MINUTES

BOARD OF DIRECTORS
MEETING

December 9-10, 2016

International Headquarters Office
St. Louis, Missouri

The following Members of the 2016-17 Board of Directors were in attendance for the entire meeting:

- Dave Bruns, Immediate Past President, Topeka, Kansas
- James K. Kondrasuk, President, Monona, Wisconsin
- Nick Prillaman, President-Elect, Atlanta, Georgia
- Judy Boyd, Director, Urbandale, Iowa
- Sue Creswell, Director, Reading, Pennsylvania
- Rebecca Butler-Mona, Director, West Des Moines, Iowa
- Adrian Elcock, Director, St. Thomas, Barbados
- Nicole Paquette, Director, Casselman, Ontario
- Mark Weinsoff, Director, Goleta, California
- Benny Ellerbe, Executive Director, St. Louis, Missouri
- Nina Strickland, President, Canadian Optimist Children’s Foundation
- Don Crall, President, Optimist International Foundation
- Madison O’Hara Wickham, JOI President, Bonita, California

Committee Reports are to be considered as part of these minutes and are kept on file separately from these minutes. They provide important information that is considered by the Board of Directors in determining action to be taken on a particular issue.

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 9, 2016

Immediate Past President Dave Bruns called the first regular meeting of the 2016-17 Optimist International Board of Directors to order at 8:00 a.m. with an invocation by Rebecca Butler Mona, a moment of silence for the Optimist Word by Mark Weinsoff, the Pledge of Allegiance led by Judy Boyd, and a toast to all countries with an Optimist Club was led by Nicole Paquette. Sue Creswell led the recitation of the Mission Statement. The Kansas state flag, pen and pencil set, and name plaque from the President’s Office was presented to Immediate Past President Dave Bruns by President Jim Kondrasuk. Certificates of Office were presented to the incoming board members by President Jim Kondrasuk.
Motion adopted
To appoint Executive Director Benny Ellerbe as parliamentarian for the meeting.

ADOPTION OF CONSENT AGENDA ITEMS

Motion adopted  
To adopt the consent agenda as presented.

Butler Mona/ Creswell

Approval of Board Meeting Minutes and Eballots:

Motion approved
To adopt and/or confirm the minutes and decisions made at the following meetings:

July 29, 2016 – Refer to Minutes
Eballot August 10, 2016 - Adopted
That the International Board of Directors approve the merger of Clubs OPTIMIST CLUB OF TUCSON-UPTOWN (31160) and OPTIMIST CLUB OF TUCSON (31155) - (Charter of 31160 to be dropped without penalty), with its merged Club number as 31155 and adopted name and Bylaws under the OPTIMIST CLUB OF TUCSON (31155)

September 13, 2016 Teleconference – Refer to Minutes
Eballot October 12, 2016 - Adopted
That the Board of Directors approve the North Texas District’s request for a dues increase from $11.00 to $13.00 billed quarterly, effective October 1, 2016.

Eballot November 23, 2106 – Club Merger - Adopted
That the Board of Directors approve the merger of The Optimist Miracle Movers Club (#05-014) in to the Plainfield Optimist Club (#05-435), effective immediately upon adoption, and Club #05014 will be considered disbanded.

2017-2018 International Committees

Motion adopted:
To approve the following International Committees for the 2017-2018 year:

Operating Committees:
- Junior Golf
- Membership
- New Club Building
- District and Club Fitness
- Activities
- Youth Clubs (JOI)
- Convention

Administrative Committees:
- Governance
- Audit & Finance
- Leadership Development
- Marketing & Communication Technology
- Pension Trustees
- Fundraising Sponsorship Committee (added later in the meeting)

Election and Convention Business Committees:
- Candidate Qualifications Credentials
- Resolutions/Rules (Governance)
Approval of Club Charters

Motion adopted
That the 68 new Optimist Clubs organized in 2015-2016 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)

ADOPTION OF AGENDA

Motion adopted Boyd/Creswell
To adopt the agenda as amended.

PRESIDENT’S REPORT

President Jim Kondrasuk addressed the Board of Directors and reviewed his written report.

2015-2016 ADMINISTRATIVE YEAR’S PERFORMANCE

Immediate Past President Dave Bruns addressed the Board of Directors and reviewed his written report.

PRESIDENT-ELECT’S REPORT

President-Elect Nick Prillaman addressed the Board of Directors and reviewed his written report and Action Plan.

Proposal for a Fundraising/Sponsorship Committee

Rationale: This is a request to form an Ad Hoc Fundraising/Sponsorship Committee that would be charged with seeking out and securing funding and sponsorships for all of Optimist International’s programs such as Junior Golf, World Oratorical Championships, etc. This Committee would also develop strategies for implementing fund raising programs at the Club level through Club/corporate partnerships. It is hopeful that a Committee such as this would become a permanent committee should it be successful in securing funds from other sources than the Foundations.

Motion adopted as amended Prillaman/Weinsoff
That the Board of Directors approve the creation of an Ad Hoc a Fundraising/Sponsorship Committee to be created immediately and lasting indefinitely or as long as the committee is performing and is relevant.
JOI PRESIDENT’S REPORT

JOI President Madison O’Hara Wickham addressed the Board of Directors and reviewed her written report to the Youth Programs Foundation Board of Directors. On behalf of the Board of Directors Immediate Past President Dave Bruns thanked President Wickham for the report.

EXECUTIVE DIRECTOR’S REPORT

Executive Director Benny Ellerbe addressed the Board of Directors and reviewed his written report. On behalf of the Board of Directors Immediate Past President Dave Bruns thanked Benny Ellerbe for the report.

CANADIAN CHILDREN’S OPTIMIST FOUNDATION REPORT

The written report of the Canadian Children’s Optimist Foundation was presented to the Board of Directors by President Nina Strickland.

OPTIMIST INTERNATIONAL FOUNDATION REPORT

The report of the Optimist International Foundation was presented to the Board of Directors by President Don Crall.

On behalf of the Board of Directors Immediate Past President Dave Bruns thanked President Crall and Nina Strickland for the reports.

The meeting recessed at 10:09 a.m. and reconvened at 10:21 a.m.

AUDITOR’S REPORT

Amy Althoz, Partner of RubinBrown and Tim McCarthy, Assurance Services Manager, addressed the Board of Directors and reviewed the financial statements for the OI and the YPF.

The meeting recessed in to executive Session with auditors at 10:50 a.m. and reconvened back in to regular session at 11:25 a.m.

CREATION OF GRANT COMMITTEE BY THE OPTIMIST INTERNATIONAL FOUNDATION

Motion adopted: Butler Mona/Boyd
That the Optimist International Board of Directors request the Optimist International Foundation Board of Directors establish a Childhood Cancer Campaign and a Childhood
Health and Wellness Campaign Grant Committee that would honor the intent of the donors by issuing grants up to $2,000 to 10 or more Clubs annually to be presented at the International Convention each year.

The meeting recessed for lunch at 11:48 a.m. and reconvened at 1:10 p.m.

**AUDIT & FINANCE COMMITTEE REPORT**

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

**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.

**Motion adopted**

Boyd/Butler Mona

That the Board of Directors hereby accepts the audit report for the fiscal year 2015-2016 as presented by Rubin Brown, LLP-CPA’s.

**Appointment of Auditors**

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 2016-2017 fiscal year.

**Motion adopted**

Boyd/Butler Mona

That the Board of Directors appoints the firm of Rubin Brown, LLP-CPA’s as auditors for the 2016-2017 fiscal year.

**Optimist International Fiscal Year 2016-2017 Budget**

Rationale: The Audit and Finance Committee reviewed the 2016-2017 fiscal year budget. After review of the budget adjustments, the Committee requests that the Board of Directors adopt the revised 2016-2017 Budget.

**Motion adopted**

Creswell/Paquette

That the Board of Directors approve the revisions to the fiscal year 2016-2017 budget as presented.

**Reaffirmation of Board Fiscal Responsibility; Policy I-70**

Rationale: As required by policy, Policy I-70 Committees, Paragraph C and the Financial Impact shall be submitted for reaffirmation every year at the first meeting of the Board of Directors.
Motion adopted as amended  

Creswell/Weinsoff  
That the Board of Directors reaffirm Policy I-70 Paragraph C and the Financial Impact Form as noted in the policy below and refer the policy to the Audit & Finance for refinement:

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.

Policy I-18 Expenses-General, Item C

Rationale: The Travel Chart contains the specifics about auto mileage reimbursement based on a per mile and a per kilometer rate. Thus, the Audit and Finance Committee recommends the phrase referencing only the per mile rate be deleted from I-18.

Motion adopted  

Crewsell/Weinsoff  
That the Board of Directors adopt the following revision to Policy ICD-18 Expenses-General.

C. Automobile travel at the rate per mile in U.S. currency which is indicated in the Master Schedule of Travel and Per Diem,

Policy ID-40 Authority to Adjust Club Account

Rationale: As part of their financial activity oversight duties, the Audit and Finance Committee would like to receive a copy of the Club adjustments along with an explanation for each adjustment.
Motion adopted  
Boyd/Elcock
That the Board of Directors adopt the following revision to Policy ID-40.

As part of the consent agenda, the staff will provide the Board of Directors and the Audit and Finance Committee with a listing of Club adjustments along with an explanation for each adjustment.

Policy ICD-11; Exchange Rate

Rationale: Optimist International’s bank, the Royal Bank of Canada, does not publish a daily currency exchange rate; whereas, the Bank of Canada does publish daily currency exchange rates. Thus, the Committee recommends revising the exchange rate policy by replacing The Royal Bank of Canada with The Bank of Canada. This item will be on the July Board meeting agenda each year.

Motion adopted  
Paquette/Kondrasuk
That the Board of Directors adopt the following revision to Policy ICD-11.

**Exchange Rate Billing**  
**ICD-11**

Canadian Clubs are to be billed in Canadian dollars.

Annually, at the beginning of the Optimist year, the Optimist International Board and CFO shall review the preceding eight quarters to set a cap currency exchange rate for the incoming fiscal year based on the Bank of Canada.

The yearly cap for the Canadian dollar for the fiscal year shall be set as a cap of 1.27 for the 2016-2017 year. (statement can be dropped after the 16-17 year).

For billing, Tier 1 countries are recognized as developed countries and will be billed at Tier 1 rates. Tier 2 and 3 countries are recognized as developing countries as determined by the United Nations and will be billed at Tier 3 rates.

The rate of exchange between Canadian dollars and U. S. dollars for purposes of billing clubs shall be adjusted on the first day of each calendar quarter to the prevailing market rate. This market rate shall be based on the official published daily rate of the bank utilized by Optimist International. Canadian Clubs are to be billed in Canadian dollars.

On behalf of the Board of Directors, Immediate Past President Dave Bruns thanked the Ad Hoc Exchange Rate and Audit & Finance Committees for all their efforts on the issue.

**Tiers Revision in Bylaws**

Motion adopted  
Butler Mona/Creswell
That the Board of Directors direct the Audit & Finance Committee to work with the Governance Committee on proposed language to present to the delegates at the next International Convention to make the bylaws consistent with policy relating to developed and undeveloped nations.
Master Schedule of Dues and Fees

Rationale: The Committee revised the Master Schedule of Dues and Fees to include the current New Club Charter Fees and the World Oratorical Scholarships. Additionally, the Committee recommends the resolution approved at the Quebec Convention to change the Dues structure from Tier 1, 2, and 3 to that of Developed countries and Developing countries as per the United Nations classification.

Motion adopted Weinsoff/Boyd
That the Board of Directors adopt the Master Schedule of Dues & Fees as presented.

Policy D-4, District Dues

Rationale: Current Bylaws Article VII states:
SECTION 2. District Purpose. The sole purpose of the District shall be to function as an administrative division of Optimist International in furtherance of the purposes of Optimist International, these Bylaws, and Policies as established by the International Board of Directors. The District shall provide service and support to Clubs for the purpose of enhancing growth, participation, administration and youth service
SECTION 5. District Revenues and Disbursements.
   A. Annual Dues. The conduct and administration of District business shall be financed by District dues, payable by Clubs for each of their Members enrolled in the office of Optimist International, from convention fees, and as hereinbefore provided from the general fund of Optimist International.
   B. Dues Amount and Date. The amount of each District’s dues, and dates on which such dues shall be payable, shall be established by the Board of Directors of Optimist International. Districts may reduce or eliminate dues for a College Member. A District, by resolution adopted by a two-thirds majority of the votes cast by the accredited delegates to its annual convention, may petition the Board of Directors of Optimist International, in the form and manner prescribed by that Board, for adjustment of the amount of its annual dues.
   C. No Assessment. No financial obligation or assessment, of any kind, other than provided in these Bylaws, shall be placed upon or requested of the Clubs or their members by the District.
   D. Annual Budget. At its first meeting the District Board of Directors shall review, amend and approve the annual budget submitted by the finance committee, ensuring that is done in a manner conforming with the standard District chart of accounts established by the Board of Directors of Optimist International. Such budget shall be submitted to the Board of Directors of Optimist International for final approval. The budget shall include income only from authorized sources for the current fiscal year, any accumulated surplus, and shall not authorize the expenditures of any money in excess of such income and surplus.

Current Policy, District Dues D-4 states:
Optimist International Bylaws provision, Article VII, Section 5B, permits Districts to petition the International Board of Directors for a change in annual dues. Such request must be approved by two-thirds of the votes cast of the accredited delegates at the annual District convention or a specially convened District convention which had been authorized by the International President. Requests must be submitted to the Finance & Administration Department for presentation to the board. The Board of
Directors will consider requests for District dues changes only at regularly scheduled meetings, and such requests must include the following:
1. Copy of minutes of convention showing delegates vote
2. Previous year's audit or review by an independent Certified Public Accountant, a Certified Managerial Accountant, a Certified General Accountant, a Chartered Accountant, or a review committee and the IRS Form 990 for District.
3. Requests must be received at least 90 days prior to proposed implementation and be accompanied by current and historical dues increase requests, the percentage of changes, District past two years’ budgets and the next year’s proposed budget (include cash in reserve), and a statement of the number of votes and how the votes were taken by the District delegates for said approval.
4. If a District does not comply with the International Bylaws and Policy D-4 regarding District dues increases within 90 days of being notified by International staff that they are not in compliance, then Optimist International may withhold payment of the District's allotments from International dues until the District complies.

The attached form must be completed and must accompany the District’s Request for a Dues Increase. This form will be assigned to a member of the International Audit & Finance Committee to consult with the District prior to Board of Directors approval.

DISTRICT DUES INCREASE REQUEST FORM
Any request must be approved 90 days prior to implementation by two-thirds of the votes cast of the accredited delegates at the annual District convention or a specially convened District convention which had been authorized by the International President.
In compliance with Board Policy D-4, District’s request for a dues increase must be submitted with request:

- Copy of minutes of convention showing delegates vote, including a statement of the number of votes and how the votes were taken by the District delegates for said approval;
- Previous year's audit or review by an independent Certified Public Accountant, a Certified Managerial Accountant, a Certified General Accountant, a Chartered Accountant, or a review committee;
- IRS Form 990 for District;
- Current and historical dues increase requests, the percentage of changes;
- District past two years’ budgets and the next year’s proposed budget (include cash in reserve);

If a District does not comply with the International Bylaws and Policy D-4 regarding District dues increases within 90 days of being notified by International staff that they are not in compliance, then Optimist International may withhold payment of the District's allotments from International dues until the District complies.

This form has been assigned to a member of the International Audit & Finance Committee who has consulted with the District prior to Board of Directors approval.
I have reviewed the ______________________District’s request for a Dues Increase and
District Name) DO support this request
DO NOT support this request

______________________________
Member, International Audit & Finance Committee
Current Policy D-4 indicates that a Dues increase must be submitted at least 90 days prior to implementation; the Bylaws speak of an adjustment at the District’s Annual Convention – typically August, and usually effective October 1 of the next year. Current policy calls for prior years audit/review; two year’s prior budgets, and the proposed budget. It also calls for a review by Audit & Finance Committee

This current policy has created an administrative “nightmare” for OI staff, Audit & Finance Committee and our Districts. It is also a type of micro-management, and in most cases, over a $1-$2 annual increase.

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<th>Current District range of annual dues:</th>
<th>Dates of last increase:</th>
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<td>$13 7</td>
<td>2010-2016 12</td>
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**Motion adopted** Creswell/Elcock
That the Board of Directors approve the replacement of the current Policy D-4 with the following suggested proposal in its entirety:

**District Dues D-4**

Optimist International Bylaws permits Districts to petition the International Board of Directors for a change in annual dues. Such requests must be approved by two-thirds of the votes cast of the accredited delegates at the annual District convention or a specially convened District convention which had been authorized by the International President on behalf of the Board of Directors. Requests must be submitted to the Finance & Administration Department for presentation to the Board. The Board of Directors will consider requests for District Dues changes (only at regularly scheduled International Board meetings) on an “as needed” basis and such requests must include the following:

1. Certification by the District Secretary-Treasurer that due notice was given about the Dues increase, the vote was taken during the District’s convention, and a 2/3 majority vote was cast by the accredited delegates.
2. All reports, financial information, and any other documentation required by OI for any purpose must also be current before any dues increase can be approved.
3. For a dues increase of up to $2 where no increase has been made for the past 5 years, a review by OI Executive Director, with a recommendation to the Board, is acceptable.
4. For larger amounts, and/or more than once every five years the Executive Director and the CFO will review and make a recommendation to the Board, considering size of the increase, date of the last increase, District Budget implications, geographic size of the District, and District Membership.

North Florida District Dues Increase Request

Motion failed
Weinsoff/Prillaman
That the Board of Directors approve the North Florida District’s request for a $4.00 per year Dues Increase (billed quarterly) $12 to $16, effective October 1, 2016.

South Carolina District Dues Increase Request – Reconsidered (See Page 13)

Motion adopted to table
Weinsoff/Paquette
That the Board of Directors approve the South Carolina District’s request for a $5.00 per year Dues Increase (billed quarterly) $16 to $21, effective October 1, 2016.

On behalf of the Board of Directors, Director Adrian Elcock thanked Chair Guy Templin for the report.

ACTIVITIES COMMITTEE REPORT

The report of the Activities Committee was presented to the Board of Directors by Committee Chair Don Brose via telephone.

Policy I-66; Program Evaluation Scale

Rationale: The Activities Committee noted that the Programs Evaluation Scale is obscure and out of date. In order to keep the scale visible and viable, the following motion is requested.

Motion adopted as amended
Creswell/Boyd
Opposed: Weinsoff
That the Board of Directors adopt the revision to Policy I-66 to include the Program Evaluation Scale as shown below:

International Programs Evaluation Scale

If the number of Clubs participating in an International Program falls below 30% on a two-year average, the program will be discontinued as an International program and will lose its funding. The Program will then become a non-funded Community Activity.

This applies only to International scholarship programs. The Junior Optimist International and the Optimist International Junior Golf Championships are exempt as they are self-sustaining.
Community Activities Scale

If the number of Clubs participating in a Community Activity falls below 20% Club participation on a two-year average, it will be removed from the list.

This applies only to Community activities, which include the Tri-Star Sports Skills Contests, Youth Appreciation, Youth Safety, Respect for Law/Promotion of Non-Violence, Internet Safety. The Childhood Cancer Campaign is administered by the Optimist International Foundation and Canadian Children’s Optimist Foundation.

Policy I-141, Seal of Approval

Rationale: "The Seal of Approval" designation now in place, initiated to recognize programs of merit, impact and performance that are run by Clubs, Districts or Regions that provide programs not sponsored or funded by our International organization, has failed to reach Clubs, Districts, Regions, due to both a lack of communicating the recognitions’ existence and the number of years necessary to qualify for consideration (5 years). In order to give Clubs, Districts and Regions an increased interest and opportunity to apply for the "Seal of Approval," allowing for a more realistic and inviting time frame for application, the Committee offers the following proposal:

Motion adopted  

Boyd/Butler Mona

That the Optimist International Board of Directors revise Board Policy I-141 Seal of Approval to 3 years for consideration for International "Seal of Approval" recognition.

Criteria are as follows:
1. Must have been run for a minimum of 3 years
2. Must be primarily run by Optimist Members or Clubs
3. Should be replicable by other Clubs in the area, may or may not be implemented in other Regions
4. Must serve the youth of the community
5. Must enhance the image of Optimism in the community

Oratorical Contest Rules Revision for Online Streaming

Rationale: In order to attract more students, especially in areas that do not have an Optimist Club, and to further the expansion of the Oratorical Contest, the following motion is requested to allow Clubs and Districts to judge contestants similar to the World Oratorical Contest, if they so choose.

Motion adopted  

Boyd/Paquette

That the Board of Directors approve a rule change to the Oratorical Contest to allow Clubs and Districts the option to conduct contests via online streaming. If the Board approves, the Club and District Planning Guides will be revised accordingly beginning with the 2017-2018 guides.

Oratorical Contest Rules Revision – Timing

Rationale: The Committee noted that several instances occurred at the World Oratorical Championships whereby contestants took the opportunity to speak an inordinately large amount of
words prior to stating the topic. In order to promote fairness to all contestants, the Committee requests that all contest rules be revised to begin timing when the speaker says the first word even if the first word is the topic.

**Motion adopted**

Elcock/Butler Mona

That the Board of Directors approve a rule change to the Oratorical Contest to instruct timers to begin timing a speech at the first word spoken. The Club and District Planning Guides will be revised accordingly beginning with the 2017-2018 guides.

**Program Logos**

Rationale: The Committee reviewed a list of suggested program logos that have updated to coincide with the new Oratorical logo. With some minor suggestions for revisions, the attached were adopted by the Committee as the new logos for the scholarship and community activity programs. After this Board of Directors meeting the logos will be distributed to Clubs and Districts to begin using immediately.

**Motion adopted**

Prillaman/Boyd

That the Board of Directors approve the new Programs logos as attached to these minutes.

On behalf of the Board of Directors, Director Sue Creswell thanked Chair Don Brose for the report.

The meeting recessed at 2:45 p.m. 3:01 p.m

**South Carolina District Dues Increase Request – Reconsidered from Page 11**

**Motion failed**

Prillaman/Creswell

For: Weinsoff

That the Board of Directors approve the South Carolina District’s request for a $5.00 per year Dues Increase (billed quarterly) $16 to $21, effective October 1, 2016.

**MARKETING COMMITTEE REPORT**

The report of the Marketing Committee was presented to the Board of Directors by Committee Chair André Therrien via GoToMeeting.

**Identity, Style and Implementation Guide**

Rationale: The 2015-16 Marketing & Communications Committee developed a comprehensive strategic rebranding proposal that involved several elements and the board approved to proceed in the development of this program. As approved in April, the Committee developed an official identity, style and implementation guide. Please refer to Attachment A for a draft of the Optimist International Brand Identity Guidelines handbook. Please note that this is a CONFIDENTIAL draft document and should not yet be shared with anyone outside of the Board of Directors. Presented is a quick reference
for District identity and a quick reference for Club identity. The Guide will be available to existing Clubs on October 1, 2017.

Motion adopted as amended
Weinsoff/Butler Mona
That the Optimist International Board of Directors approves the Optimist International Brand Identity Guidelines handbook with the exception of the “Elevator Speech.”

Policy ICD-12; Support of a Unified and Strategic Consistent Message

Rationale: To comply with the rebranding proposal and the branding guidelines, the Marketing & Communications Committee proposes to revise a communications policy for a consistent and concise strategic message from Optimist International.

Motion adopted
Prillaman/Kondrasuk
That the Optimist International Board of Directors revise Policy ICD-12 Communications Policy - Branding and Mission Statements by adding the following statement: All promotional and informational pieces distributed by Optimist International must comply with the official branding guidelines. A consistent and concise message will better portray our brand for internal and external markets. Effective October 1, 2017

On behalf of the Board of Directors, Director Rebecca Butler Mona thanked Chair André Therrien for the report.

LEADERSHIP DEVELOPMENT COMMITTEE REPORT

The report of the Leadership Development Committee was presented to the Board of Directors by Committee Chair Jan Oord Graves via GoToMeeting.

French Materials for optimistleaders.org Website (Reconsidered – See Page 19)

Rationale: The Leadership Development Committee has been working on revising many documents from the old Optimist Leaders website to be ready for the launch of the new Optimist Leaders web pages. The 2015 Leadership Development committee began this process by revising many of the training materials for the Club President, Lt. Governor and some of modules. The English version of these documents were sent up to the Canadian Service Center for translation in April of this past year and not many have been completed and returned. The new Optimist Leaders website is almost ready to launch but both the French and English versions of materials must be available before anything gets posted on the website per OI policy. Additionally, there is concern that some of the documents that were revised in 2015 will now be out of date again so both the French and the English documents will have incorrect information. Consulting with the Canadian Service Center to obtain correct pricing information, it was learned that the standard rate for translation is $.18 cents per word. The word count for the 2015 documents was determined and it is forecasted that will be approximately the same for the 2016-17. In order to have translation done in a timelier manner, the Leadership Development Committee requests:
Motion adopted tabled to tomorrow

That the OI Board of Directors approves $14,000 additional money to have the 2015 documents and 2017 revised documents translated as quickly as possible.

Budget: $14,000 (2016-2017 Budget)

The Professional Development Program (PDP)

Rationale: The Professional Development Program (PDP) was introduced at the Convention in Quebec City last year as a way for Members to build their professional skills that will contribute to building their resumes. The Ad Hoc Young Persons Advisory Committee was asked to give input and the program was finalized right after the Convention was over. This new program will be offered in addition to the current Personal Growth & Involvement program (PGI). All members will start at level one in the PDP program and advance through the various levels by meeting the established criteria for each level. Officer experience such as having served as a Club President or a District Governor will count for both programs. Serving on a District Committee or as a Project Chairman are activities that will have to be repeated for credit. After working with the Ad-Hoc Young Persons Advisory Committee, it is felt that the Professional Development Program will be a “selling point” for potential members that are looking for opportunities to build skills that increase their value in the work force and help to build their resume. It is also believed that businesses will see the value of supporting an employee’s membership in our organization due to the opportunities for skill development and practice for less experienced employees. The Leadership Development Committee sees this as an opportunity for new growth for this organization. The Leadership Development Committee determined that there needs to be a tracking method for members to be able to know where they are in the PDP program similar to the Passport that is used for the PGI program. The Committee decided that some type of tri-fold brochure with the requirements from each level of the PDP program printed on it should be made available along with forms that are PDF fillable and available on the OI Website that can be completed and sent via email to OI for processing. Unlike the PGI program, members who complete any of the first ten levels of the PDP program will receive a certificate for completion of each level. The members that complete any of the advanced levels 11-13 will receive a pin for completion.

In order to continue to promote this new program, a “Frequently Asked Questions” page is being developed to give to members about the program along with a PowerPoint presentation that explains what the program is about and the requirements for the various levels. These items will be available on the web page. Finally, a webinar will be held on January 17, 2017 and recorded about the Professional Development Program. Members that are able to participate in the webinar will be able to ask questions of the presenter during the session. The webinar will be available to be viewed by Members who were not able to participate and will become part of the On-line training that will be available to all Members. The money requested will cover the cost of purchasing webinar software that will not only be used for the Professional Development Program but for webinars that will be presented by the Leadership Development and New Club Building Committees as well as any other area in the organization that would like to use it. The brochures should last for at least this first year as there has been a lot of excitement about the new program organization-wide and materials are being requested on a frequent basis.

Motion adopted

That the Board of Directors approves money to purchase PDP Tracking brochures, pins and software. Budget: $1,500.00 (2016-2017 Budget)
On behalf of the Board of Directors, Director Judy Boyd thanked Chair Jan Oord Graves for the report. The meeting recessed at 4:12 p.m. and reconvened at 4:30 p.m.

MEMBERSHIP COMMITTEE REPORT

The report of the Membership Committee was presented to the Board of Directors by Committee Co-Chair Janet Lloyd via telephone.

Member Sponsor Drawings

Rationale: A majority of current Optimist Members have never sponsored a new Member. Once someone has sponsored their first Member, they are much more likely to continue sponsoring Members. Increasing the number of current Members who are actively attempting to bring in new Members will help grow the organization.

Substitute motion adopted

| Butler Mona/Kondrasuk |
---|---|
That the Board of Directors promotes the sponsorship of new members by funding three $500 draws per quarter as follows:  
   a. Two $500 Awards for Members sponsoring their first new Member  
   b. One $500 Awards for all other Optimists sponsoring a new Member  
Fiscal Impact: $1,500 will be awarded per quarter for an annual cost of $6,000 is being requested from the 2016-2017 budget.

That the Board of Directors promotes the sponsorship of new members by funding drawings each quarter during the remaining three quarters of the 2016-17 Optimist year as follows:  
   a. From the pool of members sponsoring their first new member, draw one winner each quarter;  
   b. From the pool of members who have previously sponsored members, draw one winner each quarter;  
   c. For each drawing, award $500 to the sponsor’s club and provide free Optimist International dues to the sponsoring member for the next full year.

Distinguished District Membership Chair Award

Rationale: Active and engaged District leadership is critical to the growth and success of Optimist International. Many people respond positively to incentives and goals. There is no such program in place for District Membership Chairs.

Motion failed

| Creswell/Paquette |
---|---|
That the Board of Directors adopt a new policy as per the following requirements and awards for becoming a “Distinguished” District Membership Chair:  

D=-xxx
a. Work with the Governor and NCB Chair to develop and promote growth incentives
b. 75% of Clubs in the District add at least one new Member
c. 50% of Clubs in the District hold a Membership event (i.e. N.O.W.)
d. 35% of Clubs in the District end the Optimist year as an Honor Club

Each District Chair who becomes “Distinguished” will have their choice of a $250 gift card to an OI authorized vendor, a $250 grant for their Club or District, or an OI Convention registration. They will also receive a plaque and their picture in the Optimist Magazine.

Fiscal Impact: Based on historical membership data, these stretch goals will create a challenge for any District Chair. We believe no more than 5 District Chairs per Optimist year will reach “Distinguished.” The cost for each of these would be $250 award + $50 for the plaque = $300. We estimate the annual financial impact to be $1,500 for the 2016-2017 year and continued on each year into the future.

Continuity on the Membership Committee

Rationale: The International Membership Committee currently serves a one-year term and is replaced each year by a (usually) entirely new Membership Committee as appointed by that year’s International President. This makes it very difficult for each Committee to establish, analyze, and modify yearly programs or incentives. By the time the Committee meets, it is too late to roll out an incentive/program to start October 1st. When the Committee is replaced on September 30th, there is no opportunity to analyze successes and failures and make appropriate modifications. The incoming Committee will typically abandon the previous Committee’s efforts for their own. We believe these issues could be remedied by establishing continuity on the International Membership Committee.

Motion failed Prillaman/Paquette
That the Board of Directors adds the following paragraph to Policy I-70:

K. The Membership Committee shall be a “rolling” Committee with 9 members serving 3-year terms. Each year, three (3) members will leave the Committee and three (3) new members will be appointed by the International President. The International President will hold discretion over the initial committee member terms, appointing the chairperson, and filling vacancies.

Window Decals

Rationale: We provide Optimist window decals for Friends of Optimist but not our regular Members. Window decals can be an effective form of marketing by creating further exposure for our organization. Many Members would likely appreciate the decals as another benefit of membership.

Motion adopted Prillaman/Creswell
That the Board of Directors allocates enough money to print 4 x 4 window decals with the Optimist logo and begin including them in the new Member kits. Any existing Members who want a decal will be sent one free of cost.

Fiscal Impact: 20,000 decals sent out per year (15,000 new Members and 5,000 extra for existing Members) would cost $3,200 per year with an additional $200 in postage. The impact to the 2016-2017 budget would be $2,400 since the 1st quarter will be over before we start and $3,200 for each year in the future.
Clarification on Policy ICD-135

Rationale: The Committee feels that the wording on the current ICD-135 policy could result in some confusion regarding the number of members a Club must be positive in order to be “Distinguished.”

Motion adopted Kondrasuk/Weinsoff
That the Board of Directors approves the following revision to Policy ICD-135:

1. Distinguished Club
   (Watch for Club President and Secretary and/or Treasurer, a banner patch with the Club President’s name; thereafter a year bar with Club President’s name and watch)
   a. Meet Honor Club Criteria plus one of the following:
   b. Add Net + 15* in membership OR Build one or more new Clubs OR
   c. Increase by Net + 8* and build two or more JOQI Clubs
   *These are the total amounts of net member increases required. The +3 required for Honor Club is included in the +15 or +8 required for Distinguished Club.

On behalf of the Board of Directors, Director Mark Weinsoff thanked Co-Chair Janet Lloyd for the report.

The meeting recessed into executive session at 5:16 p.m. and recessed at 6:00 p.m.

Saturday, December 10, 2016

The meeting reconvened into regular session at 8:00 a.m.

TECHNOLOGY COMMITTEE REPORT

An informational report of the Convention Committee was presented to the Board of Directors by Committee Chair Meghan Lewis via GoToMeeting. On behalf of the Board of Directors Nick Prillaman thanked Chair Meghan Lewis for the report.

JCI AGREEMENT MOTION

Motion adopted Boyd/Kondrasuk
To approve a draft resolution for a partnership relationship with JCI-USA.
CONVENTION COMMITTEE REPORT

The report of the Convention Committee was presented to the Board of Directors by Committee Chair Joanne Ganske via telephone.

2017 International Convention Registration and Meals

Rationale: The budget for the 2017 International Convention is set, based on a projection of 1000 paid registrants. The International Convention Committee recommends establishing the following registration fees and meal prices for the 2017 International Convention in Albuquerque, New Mexico:

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<th>Motion adopted</th>
<th>Creswell/Prillaman</th>
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<td>The Board of Directors hereby approves the following registration fees and meal costs for the 2017 Albuquerque, New Mexico Convention:</td>
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Member Registration  
Adult Member (no meals):  
Early Bird - $210.00 US/$252.00 CN; Regular - $260.00 US/$312.00 CN

Adult Member Registration and Meal Package:  
(includes: Fellowship/Old Timers Breakfast; Appreciation Luncheon; President’s Banquet)  
Early Bird - $310.00 US/$372.00 CN; Regular - $360.00 US/$432.00 CN

College Member (no meals):  
$75 US/$90.00 CN

Youth Activities (non-JOI) (some meals included):  
Early Bird - $165.00 US/$198.00 CN

Ala Carte Optional Group Meals for Registered Members  
Club President-Elect & Lt. Governor-Elect Breakfast - $25.00 US/$30.00 CN  
Fellowship/Old Timers’ Breakfast - $30.00 US/$36.00 CN  
Appreciation Luncheon - $40.00 US/$48.00 CN  
President’s Banquet - $50.00 US/$60.00 CN

Nonmember Guests (must be guest of registered member)  
Opening Ceremony (ticket only-no badge) $25.00 US/$30.00 CN  
Fellowship/Old Timers’ Breakfast ticket (ticket only-no badge) $35.00 US/$42.00 CN  
Appreciation Luncheon ticket (ticket only-no badge) $45.00 US/$54.00 CN  
President’s Banquet ticket (ticket only-no badge) $55.00 US/$66.00 CN

*All fees to increase an additional $20 US/$24 CN on site

**The Canadian rates are fixed and based on 1.2 currency exchange

LEADERSHIP DEVELOPMENT COMMITTEE REPORT (CONT’D) (SEE PAGE 14)

French Materials for optimistleaders.org Website

Rationale: The Leadership Development Committee has been working on revising many documents from the old Optimist Leaders website to be ready for the launch of the new Optimist Leaders web pages. The 2015 Leadership Development committee began this process by revising many of the training materials for the Club President, Lt. Governor and some of modules. The English version of these documents were sent up to the Canadian Service Center for translation in April of this past year and not many have been completed and returned. The new Optimist Leaders website is almost ready
to launch but both the French and English versions of materials must be available before anything gets posted on the website per OI policy. Additionally, there is concern that some of the documents that were revised in 2015 will now be out of date again so both the French and the English documents will have incorrect information. Consulting with the Canadian Service Center to obtain correct pricing information, it was learned that the standard rate for translation is $.18 cents per word. The word count for the 2015 documents was determined and it is forecasted that will be approximately the same for the 2016-17. In order to have translation done in a timelier manner, the Leadership Development Committee requests:

Motion adopted to table to March Board meeting Paquette/Prillaman
That the OI Board of Directors approves $14,000 additional money to have the 2015 documents and 2017 revised documents translated as quickly as possible.
Budget: $14,000 (2016-2017 Budget)

The meeting recessed at 8:50 a.m. reconvened at 9:10 a.m. with reports from Vice Presidents via teleconference.

NEW CLUB BUILDING COMMITTEE REPORT

The report of the New Club Building Committee was presented to the Board of Directors by Jim Boyd for Committee Chair Jim Oliver.

Club Within A Club

Rationale: The Committee is endorsing an initiative to promote the development of a “Club Within a Club” modeled after the successful young professional’s club that is a part of the Lake Lotawanna Optimist Club in the West Missouri District. Many long standing Clubs have difficulty in attracting younger members. Work force changes have made it difficult for some potential members to attend traditional breakfast or lunch style Club meetings. Social and cultural changes, episodic volunteering and mission/project driven focus presents new opportunities that may be addressed in creative meeting and operational style. The Social Club or Club Within a Club would meet once or twice a month in a more social setting in early evenings, with a focus on networking and social gathering. The young professionals group provides a traditional Club with an increased volunteer work force to tackle more complex project. It also will provide a platform for younger professionals to join an Optimist Club for their goals of networking, social activity with the availability of volunteering for activities of interest and impact in the Community. New Club Building credit would be given to any existing Optimist Club that adds 15 members for the Club Within a Club. Two Builders of Excellence designations would also be granted. The Secretary-Treasurer of the host Club must submit a roster of at least 15 members for the group to be recognized and it is recommended the new group have representation on the existing Club’s Board. Regular dues will apply and the 30 under 30 program can be used for the development process. While the program was launched with the provision that members of this new group must not have been an Optimist member for the 12-month period prior to the new Club’s formation, the New Club Building Committee believes that is too long. It supports a period of four months before a former Optimist would become eligible for this new program. The Committee encourages the Board to consider making this adjustment to the program.
Motion adopted Creswell/Paquette
That the OI Board of Directors modify the “Club Within a Club” Initiative to allow former members of Optimist International to be a part of the new group after four months have elapsed since membership ceased. Budget Impact: None

On behalf of the Board of Directors Judy Boyd thanked Jim Boyd for the report.

DISTRICT POLICIES REVIEW

Rationale: Board Director Nicole Paquette noted that the current Ohio District Policies does not include the Governor-Elect as a District Officer.

Motion adopted Paquette/Prillaman
That the Ohio District revise its policies to include the Governor-Elect as an Officer of the District as soon as possible. The current policies will be accepted as this year’s requirement for the November allotment.

The meeting recessed at 10:00 a.m. for the Youth Programs Foundation Board of Directors meeting. (see separate minutes) and reconvened at 10:45 a.m.

COLLEGE CLUBS

Motion adopted Prillaman/Weinsoff
That the Board of Directors approve the creation of an Ad Hoc College Club Committee to report to the Board of Directors by mid-February, 2017.

Motion adopted Boyd/Paquette
To adjourn the meeting.

There being no further business, the meeting adjourned at 11:03 p.m. with the recitation of the Optimist Creed.

Benny Ellerbe
Executive Director/Secretary

Attachments: New Clubs Built in 2015-2016
Program Logos
## New Clubs Annual Report (By District) 2016

### District | Sponsor Club | New Club | Charter Date | Initial Mbrs | Final Mbrs | # Clubs |
--- | --- | --- | --- | --- | --- | --- |
ALBERTA, MONTANA, SASKATCHEWAN & NORTHERN WYOMING | 13 - AMSENI - 203, 13521 - BLACKFALLS, AB | 203, 13575 - CLEARVIEW MOUNTAIN, AB | 09/28/2016 | 18 | 19 | 22 |
| 13 - AMSENI - 205, 13540 - EDMONTON-DINNER, AB | 205, 13574 - SAFESTART-EDMONTON, AB | 09/14/2016 | 27 | 27 | 43 |
| 13 - AMSENI - 207, 13574 - SASKATOON-HUB CITY, SK | 207, 13572 - WARMAN, SK | 01/24/2016 | 20 | 25 | 10 |
| 13 - AMSENI - 207, 13572 - WARMAN, SK | 207, 13573 - WATSON & REGION, SK | 06/05/2016 | 19 | 19 | 28 |

**4 SUB TOTALS:** 84 90

ARKANSAS | 34 - TA | 305, 34153 - YA YA XPRESS-TENNARK, AR | 031, 34154 - HIGHWAY 365, AR | 10/24/2015 | 27 | 27 | 5 |
| 34 - TA | 305, 34025 - FORT SMITH, AR | 305, 34153 - YA YA XPRESS-TENNARK, AR | 10/16/2015 | 28 | 28 | 3 |

**2 SUB TOTALS:** 55 55

ASSOCIATE CLUBS | 79 - ASSOC | 200, 79643 - OPTIMIST INTERNATIONAL, GHANA | 201, 79645 - TEMA DISTRICT, GHANA | 11/29/2015 | 21 | 21 | 8 |

**1 SUB TOTALS:** 21 21

ATLANTIC CENTRAL | 02 - AC | 204, 02653 - MEDIA-ROSE TREE, PA | 204, 02425 - FIRST STATE, DE | 10/19/2015 | 19 | 19 | 4 |

**1 SUB TOTALS:** 19 19

CALIFORNIA SOUTH | 41 - CALSO | 203, 41115 - SAN DIEGO-DOWNTOWN, CA | 203, 41655 - CHAMORRO-SAN DIEGO, CA | 11/07/2015 | 26 | 28 | 6 |

**1 SUB TOTALS:** 26 28

CARIBBEAN | 78 - CAR | 204, 78329 - SUNSET LIGUANE, JA | 204, 78587 - PROGRESSIVE LIGHTS-MONTEGO BAY, 06/17/2016 | 19 | 29 | 41 |
| 78 - CAR | 206, 78568 - EWARTON, JA | 06/19/2016 | 19 | 19 | 46 |
| 78 - CAR | 207, 78235 - OLD HARBOUR, JA | 207, 78591 - SOUTH CENTRAL CLARENDON, JA | 06/28/2016 | 16 | 16 | 64 |
| 78 - CAR | 208, 78512 - MAMMEE BAY, JA | 208, 78585 - NEW GOLDEN LYDFORD, JA | 03/21/2016 | 16 | 18 | 18 |
| 78 - CAR | 208, 78245 - ST. ANNS BAY, JA | 208, 78690 - YORK CASTLE, JA | 09/25/2016 | 32 | 34 | 57 |
| 78 - CAR | 210, 78966 - BARBADOS BRIDGETOWN, BA | 210, 78686 - SOUTHERN STARS, BARBADOS | 06/16/2016 | 18 | 21 | 32 |

**6 SUB TOTALS:** 120 148
## New Clubs Annual Report (By District) 2016

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<th>New Club</th>
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