

**MINUTES**  
**BOARD OF DIRECTORS**  
**MEETING**

**December 10-11, 2010**  
**International Headquarters**  
**St. Louis, Missouri**

The following Members of the 2010-11 Board of Directors were in attendance for the entire meeting:

Mark O. Shriver	Immediate Past President	Woodstock, Georgia
Danny Rodgers	President	Fort Worth, Texas
Jack Creswell	President-Elect	Reading, Pennsylvania
Ken Garner	Director	Fort Worth, Texas
Marlene Phillips	Director	Windsor, Ontario
David Bruns	Director	Topeka, Kansas
Jim Kondrasuk	Director	Monona, Wisconsin
Chris Jernigan	Director	Morganton, N. Carolina
Fatima Plater	Director	Detroit, Michigan
Kayleigh White	JOOI President	Kettering, Ohio
Benny Ellerbe	Executive Director	St. Louis, Missouri

**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.**

**Friday, December 10, 2010**

Immediate Past President Mark Shriver called the first meeting of the 2010-11 Optimist International Board of Directors to order at 9:30 a.m. with an invocation by Chris Jernigan, the Pledge of Allegiance led by Fatima Plater, and a toast to all countries with an Optimist Club led by Ken Garner.

Certificates of Office were presented to the incoming board members. Recitation of the mission was led by Jack Creswell. The Georgia State flag, International Office President's Office desk plate, and presentation gavel were presented to Immediate Past President Mark Shriver. Benny Ellerbe was appointed parliamentarian for the meeting.

**ADOPTION OF AGENDA**

**Motion adopted**  
To adopt the Agenda as amended

**Kondrasuk/Garner**

**ADOPTION OF CONSENT AGENDA ITEMS**

**Motion adopted**  
To adopt the consent agenda as presented.

**Kondrasuk/Garner**

## **Approval of Board Meeting Minutes**

**July 7 & 10, 2010**

### **Motion adopted**

To approve the minutes of the July 7 & 10, 2010 as presented.

## **Approval of Board Teleconference Meeting Minutes**

**September 15, 2010 Teleconference**

### **Motion adopted**

To approve the minutes of the September 15, 2010 teleconference as presented.

**September 29, 2010 Teleconference**

### **Motion adopted**

To approve the minutes of the September 29, 2010 teleconference as presented.

## **SFL District Request for Dues Increase**

Rationale: At its August 28, 2010 District Convention General Session, the South Florida District voted to increase District Dues by \$2.00 per member effective October 1, 2010.

### **Motion adopted**

That the Board of Directors hereby approves the South Florida District's (61) request for a dues increase of \$2.00 per member per year, that would be from \$13.00 to \$15.00 annually and to make this retroactively effective October 1, 2010.

## **NCW District Request for Special Convention**

Rationale: As requested by the District Secretary Treasurer in her letter to the Board of Directors (see attached), the NCW District has not had a dues increase since 1977. This year, they have had to make drastic cuts in the current budget and feel these cuts have a negative effect on the promotion and administration of the District and its leaders. The District plans to hold a special convention on February 12, 2011 to consider a \$5 dues increase, pending International Board of Directors approval.

### **Motion adopted**

That the Board of Directors hereby approves the North Carolina West District's (44) request for a special convention to consider a \$5.00 dues increase, that would be from \$13.00 to \$18.00 annually and to make this effective April 1, 2011.

## **Approval of Club Charters**

### **Motion adopted**

That the new 93 Optimist Clubs organized in 2009-2010 as submitted, be granted an affiliated Optimist International Club Charter in keeping with Optimist International Bylaws Article III, Section 1A2, New Clubs. (See attachment to these minutes)

## **PRESIDENT'S REPORT**

President Danny Rodgers addressed Board of Directors and reviewed his written report. A moment of silence was given for the passing of Margaret Barclay.

### **Resolution Adopted by Delegates at 2010 Convention**

#### **VOTING PROCEDURE FOR BOARD MEMBERS NOMINEES**

*(Submitted by the 2009-2010 Resolutions Committee)*

WHEREAS the current voting procedure is confusing and time consuming,

WHEREAS in order for a candidate to receive a majority of votes cast, many clubs choose not to cast all of their eligible votes,

THEREFORE BE IT RESOLVED that the Board of Directors be charged to consider a procedure whereby each office is filled by holding two separate elections where the top vote getter is elected. All nominees will be placed on both ballots.

### **Motion adopted as amended**

**Jernigan/Bruns**

That the Board of Directors direct the Credentials Committee to propose a voting procedure to the Governance Committee to draft wording to the effect of above resolution and present a proposal to the Board of Directors at its March meeting.

### **Vice President Vacancy**

#### **Motion adopted**

**Bruns/Phillips**

That one of the offices of Vice President is vacant.

#### **Motion adopted**

**Phillips/Plater**

That Debbie Hill (WMO) be appointed to fulfill the vacancy.

## **2009-2010 ADMINISTRATIVE YEAR'S PERFORMANCE**

Immediate President Mark Shriver addressed the Board of Directors and reviewed his written report.

## **PRESIDENT-ELECT'S REPORT**

President-Elect Jack Creswell addressed the Board of Directors.

## **EXECUTIVE DIRECTOR'S REPORT**

Executive Director Benny Ellerbe addressed the Board of Directors and reviewed his written report. Pension:

### **OIFC Request to use Logo and Trademark**

#### **Motion adopted**

**Phillips/Jernigan**

To grant permission for the Canadian's Children's Optimist Foundation to use the Optimist International logo and trademarks.

### **Request for OI Trademark**

Dennis Osterwisch presented a request from the Golf 2 Kids.

#### **Motion adopted**

**Jernigan/Garner**

To refer the Golf 2 Kids proposal to the Activities Committee to consider the program.

The meeting recessed at 11:15 a.m. and reconvened at 11:27 a.m.

## **GROWTH COMMITTEE REPORT**

The informational report of the Growth Committee was presented to the Board of Directors by Committee Chair Essie Johnson.

On behalf of the Board of Directors Chris Jernigan thanked Chair Essie Johnson for the report.

The meeting recessed for lunch at 12:15 p.m. The meeting will reconvene at 1:00 p.m.

## **AUDITOR'S REPORT**

Judith E. Murphy CPA, Partner and Ted Williamson, CPA, Manager of Rubin Brown addressed the Board of Directors.

The meeting recessed into executive session at 1:50 p.m. and reconvened into regular session at 2:05 p.m.

## **AUDIT & FINANCE COMMITTEE REPORT**

The report of the Audit & Finance Committee was presented to the Board of Directors by Committee Chair Michael Allen.

## **Acceptance of Auditor's Report**

Rationale: The Audit and Finance Committee reviewed the draft report and recommendations of the auditors followed by an executive session with the auditors. The Committee has accepted the auditors' report. The Board is requested to adopt the following motion:

**Motion adopted**

**Rodgers/Bruns**

That the Board of Directors hereby adopts the audit report for the fiscal year 2009-2010 as presented by Rubin Brown, LLP-CPA's.

## **Appointment of Auditors**

Rationale: The Committee, after reviewing the audit reports and with discussion with management, recommends that the firm of Rubin Brown, LLP-CPA's be appointed as auditors for the 2010-2011 fiscal year.

**Motion adopted**

**Kondrasuk/Creswell**

**Ken Garner abstained**

That the Board of Directors hereby appoints Rubin Brown, LLP-CPA's as the auditors for the 2010-2011 fiscal year.

## **Reaffirmation of Board Fiscal Responsibility**

Rationale: The Committee discussed the problems caused by failure to adhere to the requirement of following fiscal responsibility as mandated by Policy I-70, Paragraph C as outlined in the motion below. The Committee asks the Board to formally adopt the motion as requested.

**Motion adopted**

**Bruns/Garner**

That the Board of Directors reaffirm Policy I-70 Paragraph C as noted in the policy below:

- C. Once the Board of Directors establishes the committees for the following year, each committee shall receive a charge letter from the President Designate and other duties as directed by the Board of Directors. Each committee shall annually adopt and/or review operating guidelines which shall include fiscal responsibility as below:

All requests which require the expenditure of funds must be accompanied by the following:

1. Statement of Purpose
2. Statement of expectations in measurable terms
3. Statement of expected time frame to implement
4. Statement of expected time frame to realize identifiable results
5. Inclusion of an instrument for measuring expectations vs. results
6. Initial cost, budget, underlying assumptions and funding schedule with pay-out time.
7. All proposed NEW programs shall be reviewed by the Executive Director and the International Audit and Finance Committee Chairman prior to approval to determine the fiscal impact.
8. That as a matter of policy, the International Board of Directors requires that all proposals with a financial impact, regardless of the source of the request, will be referred to the

International Audit and Finance Committee to determine the financial impact. The Optimist International Board of Directors will not consider such proposals until it has received a report from the International Audit and Finance Committee as to the expected financial impact.

The above policy shall be submitted for reaffirmation every year at the first meeting of the Board of Directors.

### **Revision of Board Policy I-70; Fiscal Impact Form**

Rationale: In light of the motion offered above and the fact that the Board of Directors should be adamant about the fiscal impact of any proposal offered, the Committee has adopted a form to be added to Policy I-70 and is requesting that this form to attached to any proposal to be considered by the Board.

#### **Motion adopted**

#### **Bruns/Phillips**

That the Board of Directors adopt the form as presented as part of Board Policy I-70 and require that this form be attached to any proposal with a fiscal impact to be considered by the Board of Directors.

### **Revision of Board Policy I-70; OIJGC Committee**

Rationale: As the initial structure for the OIJGC has been established, the Committee feels that the phrase included in the Policy can be eliminated.

#### **Motion adopted**

#### **Rodgers/Bruns**

That the Board of Directors approves a revision to Policy I-70 as stated below:

F. The Junior Golf Committee shall consist of four (4) members. ~~The initial appointments (FY 2009-10) will be: one member for a three year term; one member for a two year term; and two members for a one year term. In future years t~~ The International President will appoint a member for a three year term and one member for a one year term. The chair can be selected from the new appointments or from the sitting members. Current members whose term has ended can be reappointed.

### **2010-2011 Budget**

Rationale: The Audit and Finance Committee reviewed the fiscal year 2010-2011 budget and presented proposed changes to the budget.

#### **Motion adopted**

#### **Jernigan/Garner**

That the Board of Directors approve the changes to the fiscal year 2010-2011 budget as modified and presented.

### **Master Schedule of Dues and Fees**

Rationale: The Committee reviewed the Master Schedule of Dues and Fees. The Committee recommends no changes for this year.

**Motion adopted**

**Rodgers/Kondrasuk**

That the Board of Directors adopt the Master Schedule of Dues and Fees as presented for the Fiscal Year 2010-2011.

**Consumer Price Index**

**Motion adopted**

**Bruns/Kondrasuk**

That the Board will not enforce the CPI-U (Consumer Price Index of Urban Consumers) in the fiscal 2011-12 year. There will be an article in *the Optimist* magazine and a statement on club invoices that the Board voted to not implement the CPI-U.

**Policy I-18; Travel Chart**

Rationale: The Committee reviewed the Policy I-18 Travel Chart and requests two changes: To delete a typographical error on Line 18 as "IMM" should not be there as this pertains all Past Presidents. And to revise the Staff Per Diem from \$50 to \$65 to cover the increased cost of meals during convention.

**Motion adopted**

**Rodgers/Phillips**

That the Board of Directors amends Board Policy I-18 Travel Chart as presented.

**Budget Assumptions for the 2011-2012 Fiscal Year**

Rationale: The Committee along with the President-Elect reviewed past years history to determine the budget assumptions for the 2011-2012 Fiscal Year.

**Motion adopted as amended**

**Bruns/Kondrasuk**

**For budgetary purposes,** the Board of Directors ~~approves~~ **anticipates** a two percent decline in Membership and the building of 75 new Clubs as the budget assumptions for the 2011-2012 fiscal year.

On behalf of the Board of Directors Marlene Phillips thanked Chair Mike Allen for the report.

**MARKETING COMMITTEE REPORT**

The report of the Marketing Committee was presented to the Board of Directors by Committee Chair Judy Wiles. The Board reviewed the "Actions, Challenges, Possibilities and Timelines" document.

On behalf of the Board of Directors Jim Kondrasuk thanked Chair Judy Wiles for the report.

The meeting recessed at 3:32 p.m. and reconvened at 3:45 p.m.

**OPTIMIST INTERNATIONAL FOUNDATIONS REPORTS**

Optimist International Foundation President Gary Addison and Optimist International Foundation of Canada President Benoit Paré addressed the Board of Directors. On behalf of the Board of Directors

Dave Bruns thanked the Foundation Presidents for the reports.

## **ACTIVITIES COMMITTEE REPORT**

The report of the Activities Committee was presented to the Board of Directors by Committee André Therrien for Chair Jim Oliver via Skype.

### **Essay Contest Age Eligibility Requirement**

Rationale: Youth are commonly recognized as adults once they have turned 18. Optimist International is focused on “bringing out the best in kids.” Youth should not be asked to compete against adults, who may already have begun their college careers. The majority of youth graduate high school at age 18, so the age eligibility for the Optimist Essay contest should be set accordingly.

#### **Motion adopted as amended**

#### **Garner/Creswell**

That the Board of Directors approve the age eligibility for the Optimist Essay Contest be revised to “youth under the age of **18 19** ~~as of December 31 of the current school year~~ **and have not graduated high school or its equivalent.**”

### **Scholarship Topics for the 2011-2012 Essay, Oratorical And CCDHH Contests**

Rationale: Topics for these contests should be thought provoking and challenging, making contestants think outside their comfort zone. The JOOI Board of Directors’ input was sought and the topics chosen were a result of combined efforts.

#### **Motion adopted**

#### **Rodgers/Garner**

That the Board of Directors approve “How My Positive Outlook Benefits My Community”/ “De quelle façon ma collectivité tire-t-elle avantage de mon attitude positive?” as the Essay topic and “How my Optimism Helps me Overcome Obstacles”/ “De quelle façon mon optimisme m'aide-t-il à surmonter les obstacles?” as the Oratorical and CCDHH topic for the 2011-2012 year.

### **Internet Safety Training**

Rationale: In today’s society, the safety of youth while online is a growing concern. According to statistics provided by the IKeepSafe Coalition, 99% of children have access to a computer and the internet. The increased number of children using the internet increases the necessity of programs to educate children and adults on potential dangers and how to safeguard against them. The Optimist International Internet Safety program allows Optimist Members to interact with youth and adult community groups, while educating them on this important topic. Currently, Optimist International staff receives an Internet Safety packet request, ships the packet and provides no further training on how to utilize the materials. The components of the program are very detailed in order to provide the most information possible and may be daunting to a new or small Club. The technical aspects of the program may be a deterrent to Clubs with older Members, who are not familiar with computers or the internet. Training is the responsibility of the District Internet Safety Chairs, which are not appointed in all Optimist Districts. Clubs that do not receive training on how to utilize the program materials are less likely to take the initiative to organize an Internet Safety presentation to a group in their

community. The Canadian Service Center staff and a few dedicated volunteers have developed a six-hour training session for Clubs and Districts in Canada. There has been a great response from the Canadian Clubs and many requests for the training. The training is geared toward Members of all internet skill levels, including those who do not own a computer. The materials are already available in English and French. Efforts should be made to offer the same training to the United States and Caribbean Clubs to fully prepare them to be Internet Safety program presenters.

**Motion adopted**

**Jernigan/Phillips**

That the Board of Directors approve the development of an intensive Internet Safety training session that will be presented by Optimist International staff or designated trainers at District or Regional meetings in the United States and the Caribbean by request.

Budget: \$5,000 (funds allocated from Internet Safety account for the 2010-2011 Fiscal Year)

**June as CCC Month**

Rationale: June has been designated as Childhood Cancer Awareness Month for the past seven years and many Clubs and Districts participate in large CCC activities during the month. Since Optimist International remains committed to “providing the care and finding the cure” and both the US and Canadian CCC Advisory Panels will be awarding matching grants to Clubs and Districts participating in CCC-related activities, the Committee recommends that June be designated as Childhood Cancer Awareness Month for the 2010-2011 year.

**Motion adopted**

**Rodgers/Bruns**

That the Board of Directors endorses June as Childhood Cancer Awareness Month.

**Endorsed Organizations**

Rationale: The following currently endorsed organizations have fulfilled the requirements and request renewal of their endorsed status for the 2010-2011 Optimist year.

**Motion adopted**

**Bruns/Rodgers**

That the Optimist International Board of Directors renews endorsed status at the Bronze level for the following organizations: Children’s Organ Transplant Association (COTA), Hugh O’Brian Youth Leadership and the National Center for Missing & Exploited Children.

On behalf of the Board of Directors the entire Board thanked Chair André Therriene for the report.

**JOOI PRESIDENT’S REPORT**

JOOI President Kayleigh White addressed the Board of Directors and reviewed her written report.

**JOOI COMMITTEE REPORT**

The report of the JOOI Committee was presented to the Board of Directors by Committee Chair Luke Hearn via Skype.

## **Policy for Governance Title**

Rationale: To clarify that JOOI is a “Division of OI” instead of a “Program of OI,” the JOOI Board and Committee request:

### **Motion adopted**

**Phillips/Rodgers**

That the Optimist International Board of Directors approves the following revision to the JOOI Policy for Governance title change, pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

**POLICY FOR GOVERNANCE OF JUNIOR OPTIMIST OCTAGON INTERNATIONAL, A  
PROGRAM OF OPTIMIST INTERNATIONAL DIVISION OF OPTIMIST  
INTERNATIONAL**

## **Gender-Specific Language**

Rationale: To change all gender-specific language to gender-neutral language (throughout the entire document), the JOOI Board and Committee request:

### **Motion adopted**

**Garner/Phillips**

That the Optimist International Board of Directors approves changing all gender-specific language to gender-neutral language (throughout the entire document) in the JOOI Policy for Governance, pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

## **“Youth Clubs” to “JOOI Clubs”**

Rationale: To change the phrase “Youth Clubs” to “JOOI Clubs” (throughout the entire document), the JOOI Board and Committee request:

### **Motion adopted**

**Garner/Phillips**

That the Optimist International Board of Directors approves changing the phrase “Youth Club” to “JOOI Clubs” (throughout the entire document) in the JOOI Policy for Governance, pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

## **“JOOI Board” TO “JOOI Board of Directors”**

Rationale: To replace “JOOI Board” with “JOOI Board of Directors” (throughout the entire document), the JOOI Board and Committee request:

### **Motion adopted**

**Jernigan/Garner**

That the Optimist International Board of Directors approves replacing “JOOI Board” with “JOOI Board of Directors” (throughout the entire document) in the JOOI Policy for Governance, pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

## Policy V: Membership in Clubs

Rationale: To allow JOOI members who are 19 years old to continue JOOI membership as long as they are not 19 prior to September 30<sup>th</sup> of the current administrative year and eliminate High School student or its equivalent when referring to Octagon Clubs, the JOOI Board and Committee request:

### Motion adopted

**Bruns/Phillips**

That the Optimist International Board of Directors approves the following revision to the JOOI Policy for Governance, Policy V: Membership in Clubs, Section 2: Membership, as stated below pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

### POLICY V: MEMBERSHIP IN CLUBS

Section 2: Membership. Members of JOOI shall not be 19 prior to ~~October 1~~ **September 30<sup>th</sup>** of the current administrative year. Suggested age ranges:

Alpha Clubs – 6 to 9

Junior Optimist Clubs – 10 to 13

Octagon Clubs 14 **and older** ~~to 19 and a High School student or its equivalent~~

## Policy VII: International Administration

Rationale: To allow the Immediate Past President to remain on the JOOI Board if his/her age exceeds the requirement of a JOOI member and to also clarify both the JOOI Clubs Committee Chairperson and staff liaison are non-voting members, the JOOI Board and Committee request:

### Motion adopted

**Rodgers/Bruns**

**For: 4**

**Opposed: 4**

**Shriver: For**

That the Optimist International Board of Directors approves the following revision to the JOOI Policy for Governance, Policy VII: International Administration, Section 2: International Board of Directors, as stated below pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

### POLICY VII: INTERNATIONAL ADMINISTRATION

Section 1: Administration. Junior Optimist Octagon International shall be governed by a Board of Directors with the approval of the Optimist International Board of Directors.

Section 2: International Board of Directors. The JOOI Board of Directors shall consist of the President, the Immediate Past President (**age requirement exempted**), and four Directors, ~~and the Youth Club Committee Chairperson appointed by the Optimist International President, as well as a staff liaison (who is a nonvoting member of the board).~~ **JOOI Clubs Committee Chairperson appointed by the Optimist International President and staff liaison are non-voting members.**

## POLICY VII: INTERNATIONAL ADMINISTRATION

Rationale: To clarify who will be allowed to run for JOOI President and JOOI Board of Directors and his/her qualifications, the JOOI Board and Committee request:

**Motion adopted**

**Rodgers/Bruns**

That the Optimist International Board of Directors approves the following revision to the JOOI Policy for Governance, Policy VII: International Administration, Section 3: Qualifications, as stated below pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

SECTION 3: Qualifications. The President and JOOI Board of Directors shall be elected by the delegates at the annual convention. They shall take office October 1, following their election. No more than two candidates per District will be eligible to run for the International JOOI Board of Directors. Those eligible for the office of Director shall be a member in good standing belonging to a Club in good standing, shall have served a term as Club president or a District officer and shall be the age of 14 ~~and not 19, and shall remain a high school student or its equivalent~~ by October 1 ~~of the current administrative year~~. Those eligible for the office of President must have served as an International Director or District Governor, must be 16 by October 1 ~~of the current administrative year~~, and meet the requirements for an International Director. In order to be listed on the ballot, potential candidates for the International JOOI Board of Directors must submit an official application and a signed letter from their school principal or equivalent, for those applicants who are still in high school or its equivalent, to the International Office by June 1 prior to convention. Candidates from the floor will be allowed to run for the International JOOI Board of Directors and International JOOI President. If elected from the floor, the election for that office will be contingent upon the submission of a signed letter from their high school principal or equivalent **if in high school**, to the Optimist International Staff **by September 1**. Those nominated from the floor will receive the same privileges as **preannounced** candidates, with the exception of their name being pre-printed on the ballot. ~~Elected officers shall not be eligible to hold that same elected office upon completion of their term unless there is an insufficient number of qualified candidates after nominations from the floor are taken and the current officer remains eligible.~~ **Those eligible for the office of Director will be able to run for a second term with a maximum of two being elected to another term. Current Board members wishing to run for a second term must follow the same nomination procedures as preannounced candidates and may not be nominated from the floor. If more than two current Board members run for election then a primary election will be held and the two highest vote receivers will be added to the ballot.**

**Policy XVII: International Revenue**

Rationale: To clarify if another dues increase was proposed that still only one dollar (U.S.) fee would remain aside to help fund and offset the costs of the JOOI Convention, not 50% of the increase, the JOOI Board and Committee request:

**Motion adopted**

**Jernigan/Phillips**

That the Optimist International Board of Directors approves the following revision to the JOOI Policy for Governance, Policy XVII: International Revenue, Section 2: Annual Dues, as stated below pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

POLICY XVII: INTERNATIONAL REVENUE

Section 2: Annual Dues

Member Clubs. An annual \$10.00 (U.S.) per Club member Membership fee, shall be paid to Optimist International by Junior Optimist and Octagon Clubs for Clubs in Tier 1 countries, \$7.39 (U.S.) per Club member Membership fee for Clubs in Tier 2 countries, and \$5.22 (U.S.) per Club member Membership fee for Clubs in Tier 3 countries of not more than 50 members per Club. Alpha Club members will pay \$8.00 (U.S.) per Club member Membership fee in Tier 1 countries, \$5.91(U.S.) per Club member Membership fee in Tier 2 countries, and \$4.17 (U.S.) per Club member Membership Fee for Clubs in Tier 3 countries of not more than 50 members Club and paid to Optimist International. ~~Fifty percent of the increased~~ **One dollar (U.S.) of each membership** fee shall be set aside to help fund and offset the costs of the JOOI Convention. This fee is due 30 days after receipt of billing in October. No increase in this membership fee shall become effective unless voted upon by a majority of the delegates at the annual JOOI Convention.

**Policy XVIII: International Board of Directors**

Rationale: To allow the JOOI Board members to also conduct business and voting via email, the JOOI Board and Committee request:

**Motion adopted**

**Phillips/Rodgers**

That the Optimist International Board of Directors approves the following revision to the JOOI Policy for Governance, Policy XVIII: International Board of Directors, Section 3: Voting by Mail, as stated below pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

**POLICY XVIII: INTERNATIONAL BOARD OF DIRECTORS**

**Section 3: Voting by Mail or E-mail**

a. The JOOI Board of Directors may transact business by mail **or email** by voting upon any proposal mailed **or emailed** to the members thereof by certified mail or **to known email address with delivery receipt** with the approval of the president.

**Policy XX: International Committees**

Rationale: To eliminate the JOOI Candidate Qualification Committee as the Optimist International JOOI Staff member checks the Candidate qualifications, the JOOI Board and Committee request:

**Motion adopted**

**Garner/Jernigan**

That the Optimist International Board of Directors approves the following revision to the JOOI Policy for Governance, Policy XX: International Committees, Section 1: Name and Purpose, as stated below pending approval by the JOOI Delegates at the 2011 JOOI Convention in Baltimore.

**POLICY XX: INTERNATIONAL COMMITTEES**

Section 1: Name and Purpose. The committees of JOOI shall be established by the JOOI Board of Directors as follows.

- a. The Convention Rules Committee which shall be responsible for credentials and rules.  
Duties: The Convention Rules Committee shall present its report as early as possible after the opening of the convention.
- ~~b. Candidate Qualifications Committee which shall be composed of the Youth Clubs Committee Chair serving as chairperson, two members of the International Youth Clubs Committee as appointed by the Chair, and two members of the JOOI Board appointed by the JOOI President. This Committee shall verify the credentials of potential JOOI Board candidates.~~
- eb. Other Committees to be established.

**Policy XXIV: JOOI District Officers**

Rationale: To clarify the makeup of the Executive Committee, the Board and Committee request:

**Motion adopted**

**Phillips/Garner**

That the Optimist International Board of Directors approves the following revision to the JOOI Policy for Governance, Policy XXIV: JOOI District Officers, Section 3: Executive Committee, as stated below pending approval by the JOOI Delegates at the 2011 Convention in Baltimore.

**POLICY XXIV: JOOI DISTRICT OFFICERS**

- Section 1: Administration. The business of the District shall be administered by a Board of Directors.
- Section 2: Board of Directors. The Board of Directors of each District shall consist of the Governor, the Governor Elect, the immediate past Governor the Lieutenant Governors or directors, the District Secretary/Treasurer, and the president or a representative of each JOOI Club in the District.
- Section 3: Executive Committee. The ~~officers~~ **Executive Committee** of each District shall be the Governor, Governor Elect, immediate past Governor, Lieutenant Governors or directors and the Secretary/Treasurer.
- Section 4: Vacancy. For good cause or upon death, resignation or incapacitation of any elected or appointed officer or any officer designate of a District, or in the event of the failure of any officer to carry out the duties of his office, the Optimist District Board may declare said office vacant and shall select a successor to fill the remainder of his term based on the recommendation of the District JOOI Clubs Chair and JOOI District Executive Committee.

On behalf of the Board of Directors Marlene Phillips thanked Chair Luke Hearn for the report.

The Optimist International Board of Directors recessed at 5:12 a.m. and convened as the Optimist International Youth Foundation Board.

## **2010-2011 OIJGC COMMITTEE REPORT**

The report of the OIJGC Committee was presented to the Board of Directors by Committee Chair Lois Philbrick.

### **Request for an Additional Committee Meeting**

Rationale: The Junior Golf Committee is charged with oversight of the largest budget in Optimist International and develops plans and policies for what could be four golf tournaments at the International level if this Board votes to allow us to add the Parent-Child Event in July, 2011. Although the committee members work diligently during our fall committee meeting, we do not have access to line item actuals for the previous year until almost December. Eighty percent of this budget is non-negotiable since it's the contract with PGA. That leaves twenty percent for the committee to utilize to increase marketing strategies that could grow District Qualifiers, find ways to support the costs of our volunteers who pay their own expenses, and impact costs for our junior golfers and their families. In order for us to complete our charged tasks in a responsible manner, we would like to meet a second time in January or February. Attaching a second meeting to the TOC is not realistic because we still do not have the budget at that time. Attaching it to the OIJGC would be a hardship on Committee members who work full time since we already spend 12 days at the event.

#### **Motion adopted as amended**

**Rodgers/Phillips**

That the Board of Directors amend the 2010-2011 budget to approve a second Committee Meeting for the OIJGC Committee in January or February 2011 **in St. Louis and every year thereafter.**

Budget (2010-2011): \$4,000 to cover travel, lodging and per diem for 4 committee members and 2 staff

### **Promotional Video**

Rationale: The last Optimist Junior Golf promotional video (produced in 2003) is outdated. The Committee would like to engage a filmmaker to produce an updated promotional video for the Optimist Junior Golf program. The video would be a short (2-4 minute) promotional documentary video with updated video footage (filmed at the 2011 OIJGC) interwoven with interviews, voiceovers and music. The video would be used to promote the program on the Optimist International website and social networking sites such as Facebook, Twitter and YouTube. The video could also be shown at various Optimist International meetings (i.e. Governor-Elect Conference, International Convention) and will be available for Junior Golf Chairs and other Optimists to show at District meetings, Club meetings and other functions. Per Optimist policy, a minimum of three bids will be solicited.

#### **Motion adopted**

**Garner/Phillips**

That the Board of Directors approves the creation of an updated promotional video for the Optimist Junior Golf Program.

Budget (2010-2011): Up to \$8,000 for a 2-4 minute promotional documentary which includes travel, lodging, production, filming and editing.

## **Parent-Child Tournament at 2011 OIJGC**

Rationale: the Junior Golf Committee revisited the idea of holding an Optimist Golf parent-child event. Instead of holding a separate event at a different location and on a different date, the Committee would like to incorporate a parent-child event into the current framework of the summer Optimist International Junior Golf Championships. The event would be held on the arrival day for phase one (Thursday, July 21, 2011), which would allow for families to arrive one day early to play in the event. A significant number of families arrive one or more days early each year and the Committee believes the event will appeal to the families of the younger golfers. The event will be a one day, 18-hole tournament that will include an awards luncheon following completion of play. Eligibility will be for junior golfers and their parent/legal guardian, grandparent, or aunt/uncle. Multiple gender and age-group flights will be established based on registrations received. Multiple sets of tees will be used based on gender and age. A budget will be established for the Parent-Child event. Budgeted revenue (entry fees) will be equal to or greater than budgeted expenses. Based on the contract with PGA National, this would be an add-on event to the current championships, so there would be no risk of achieving contractual minimums or guarantees.

### **Motion adopted**

**Phillips/Garner**

That the Board of Directors approves the addition of a one-day Parent-Child event at the 2011 Optimist International Junior Golf Championships.

Budget (2010-2011): Based on an event with 50 teams (100 total players)

Revenue: \$9,500 (50 teams @ \$190 per team)

Expenses: \$9,100 (greens fees, cart fees, awards, lunch , player giveaways)

## **Consultant Renewal and Evaluation**

Rationale: The Board passed a motion (September 2009 Teleconference) that “the Board of Directors indefinitely approve \$1500 within the OIJGC Budget for a consultant.” The Junior Golf Committee would like an annual review based on budget and services rendered.

### **Motion adopted as amended**

**Kondrasuk/Jernigan**

That the Board of Directors approve an annual review of the consultant dependent on the Junior Golf Budget and a Committee review of services rendered. **The review will be forwarded to the executive director and committee for evaluation.**

On behalf of the Board of Directors President Rodgers thanked Chair Lois Philbrick for the report.

The Optimist International Youth Foundation Board adjourned at 5:42 a.m. and the Optimist International Board of Directors reconvened.

## **CONVENTION COMMITTEE REPORT**

The report of the Convention Committee was presented to the Board of Directors by Committee Chair Charles Jerman.

## **2010 Convention Surplus**

Rationale: Because the organization strives to enhance the experience of attendees at every International Convention, and because the 2010 Convention made a surplus of almost \$35,000, it is being recommended that some of that profit be used to enhance the 2011 Convention. The additional funds will help cover the cost of the necessary expenses involved with the optional meals i.e. food, local entertainment, audio equipment, etc. and may provide the opportunity to upgrade local entertainment as well. Please keep in mind, the registration fee has increased; however, the price of the optional meals i.e. Club President-Elect Breakfast, Banquet, Appreciation Luncheon and Old Timers Breakfast has stayed the same for several years. In light of the constant increase in taxes and gratuity for large group meals prepared at an upscale hotel large enough to provide the space we need, these fees barely cover the cost of the plated meal; therefore, leaving very little left over to pay for quality local entertainment.

### **Motion adopted as amended**

**Rodgers/Brun**

The Board of Directors approves adding \$15,000 to the 2011 Convention budget to cover anticipated additional hotel taxes and fees in Baltimore.

On behalf of the Board of Directors Mark Shriver thanked Chair Charles Jerman for the report.

## **LEADERSHIP DEVELOPMENT COMMITTEE REPORT**

The report of the Leadership Development Committee was presented to the Board of Directors by Committee Chair Paul Lucas.

### **Revise the Optimist Leaders Website**

Rationale: The Leadership Development committee recognizes that while many materials are available on the Optimist Leaders website, some are outdated and the materials are not easily accessible. The Committee further understands that the Leaders Website is often the only source of materials accessed by Club and District officers and in many cases gives a “first impression” of the international organization and therefore must be kept vibrant and up-to-date. Therefore, the Leadership Development committee feels that the Leaders website should updated and revised to better serve the members of the organization.

### **Motion adopted**

**Brun/Creswell**

That the Board of Directors approve updating and revising the Optimist Leaders Website  
Budget: \$2,500 (Fiscal Year: 2010-2011)

### **Develop & Implement On-Line Training for Future Leaders**

Rationale: The Leadership Development committee believes that the availability of quality training for incoming officers is crucial to the success of the organization. The committee further agrees that it is vital for the success of our organization that leaders at the grass roots level receive consistent and high value training. Currently, out of over 2,800 Club Presidents, approximately 600 attend any type of training either at the District or International level and it is recognized that the District training varies greatly in time and depth from district to district. On-line training would offer uniformity of training as well as increase the probability of expanded leadership skills, better club management and

value added to the Club member which could lead to increased growth and service. Other benefits include increased marketing for the organization and engaging leaders early in the process and increased communication at the grass-roots level. The Leadership Development Committee would like to develop on-line training for future leaders at all levels, but believes that the Club Presidents level is the most critical need at this time and should be rapidly addressed to launch in the late spring/early summer of 2011

**Motion adopted**

**Creswell/Jernigan**

That the Board of Directors approve the development and implementation of on-line training for Future Leaders beginning with Club Presidents on the Optimist Leaders website.  
Budget: \$15,000 (Fiscal Year 2010-2011)

**Amend Standard Club Bylaws-Article II**

Rationale: The current Board approved options on the standard Club By-laws allow for only two options regarding the mission statement of a Club. While satisfactory, it is the belief that the addition of a third choice for Clubs to choose from could more fully encompass the established Purposes of Optimism and the tenets of the Optimist Creed and more accurately reflect the mission currently being performed by many of our Clubs. It is noted that with this motion, each Club can still choose from the approved options, and no proposal is made to remove, replace or amend the two options currently approved and in use.

**Motion adopted**

**Phillips/Jernigan**

That the Board of Directors amend Article II-Mission of the standard Club bylaws as follows: *Article II – Mission.* By providing hope and positive vision through the members of this Club, this Club will bring out the best in **1)kids/ 2)children/ 3)kids, our members, and our community.**

**Additional Meeting for Leadership Development Committee**

Rationale: Due to the magnitude of the development and implementation of quality on-line training for Future Leaders and the revision of the Optimist Leaders website, the Leadership Development committee feels that the opportunity for an additional meeting focusing on vendor selection for training software, curriculum development, promotional plans and revising materials on the Optimist Leaders website would be beneficial.

**Motion adopted**

**Rodgers/Plater**

That the Board of Directors approve an additional meeting for the Leadership Development committee. Budget: \$1,000 (Fiscal Year 2010-2011)

On behalf of the Board of Directors Jack Creswell thanked Chair Paul Lucas for the report.

The meeting recessed for the evening at 6:10 p.m.

**Saturday, December 11, 2010**

The meeting reconvened at 8:44 a.m.

## **AWARDS PROGRAM**

Board Members David and Bruns and Jim Kondrasuk addressed the Board of Directors. This proposal was tabled from the July 10, 2010 Board meeting.

Rationale: The Optimist International Awards Program is annually adopted by the Optimist International Board of Directors. The purpose of the program is to promote various organizational goals. The original Honor Club criteria was adopted in the mid-1950's, and remained basically constant until the late 1990's. Since that time the annual program has been significantly modified, in most cases on an annual basis, and this has caused confusion and lack of interest from Optimist International members (Only 1/3 of our clubs currently participate in the Awards Program). In an attempt to promote consistency, economies of scale, and member participation the Board shall establish base guidelines with the intent of a consistent and constant program for a period of at least five years; the Board shall establish the baseline awards program. On an annual basis, the President-Elect may propose to the Board an annual recognition program: this program will emphasize annual targets on growth, membership, new clubs, etc. and will be under the control of the President. President Danny Rodgers is requested to form an Ad Hoc Board Committee to develop and present a draft of the OI AWARDS Program at the March Board meeting; the suggested ad hoc committee could include three At-Large Board members, and access to a Senior Staff liaison.

### **Motion adopted**

**Bruns/Kondrasuk**

That the following revision be made to Policy I-8 as shown below:

**Optimist International Awards Program &  
International President's Recognition Program**  
~~International President's Membership Award~~

I-8

~~The Awards Program is an annual program developed by the President and adopted by the International Board of Directors.~~

**The Optimist International Awards Program is developed and approved by the Optimist International Board of Directors to further various organizational goals, shall be long range and strategic in its focus.**

**The Annual Recognition Program may be developed by the President-Elect in conjunction with input from senior staff, and under the guidelines of a base awards program established by the Board. The Recognition Program shall be an annual program, and focus on tactical issues for the current year. The Recognition Program shall be approved by the International Board at a regular board meeting prior to any part of the program being made available to any of the membership of Optimist International.**

President Danny Rodgers appointed an Ad Hoc Awards Committee to consist of Jim Kondrasuk (Chair), Chris Jernigan and David Bruns to report in March.

## **CANADIAN TAX REFUND**

### **Motion adopted**

**Phillips/Jernigan**

That a line item will be added to each future year's budget for the Canadian tax refund.

## **REDUCTION OF DUES FOR SECOND YEAR CLUBS**

Rationale: Newly built clubs have financial problems in their first years of existence. A newly built club starts its second year often with no funds or reduced funds in the bank and new leadership and members who are often new to the organization. It is difficult to carry out activities for our youth, recruit new members and pay Optimist International dues without funds. This penalizes the youth they were built to serve and is also one of the reasons clubs disband in their second year. The second year poses a great risk of club expulsion from our organization because of nonpayment of dues, a loss of membership and lack of established fundraising projects. In order to give clubs a chance to find the means of training effective leaders, recruiting new members and raising adequate funds to operate youth programs, the following proposal is offered:

### **Motion tabled to March meeting**

**Plater/Bruns**

That the Optimist International Board of Directors consider Second Year clubs in good standing, with Optimist International as of October 1st of their second year to be exempt from international dues for their second year, October 1- September 30th.

## **VICE PRESIDENT COMMUNICATIONS**

As mandated by Board Policy I-128, the Board of Directors reviewed communications from the Vice Presidents. Each Board Member Liaison related their discussions with their respective Vice President.

The meeting went into executive session at 10:17 a.m. and recessed at 10:50 a.m. The meeting reconvened into regular session at 10:55 a.m.

## **CORPORATE DEVELOPMENT**

### **Motion adopted**

**Garner/Bruns**

That an Ad Hoc Corporate Development Committee be created by the President consisting of Mark Shriver (Chair), Jack Creswell, Marlene Phillips, and Jacques Pelland. This committee will also consider the viability of commission paid corporate revenue development for the OIJGC.

## **DISTRICT FUND RAISING REQUESTS**

Jim Kondrasuk presented the rationale: Policy D-9 was changed in 2001, the last paragraph was added giving the President the authority to approve District Fund Raisers. In many cases the timing of District Fund Raisers does not correspond with scheduled Board meetings. The opening paragraph

however, which calls for written approval by the Board, was never changed. The result is a contradiction in the way we operate versus the stated policy.

**Motion adopted**

**Kondrasuk/Garner**

That the Board of Directors approves the following revision to Board Policy D-9 as shown below

District Fund Raising

D-9

Districts may conduct fund raising projects with prior written **or electronic** permission from the ~~Board of Directors~~ **President or the Executive Director after adequate review and consultation with appropriate staff. Requests to be determined to be out of the ordinary shall be brought before the Board of Directors for approval.**

Any fundraising activities conducted by Districts shall conform to Optimist International Board Products Endorsement Policy I-65 paragraph 1e.

Any request from a District for ~~Board of Directors~~ **Optimist International** approval shall include purposes for which funds are to be solicited and proposed disposition of all net revenues.

~~All District budgets and annual audited financial statements shall include identification of such fund raising activities and disposition of said funds.~~

~~Excess revenues, upon prior approval by the Board of Directors, may be used for District operating and/or administrative expenses.~~

~~Permission may be granted by the International President after adequate review and consultation with appropriate staff. Requests determined by the International President to be out of the ordinary shall be brought before the Board of Directors for approval.~~

**FEES FOR INTERNATIONAL CLUBS**

**Motion tabled to March Meeting**

**Plater/Jernigan**

That the Growth Committee and Staff discuss and present a proposal, if viable, for the Board of Directors to consider a reduced charter fee or franchise fee for non-districted clubs.

**Motion adopted**

**Garner/Jernigan**

To adjourn the meeting.

There being no further business the meeting adjourned at 11:08 p.m.

Benny Ellerbe  
Executive Director/Secretary

Attachment: 09-10 New Clubs (seven pages) – Separate Document

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