

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

**September 15, 2010**  
**2:00 p.m. (Central Time)**

The following Members of the 2009-2010 Board of Directors were in attendance for the entire meeting:

Donald R. Sievers	Immediate Past President	Jackson, Missouri
Mark O. Shriver	President	Woodstock, Georgia
Danny Rodgers	President-Elect	Fort Worth, Texas
Claire Labrèche	Director	Montréal, Québec
Herbert Strather	Director	Detroit, Michigan
Ken Garner	Director	Fort Worth, Texas
Marlene Phillips	Director	Windsor, Ontario
David Bruns	Director	Topeka, Kansas
Jim Kondrasuk	Director	Monona, Wisconsin
Benny Ellerbe	Executive Director	St. Louis, Missouri

Excused:

Marie-Pier Tremblay	JOOI President	St-Honore, Quebec
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Also in attendance :

Jack Creswell	President-Elect	Reading, Pennsylvania
Chris Jernigan	Director-Elect	Morganton, North Carolina
Fatima Plater	Director-Elect	Detroit, Michigan

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

**Wednesday, September 15, 2010**

Immediate Past President Don Sievers was present in the International Office and called the teleconference meeting of the 2009-2010 Optimist International Board of Directors to order at 2:00 p.m. (Central Time). Benny Ellerbe was designated as the parliamentarian.

**Motion adopted**

To adopt the agenda as amended.

**Garner/Kondrasuk**

**PROMOTIONS CORALL UPDATE**

Benny Ellerbe addressed the Board of Directors and addressed their poor performance and it was

agreed that President Shriver and President Designate Danny Rodgers would write them a letter of Optimist International's dissatisfaction.

### **Cease and Desist Letters**

Rationale: A "Cease and Desist" letter was sent to the Governor Designate Denis Lévesque of the Quebec Centre District. As a quick summary, the Governor Designate operates/participates in a product supply company and the new QC Directory and other communications from him state that his company, Mega Promotions, is the "official Optimist" supply company for Quebec Central.

### **Request for Club Email Boxes**

#### **Motion adopted**

#### **Phillips/Rodgers**

That promotional material from Promotion Corral be sent to the International Office and in turn, such materials will be sent from the International Office to Club Presidents.

### **REPORT OF THE PROGRAMS COMMITTEE**

The report of the International Programs Committee was presented by Programs Director Danielle Baugher for Chairman Miroslaw Kuderewko.

The following discussion was referred to the Programs Committee at the July Board of Directors meeting.

### **Continuation of International Level Essay Contest for 2010-2011**

Rationale: The International level of the Optimist International Essay Contest was introduced during the 2001-2002 year. The contest provided an International identity to the organization, being the only sponsored program that Optimists conduct in a uniform manner as a collective whole. Each District has been invited and encouraged to participate, which brings a sense of unity and cohesion to the organization. The program reemphasizes the value of maintaining a relationship with the International organization. The additional opportunity for Optimists to further aid three deserving students with the rising costs of higher education corresponds with the organization's mission of "bringing out the best in kids." Optimist Members enjoy reading the first place International winning entry in the magazine and the sponsoring Districts take pride in the recognition. The official rules of the Optimist scholarship contests are typically reviewed by the International Activities Committee during their October meeting. The Board of Directors is then able to evaluate the suggested revisions during their December meeting. This allows for staff to develop training materials for the International Convention and to post the updated contest guides on the Optimist website, before the start of the new school year. This timeframe gives Clubs the opportunity to prepare their materials to approach teachers and principals about incorporating the contest into their curriculum for the coming year. Due to the lateness of the proposal being presented for consideration, the Committee suggests the delay of the discontinuation of the International level Essay Contest for one year. This will allow the 2010-2011 Committee to fully investigate the impact, which goes above and beyond the financial level. It is recognized that the cost of 3 International level scholarships for a total of \$12,000 may present a financial hardship for the

Optimist International Foundations. The Committee requests that one first-place scholarship of \$6,000 be awarded for the 2010-2011 year.

**Motion adopted as amended**

**Bruns/Garner**

That the Board of Directors approve the continuation of the International level of the Optimist International Essay contest ~~with one first place scholarship of \$6,000 for the 2010-11 year and direct the 2010-11 Programs Committee to bring a recommendation to the Board regarding the future continuance or dissolution of the International level contest.~~  
~~Budget: \$6,000 (FY: 2010-2011)~~

**Age Requirement for Oratorical Contests**

Rationale: Resolution from the North Carolina West District to the Optimist International Board of Directors:

From District Governor Odell Witherspoon: At the district convention conducted in Concord, North Carolina on August 13-14, 2010 it was hereby resolved that our district respectfully requests that the Optimist International Board of Directors reverse the decision wherein you approved the recommendation of the Activities committee to increase the age limit for participants in the Oratorical Contest to "under the age of 19 as of December 31, 2010". Our rationale in making this request is as follows:

- The Optimist International Oratorical Contest has been unique in providing the oratorical scholarship opportunity for youth 16 and under which is considerably different from that of contests held by other youth service organizations.
- The older age limit will discourage younger youth from participating.
- Many of our clubs have had multi-year relationships with Middle and Elementary Schools and we believe this change would jeopardize participation.

We respectfully and urgently request that you act upon this resolution prior to October 1, 2010.

**Motion adopted**

**Phillips/Rodgers**

To table further discussion of the age requirement for the Oratorical Contest to the December 2010 Board of Directors meeting.

**CONTRACT REVIEW POLICY I-103 PROPOSAL**

Board Member Jim Kondrasuk presented the Board with a proposal to revise Policy I -103. Rationale: Policy I-103 was amended by the Board of Directors at their July 7, 2010 meeting in Denver, Colorado. There is an area that is neither currently nor adequately covered, however. There is a need to have caps on contract expenses over a base amount so they will not become totally open ended, and unless there are very unusual circumstances, contracts with vendors should be subject to the same expense/reimbursement policies/procedures/limits that are in place for our members.

**Motion adopted to table to December meeting      Kondrasuk/Rodgers**

That Board Policy I-103 be revised as shown below:

All contracts committing the organization must be approved by the Executive Director, with authority of the President to review contract policy with the Executive Director from time to time.

Any contract over \$25,000 and/or extending over a period of one year shall be reviewed by the Executive Director with either the Finance Committee Chair or the Chief Financial Officer of Optimist International before it is approved and shall have two signatures (with at least two of the following: the Executive Director, President or Immediate Past President). However, any contract that the Executive Director is a party the International Past President and President shall sign on the behalf of the organization.

Before a contract is approved, the Executive Director with either the Finance Committee Chair, and/or the Chief Financial Officer of Optimist International shall ascertain the status of the company through appropriate means including, but not limited to: a Dunn & Bradstreet or equivalent, reports filed with State and Federal governments, resume of the principals' of the company, a client listing, company's public "Home Page" or equivalent, acceptable references, or other criteria deemed appropriate.

**All contracts that provide for expenses/reimbursement/travel, etc., over a fixed contract amount, shall be subject to current OI Policies regarding travel, per diems, and expense reimbursements; furthermore, all contracts shall have limits or caps on the amount of total reimbursements over a base contract amount.**

No contract shall be approved unless the funds have been previously budgeted.  
All contracts shall be covered by the Optimist International Conflict of Interest Policy (I-105).

## **REQUESTS FOR A SPECIAL CONVENTION**

Optimist International Bylaws, Article VII, Section 4, requires that Districts must receive the approval of the International Board of Directors for any specially convened District Convention.

### **Dakotas Manitoba Minnesota District Request**

Rationale : The DMM District is requesting permission to convene a Special Convention at their upcoming first quarterly meeting (November 5-7, 2010) for the purpose of holding a special election of a Governor for the year 2011-2012. At the DMM Convention held on August 12-14,2010, the District had not as of that time had a person indicating an interest to be a Governor for the year 2011-2012. While it was the intent and consensus of the attendees at the business session on Saturday to postpone the election to the first quarterly meeting in November (there was no objection or questioning of that action), a motion was not formally made to move the action. Insofar as the District now has a qualified nominee for Governor, they are requesting permission to convene the Special Convention to elect a Governor for the year 2011-2012 for our District.

**Motion adopted**

**Bruns/ Rodgers**

That the Board of Directors approve the DMM District's request to hold a Special Convention for the purpose of electing a Governor for the 2011-12 year.

**Atlantic Central District Request**

Rationale: Benny Ellerbe received an email from Guy Templin as the Acting Secretary for the Atlantic Central District requesting permission to hold a special Convention on October 2, 2010 to elect a Governor Elect for 2010-2011.

**Motion adopted**

**Bruns/Rodgers**

That the Board of Directors approve the Atlantic Central District's request to hold a Special Convention for the purpose of electing a Governor for the 2011-12 year.

**INSURANCE POLICY**

**Motion adopted**

**Phillips/Bruns**

That staff explore the ability to add skate boarding and BMX biking to the insurance policy.

**CHARLES JORDAN GROUP MARKETING UPDATE**

Mark Shriver introduced Charles Jordan, who gave a 15 minute presentation and review of PowerPoint slides. Mr. Jordan was excused from the meeting for further discussion by the Board.

**Motion adopted as amended**

**Kondrasuk/Phillips**

The Board of Directors of Optimist International sincerely thanks Charles Jordan for the work and marketing recommendations he has made during the term of the contract between Optimist International and The Charles Jordan Group, and it hereby refers such recommendations to the Marketing Committee and to the Executive Director for further research and implementation, as appropriate. **The Board of Directors shall receive a recommendation from staff and the Marketing Committee on or before 30<sup>th</sup> of September as to appropriate timelines to implement current proposals in the plan.**

The next teleconference will be Wednesday, September 29<sup>th</sup> at 2:00 p.m. (Central Time) to receive the timelines as stated in the above motion.

**Motion adopted**

To adjourn the meeting.

There being no further business, the meeting was adjourned at 3:25 p.m. (Central Time).

Benny Ellerbe  
Executive Director/Secretary