent regardless when the Club, Zone, or District contest is held.** ~~The age eligibility for the Optimist Oratorical contest is youth under the age of 18 as of December 31 of the current school year, who have not yet graduated from high school or the equivalent.~~

Communication Contest for the Deaf and Hard of Hearing

1. Districts are to conduct one contest combining genders and methods of communication (verbal or sign).
2. District contests must involve no fewer than three contestants District-wide in order to qualify for scholarship funds.
3. Optimist International will provide scholarship in an amount approved annually by the Board, contingent upon funding by the Optimist International Foundations. Scholarships paid by the Optimist International Foundation of Canada will be paid in Canadian funds for winners of contests held after October 1, 2001.
4. District CCDHH reports must be received at Optimist International within 30 days of the completion of the contest, but in no case later than June 15.
5. Students interested in participating in the contest must submit the results of an audiogram conducted no earlier than 24 months prior to the date of the contest from a qualified audiologist. ~~Students must be certified to have a an uncorrected hearing loss of 40 decibels or more by a qualified audiologist and supported by the audiogram to be eligible to compete.~~

6. Students must be certified to have an **BOLD uncorrected BOLD** hearing loss of 40 decibels or more by a qualified audiologist and supported by the audiogram to be eligible to compete.

On behalf of the Board of Directors, Ron Huxley thanked Chair Sandy Larivee for the report.

CONVENTION COMMITTEE REPORT

The report of the Convention Committee was presented to the Board of Directors by Committee Chair Mike Allen.

Revised 2015 International Convention Registration & Meals

Rationale: The budget for the 2015 International Convention is set based on a projection of 1,000 paying registrants at the rate of \$185. Tabled at the 2013 December board meeting and approved at the 2014 March board meeting; the International Convention Committee recommended keeping the registration fee the same as the previous 5 years (2010 was the last year there was an increase) and the cost of the meal tickets the same as the previous 11 years (2004 was the last year there was an increase). However, in light of the deficit from the 2014 convention and the constant rising costs of products and services, the committee recommends raising the registration fee and the price of each of the group meal tickets establishing the following revised registration fees and meal prices for the 2015 International Convention in New Orleans Louisiana (an additional \$1 will be charged per member to accumulate additional funds for the 100th celebration).

Motion adopted

Phillips/Katz

The Board of Directors hereby approves the following registration fees and meal costs for the 2015 New Orleans Convention:

(Note: The below fees are in \$US)

Adult Member or Guest Discount/Early Bird (no meals) - \$200

Adult Member or Guest Regular (no meals) - \$235

Adult Member or Guest Early Bird Package (registration and 3 meals) - \$305

Adult Member or Guest Regular Package (registration and 3 meals) - \$330

Adult Daily (no meals) - \$110

Adult Daily Regular (no meals) - \$130

College Member with discount (no meals) - \$75

Youth (non-JOOI) (4 day program) - \$145

Youth (non-JOOI) On-site (4 day program) - \$145

Club President-Elect & Lt. Governor-Elect Breakfast - \$30

Appreciation Luncheon - \$40

Fellowship/Old Timers' Breakfast - \$35

President's Banquet - \$55

Non-Member Guests Attending the Opening Ceremony

Rationale: There are **a number of** members who pay full registration who would like to be able to bring their non-member guests to the Opening Ceremony and feel the \$110 daily registration rate is too expensive. The \$110 daily registration rate is intended for members wanting to attend a full day of convention. The non-member guests are not interested in attending anything but the Opening Ceremony. (This was particularly evident with the performance of Austin Gatus in 2014 garnering a lot of interest in attending to hear him perform). The committee feels there should be a special registration rate established for non-members to attend the Opening Ceremony for which they would get a ticket and no badge.

Motion adopted

Phillips/Boyd

The Board of Directors hereby approves charging each member who pays full registration a \$25 registration fees for one non-member guest to attend the Opening Ceremony.

Non-Member Guests Attending the Banquet

Rationale: There are members who pay full registration who would like to be able to bring their non-member guests to the Banquet and feel \$92 is too expensive. The committee believes the attendance at the banquet would increase if this price was lowered to \$75. The non-member guests are not interested in attending anything but the Banquet and would receive a coupon for the banquet to exchange for a table number and no badge.

Motion adopted

Quinlan/Creswell

The Board of Directors hereby approves reducing the amount charged each member who pays full registration **to** \$75 for one non-member guest to attend the banquet.

Per Vaughn - The Board of Directors hereby approves reducing the fee a registered attendee pays for one non-member guest to attend the banquet from \$92 to \$75.

Cost of Living Increase

Rationale: In light of the cost of products and services increasing annually and the desire to be fiscally responsible in managing the funds available in producing a successful convention, the committee proposes there be an automatic cost of living increase to the aforementioned fees and prices.

**Motion adopted to refer to the Audit & Finance Committee
for a report in January 2015**

Bruns/Garner

The Board of Directors hereby approves implementing an automatic cost of living increase to the registration and meal prices charged to attend the international convention.

On behalf of the Board of Directors, Ron Huxley thanked Mike Allen for the report.

CLUB SERVICES COMMITTEE REPORT

The report of the Club Services Committee was presented to the Board of Directors by Stephanie Monschein for Committee Chair Paula Reyling.

Request for Committee Name Change

Rationale: The Club Services Committee believes that since they are a Committee that is re-starting and being recognized on the International level, it would be in the best interest of the Committee to have a different name. The duties of the original Club Services committee on the District level were to aid a Club that had exhausted all other resources to remain active and Club Services was called as a last resort before a Club disbanded. Because there is such a negative perception of what Club Services does and because the duties of the Club Services Committee has changed significantly, the Committee is asking to change the name of the Committee to Club Fitness Advisors Committee to show that Club Services will be involved with all areas of a healthy club.

Motion adopted

Phillips/Bruns

That the Board of Directors approves changing the name of the Club Services Committee to the Club Fitness Advisors Committee.

AD HOC COMMITTEES

Motion adopted

Phillips/Katz

That the Board of Director establish an Ad Hoc Committee to consider a new structure for Optimist International. (Committee Members appointed by President Garner: Phillips, Chair; Quinlan; Boyd; Huxley; Ellerbe; Pelland; Osterwisch; Pellock; Skodak)

That the Board of Director establish an Ad Hoc Committee to determine Districts of concern. (Committee Members appointed by President Garner: Katz & Creswell Co-Chairs; Huxley, Oliver; Ellerbe; Pellock; Monschein)

100 FOR 100 – NEW BOARD POLICY ICD-137

Motion adopted

Garner/Bruns

To adopt the “100 for 100” slogan, logo, goal, and vision for the next five years and until the organization’s 100th anniversary.

“100 for 100” Anniversary Initiative

ICD-137

“100 for 100” will be the slogan for the Optimist International 100th Anniversary Celebration. The logo and goal of 100,000 members by the 100th Optimist Anniversary will be the vision for the next five years and until the organization’s 100th anniversary. See top of next page for the logo.



Motion adopted

To adjourn the meeting.

Phillips/Bruns

There being no further business, the meeting adjourned at 7:07 p.m. Central time.

Benny Ellerbe
Executive Director/Secretary