

MINUTES

BOARD OF DIRECTORS MEETING

January 9-10, 2015

International Headquarters Office
St. Louis, Missouri

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

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

Also in attendance on Friday, January 9, 2015:

Lyle Merriam	President	Canadian Optimist Childrens Foundation
Yves Berthiaume	President-Elect	Canadian Optimist Childrens Foundation
Melvin Betts	President	Optimist International Foundation
Edwin Finn	President-Elect	Optimist International Foundation

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, January 9, 2015

Immediate Past President Ron Huxley called the first regular meeting of the 2014-15 Optimist International Board of Directors to order at 8:00 a.m. with an invocation by Audit & Finance Chair Paul Lucas, the Pledge of Allegiance led by President-Elect Dave Bruns, and a toast to all countries with an Optimist Club was led by Board Director Marlene Phillips. Immediate Past President Ron Huxley led the recitation of the Mission Statement. Certificates of Office were presented to the incoming board members by President Ken Garner.

Motion adopted

To appoint Executive Director Benny Ellerbe as parliamentarian for the meeting.

ADOPTION OF CONSENT AGENDA ITEMS

Motion adopted

Katz/Creswell

To adopt the consent agenda as presented.

Approval of Board Meeting Minutes

May 21, June 11, July 9, 2014 Board Meeting

Motion adopted

To approve the minutes of the May 21-June 11-July 9, 2014 as presented.

E-ballots

Motions adopted to confirm the adoption of the E-ballots approved since the previous Board of Directors meeting::

To confirm the July 31, 2014 E-Ballot: **Urban Growth Proposal**

Motion defeated:

That the Board of Directors approve a pilot program for urban growth targeting large urban distressed areas (LUDAs). Waive Charter Fees for up to ten Clubs built in LUDAs during the time frame of August 1, 2014 through January 31, 2016 on an urban growth project. The eligibility of the LUDA is subject to the approval of the Executive Director and/or International President.

(Revenue impact: potential loss of \$4,000 Charter Fees which would be offset by annual dues revenue of \$925+ per new Club)

To confirm the adoption of the August 6, 2014 E-Ballot:

To decline all three offers on the sale of the headquarter building and hold to our asking price.

To confirm the adoption of the August 19, 2014 E-Ballot:

To counter both proposed offers with our original listing price of \$3.44 mil.

To confirm the adoption of the August 26, 2014 E-Ballot:

To accept the approve the negotiation of a contract with the Khani Family, (outline below) in summary \$3,340 million, 90 days to close, \$50,000 earnest monies, negotiate staying for a while in the building, at some undetermined rate and needs. Khani Family will purchase the building and take their time to develop the property, hence not dependent upon securing city/government approvals. To develop the contract/agreement as soon as possible.

To confirm the adoption the September 2, 2014 – E-ballot:

That the International Board of Directors approve the merger of Clubs FOOTHILLS OF TUCSON, AZ (31184) and MARANA, AZ (31000) - (Charter of 31184 to be dropped without penalty), with its merged Club number as 31000 and adopted name and Bylaws under the MARANA-FOOTHILLS, AZ Optimist Club.

To confirm the adoption of the October 31, 2014 – E-ballot: CCC MATCHING GRANTS

That the Board of Directors ask the Optimist International Foundation and the Canadian Childrens Foundation to administer the Matching Grant Programs.

To confirm the adoption of the November 5, 2014 Eballot: CAPVA Special Convention

That the Board of Directors approve the request from the Capital Virginia District (16) to hold a special convention meeting on November 15 to hold an election for Governor-Elect.

October 29, 2014 Videoconference Board of Directors Meeting

Motion adopted

To approve the minutes of the October 29, 2014 Videoconference Minutes as amended:

Page 1 – Add: Dave Bruns, President-Elect, Topeka KS

Add: Judy Boyd’s City: Urbandale, IA

Add: Maria Carson’s Title - Controller

Approval of Club Charters

Motion adopted

That the 44 new Optimist Clubs organized in 2013-2014 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

To adopt the agenda as presented.

Phillips/Oliver

PRESIDENT’S REPORT

President Ken Garner addressed the Board of Directors and reviewed his written report.

2013-2014 ADMINISTRATIVE YEAR'S PERFORMANCE

Immediate Past President Ron Huxley addressed the Board of Directors and reviewed his written report.

PRESIDENT-ELECT’S REPORT

President-Elect Dave Bruns addressed the Board of Directors and reviewed his written report.

Young Members Advisory Committee

Motion adopted

Phillips/Quinlan

That the Board of Directors approve the creation of an Ad Hoc Young Members Advisory Committee as appointed by the International President.

JOOI PRESIDENT'S REPORT

JOOI President Javanni Waugh addressed the Board of Directors and reviewed his written report.

“Optimist” in all JOOI, Octagon, and Alpha Club Names

Motion adopted

Garner/Phillips

To refer to the JOOI Board and the Marketing, Youth Clubs, and Governance Committees to study incorporating the word “Optimist” into each JOOI Club (including Alpha and Octagon Clubs) and report to the Board in April.

On behalf of the Board of Directors Ron Huxley, Ken Garner, and Dave Bruns thanked Javanni Waugh for the report.

The meeting recessed at 9:39 a.m. and reconvened at 9:54 a.m.

EXECUTIVE DIRECTOR'S REPORT

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

Canadian Official Supply Vendor

Motion adopted

Phillips/Boyd

That the Board of Directors approves Ansell Awards to be the official supply vendor for Canada.

OPTIMIST INTERNATIONAL FOUNDATION REPORT

The report of the Optimist International Foundation was presented to the Board of Directors by President Mel Betts. He stated that the Optimist International President has been officially voted on and will be an ex officio member of the Foundation Board of Directors. On behalf of the Board of Directors President Ken Garner thanked President Betts for the report.

CANADIAN CHILDREN'S OPTIMIST FOUNDATION REPORT

The report of the Canadian Children's Optimist Foundation was presented to the Board of Directors by President Lyle Merriman.

Childhood Cancer Campaign

Motion adopted

Phillips/Quinlan

That the Optimist International Board of Directors relinquish the administration of the Childhood Cancer Campaign Program in Canada to the Canadian Childrens Optimist Foundation.

On behalf of the Board of Directors President-Elect Dave Bruns thanked President Merriman for the report.

AUDITOR'S REPORT

Amy Altholtz CPA, Partner, Ted Williamson, CPA, Manager, and Stacy Peter, Engagement Manager of Rubin Brown addressed the Board of Directors.

The meeting recessed into executive session at 10:49 p.m. and reconvened into regular session at 11:38 a.m.

Reception 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 Audit & Finance Committee accepted the auditors' report.

Motion adopted

Phillips/Creswell

That the Board of Directors hereby receives the audit report for the fiscal year 2013-2014 as presented by Rubin Brown, LLP-CPA's.

Appointment of Auditors

Rationale: The Audit & Finance 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 2014-2015 fiscal year.

Motion adopted

Phillips/Quinlan

That the Board of Directors hereby appoints Rubin Brown, LLP-CPA's as the auditors for the 2014-2015 fiscal year.

AUDIT & FINANCE COMMITTEE REPORT

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

Reaffirmation of Board Fiscal Responsibility; Policy I-70

Rationale: The Committee discussed the mandate for International Committees to review their budgets prior to their first meeting each year. The Audit & Finance Committee strongly feels that all committees should adhere to the policy that was adopted by the Board of Directors and submit the "Fiscal Impact Form" as required. It was suggested that the form continue to be included in the President's "Charge Letter" each year.

Motion adopted

Phillips/Quinlan

That the Board of Directors reaffirm Policy I-70 Paragraph C and the Financial Impact Form 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.

Optimist International Fiscal Year 2014-2015 Budget

Rationale: The Audit and Finance Committee reviewed the 2014-2015 fiscal year budget. The proposed revisions to update this budget based on known subsequent events includes excluding a pension expense line for one year, the increased convention registrations fees, the cost of online voting, and the December billing adjustment. It should be noted that the Finance Committee, while recommending no pension provision for this year, will continue to review the pension in consultations with the Pension Trustees and future expenses remain possible.

Motion adopted

Bruns/Phillips

That the Board of Directors approve the revisions to the fiscal year 2014-2015 budget as presented.

Master Schedule of Dues and Fees

Rationale: The Board approved the 2014-2015 Master Schedule of Dues and Fees in July. The Committee discussed the New Club Building's request to revise the New Club Charter fee to a flat \$425 without the \$1 per member additional cost and agrees with their premise and proposal. Should the Board of Directors adopt the proposal being offered by the New Club Building to revise the charter fee, the Master Schedule will have to be revised to reflect the revision. The Finance Committee believes such a change would have minimal financial impact while simplifying the New Club Building process.

Motion adopted to table to after the NCB Report Phillips/Creswell

That the Board of Directors adopt the Master Schedule of Dues and Fees as presented in Exhibit E for the Fiscal Year 2014-2015 should the New Club Building Charter fee revision proposal be adopted. (See Page 13)

Policy I-18; Travel Chart

Rationale: Previously, new Board members were not elected until Convention, and therefore not eligible for any travel expenses. In 2014, the Board approved that no travel reimbursements be granted to newly elected members upon implementation of the pre-Convention online voting. However, the Committee firmly believes that the newly elected officers to the Board of Directors should be in attendance at the Convention Board of Directors meeting and that the Travel Chart be revised to reflect that once the three elected Board members are confirmed, they be entitled to the same travel expenses (not spouses) as board directors to convention and board meetings (\$100/per diem and travel). Use of this standard for all three newly elected members would provide for reasonable reimbursement and consistency. The Committee also reviewed all of the other various allowed expense reimbursed allowed in the Travel Chart.

Motion adopted

Phillips/Bruns

That the Board of Directors adopt the Travel Chart as presented.

Leadership Summits Policy

Rationale: The Committee expressed concern that whether or not Leadership Summits are held in any given year is determined year to year by the incoming President. In order to accommodate future planning for training and growth initiatives, there needs to be consistency from year to year.

Motion adopted

Garner/Boyd

That the Board of Directors adopt and new policy to state: “**Leadership Summits will be permanent meeting events.**”

Incorporation of Other Service Club Organizations into Optimist International

Rationale: The Board of Directors has been considering this issue for the past few years in strategic planning meeting. The Audit & Finance Committee also considered the fact that there is under-utilized space in the Headquarters Building that could easily accommodate a modest staff from another organization similar to ours. However, without clear Board direction and individual responsibility, such efforts may not proceed. The Committee also believes that while Executive Director involvement would be critical, the initial efforts of any such plan must be volunteer to volunteer. The following motion is offered to begin the process of approaching other organizations to combine operations with Optimist International.

Motion adopted

Creswell/Phillips

That the Board look for opportunities to partner or join with other service organizations sharing the mission of Optimist International, and identify the President and President-Elect as the officers to lead such negotiations as well as to bring specific proposals to the Board.

The meeting recessed at 12:09 a.m. for lunch, reconvened into executive session at 1:05 p.m. the convened in regular session at 1:30 p.m.

Convention Registrations to Cover Actual Costs

Rationale: The Committee was extremely concerned about the expenses that exceeded budget at the Las Vegas Convention, and the magnitude of such shortfall versus the budget – as well as (notably) updates presented to the Board as late as the meeting immediately prior to the start of Convention. It was also noted that meal prices have not met the actual cost in many years. While overall expense control and management is an issue that deserves further review (Motion J below), the Committee believes that the root issue is charging less for events than the direct costs for that event, which leaves no revenue to cover Convention overhead expenses. The Committee feels that it is imperative that registration fees should at least meet the cost of events, and that the Board should direct that prices be increased and/or expenses be reduced accordingly.

Motion adopted as amended

Phillips/Quinlan

That the Board of Directors simplify registration prices and mandate that prices cover costs, including meals as shown below.

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

Adult Member or Guest Discount/Early Bird (no meals) - \$215
Adult Daily (no meals) - \$110
Youth (non-JOOI) (4 day program) - \$145
Club President-Elect & Lt. Governor-Elect Breakfast - **\$32.00**
Appreciation Luncheon - **\$45.00**
Fellowship/Old Timers' Breakfast - **\$40.00**
President's Banquet - \$70.00
Non-registered, non-member guest to President's Banquet - \$75.00

Convention Package

Motion adopted

Bruns/Garner

That the Board of Directors approve an optional for Convention Package Fee of \$350 for registration and three meals (Appreciation Luncheon, Fellowship/Old Timer's Breakfast, and the President's Banquet).

Ad Hoc Convention Review Committee

Rationale: The Committee feels that since there is no longer a Convention Committee per se, there needs to be some volunteer oversight of convention structure and consideration of philosophical convention issues and practices. More critical from the Committee's standpoint, given the fiscal results of the 2014 Convention in Las Vegas, is additional volunteer oversight of the spending, expense control and cost containment is needed to avoid repeating this large deficit, whereby the 2014 Convention operated at a significant deficit per attendee, and ensuring that the total costs of this event do not serve to reduce attendance, compounding the fiscal problem and reducing the number of future leaders who can afford to attend. It is the recommendation of the Committee that this Ad Hoc Committee be charged with furthering the goals of motions as approved as well. This Ad Hoc Committee take responsibility for all aspects of Convention and report back to the Board at the April and July Board meetings regarding suggested enhancements to increase attendance, reduce costs, future opportunities, and enhance the overall Convention experience.

Motion adopted

Phillips/Bruns

That the Board of Directors endorse the creation of an Ad Hoc Convention Review Committee.

The following were appointed to the Ad Hoc Convention Review Committee by President Ken Garner: Mike Allen, Chair (Convention Chair); Ken Garner (President); Dave Bruns (President-Elect), Paul Lucas (Audit & Finance Committee Chair); Claire Labrèche (Convention Committee member); Tracy Huxley (Leadership Development Committee Member); Ronda Vaughn; Connie Pellock; and Stephanie Monschein.

First Timers to the International Convention

Rationale: Noting the exceptional number of First Timers at the 2014 Convention, and noting that retaining these attendees at future Conventions, and continued expansion of First Timers, are the most immediate way to increase attendance and help solve the fiscal concerns of Conventions brought about, in part, by historical decreased attendance and resulting decrease in revenues to cover fixed

costs, the Committee discussed ways to directly target these Optimists. The Committee questioned how to get a higher percentage of First Timers to come back to the next convention. It was agreed that the First Timers Workshop must be taken more seriously than it has previously; and it was noted that workshops were hard to find in Las Vegas. With the loss of a convention day of meeting, scheduling around all events was difficult to accomplish, but the Committee believes this orientation is important and necessitates additional volunteer and leadership oversight, and possible expansion to improve the First Timer experience. Discussion about the addition of a Second Timers meeting might be worthwhile as well. It was additionally suggested that First and Second timers be acknowledged at the banquet in some manner in order to recognize these future leaders as the true VIPs of the Convention. While a previous proposal proposes a structure to consider and implement such, the Committee believes that Board action would further these efforts and provide the Ad Hoc Convention Review Committee with clear direction on this critical item.

Motion adopted

Garner/Creswell

That the Board of Directors direct the Ad Hoc Convention Committee and staff to implement a plan to follow up with convention first timers into second timers and seek additional ways to improve the Convention experience for these Optimists.

Bi-Annual Convention

Motion adopted

Quinlan/Phillips

That the Ad Hoc Convention Committee consider the viability of an bi-annual convention

Convention Meeting Dates

Motion adopted

Garner/Quinlan

That the Ad Hoc Convention Committee consider the option of moving the convention to the end of September, August, or October to coincide with the end of the fiscal year.

Policy I-104; Convention Standards

Rationale: The Committee reviewed the policy and noted several inconsistencies with practice and that the policies city bid requirements are too stringent for Tier 3 cities to be considered. The Committee also asked staff to bid production costs to prove that the current production company is providing the lowest possible cost.

Motion adopted

Phillips/Garner

That the Convention Standards Policy be revised to accommodate the opportunity for Tier 3 cities to bid for the Optimist International Convention and that the Ad Hoc Convention Review Committee bring a proposed revision to the policy to the Board at its April 2015 meeting.

Credit Card Fees

Rationale: Significant revenues are being impacted by not recouping the credit card charges the banks charge Optimist International. About \$60K a year is being lost in these credit card fees, of which \$11K are attributable to Convention. The Junior Golf tournament comprises about \$34K of those fees

incurred through the OIYPF. While this motion pertains to credit card charges to Optimist International, the charges made to OIJGC and JOOI will be discussed during the Youth Programs Foundation meeting. The current credit card costs, which have been reviewed and determined to be within market, are about 3% per transaction. The committee believes that charging a credit card convenience fee would be appropriate, is consistent with other online purchases, would help recoup some of these costs, and should be implemented at this time. Notably, we would continue to offer payment via ACH transaction, with no fee, as such is much more cost efficient, only costing OI about \$0.15 per transaction. This would still provide members with a lower cost alternative way of paying their registration costs should they choose.

Motion adopted to table to later in the afternoon Katz/Creswell

That the Board of Directors approve revision of policy ICD-10 a convenience fee of 3% for each credit card charge.

Equitable Distribution of Funds in the Tennessee District

Rationale: The Committee noted that there is a projected fiscal year end surplus of \$3,600 remaining in the Tennessee District's bank account. The Committee discussed these reserves to determine if financial assistance should be made available for travel expenses incurred by the Districts involved in the Tennessee District's realignment, and decided the best way to disburse these funds was to disburse funds remaining after all 2014-2015 expenses have been paid to the districts absorbing these member clubs on a pro-rata basis.

Motion adopted

Garner/Phillips

That the Board of Directors split the remaining money in the Tennessee District's account to Arkansas, Georgia, and North Carolina West (should any Clubs be realigned there) on September 30, 2015, split proportionally based on membership as of March 31, 2015 or when last billing takes place.

Optimist International to Collect International and District Dues

Rationale: The Committee determined that staff can handle the collection of District dues along with the International dues billings with minimal costs to OI. Clubs can be invoiced directly for the District dues. Clubs could then receive one bill with one amount, making the payment of these amounts easier for member clubs. This would reduce the billing and collection issues for Districts, and provide enhanced service to District leadership. International dues would be fulfilled first from funds collected (should there be any discrepancy), then the District dues would be paid to the Districts periodically. In discussing implementation of this service, it was discussed that the most efficient way would be to provide a consistent service on the same basis to each District. Staff believes that implementation of this should be feasible by the start of the next fiscal year.

Motion adopted to table to the April meeting Garner/Phillips

Revision policy D-4, That the Board of Directors have Optimist International collect International and District dues effective October 1, 2015.

Optimist International Staffing

Motion adopted

Bruns/Phillips

That the Board of Directors approves a new policy regarding employees and staffing as shown below:

Optimist International Staffing

ID-29

All employees and paid staff of Optimist International are under the management and direction of the Executive Director. Only the Executive Director has the authority to hire and terminate staff.

Districts are administrative units of Optimist International and, as such, may not have paid staff or employees.

Districts may engage independent contractors for accounting, audit, administrative, or other services. These independent contractor agreements must meet governmental standards.

Goods and Service Tax (GST) and Québec Sales Tax Rebates

Rationale: During April 2010, we filed for Goods and Services Tax (GST) and Quebec Sales Tax rebates because of the determination by Raymond Chabot Grant Thornton, a major public accounting firm in Canada, that the Canadian Service Center operates for the purpose of supporting a United States Corporation - Optimist International. On December 27, 2014, the Government of Canada issued a settlement check to Optimist International in the amount of \$47,648.17 for the Goods and Services Tax (GST) rebates. The favorable GST settlement allows us the opportunity to refile for the Quebec Sale Tax (QST) rebates which total \$106,167. Revenu Quebec approved our claim for QST rebate in 2010. Then, Revenu Quebec reversed their approval after the Federal Government rejected our claim on the GST reimbursement.

Motion adopted

Phillips/Katz

That the Board of Directors accept an out of court settlement proposal with Revenu Québec for claim for Quebec Sales Tax (QST) input tax credits Quebec in the amount of approximately \$63,700.

On behalf of the Board of Directors President Ken Garner thanked Chair Paul Lucas for the report.

The meeting recessed at 2:55 p.m. and reconvened at 3:11 p.m.

CONVENTION COMMITTEE REPORT

An informational report of the Convention Committee was presented to the Board of Directors by Ronda Vaughn for Committee Chair Mike Allen. On behalf of the Board of Directors Board Director Jim Oliver thanked Ronda Vaughn for the report.

NEW CLUB BUILDING COMMITTEE REPORT

The report of the New Club Building Committee was presented to the Board of Directors by Committee Chair Esthermarie Hillman.

Policy I-102; International Development

Rationale: Optimist International already pays a set fee for insurance outside of the United States and Canada. Therefore, additional Members in these areas will not create a significant additional cost. With so few Clubs being organized in international areas, there will be little financial impact of reducing the fees for these Clubs. The benefit would be the increased likelihood of establishing a foothold in some of these international areas.

Motion adopted as amended deferred to the April meeting Katz/Quinlan

That the Board of Directors adopt the following revisions to Policy I-102:

International Development

I-102

Optimist International's primary focus for growth and Club establishment will be North America and the Caribbean. Optimist International will **only not** provide materials for groups organized outside of this area of concentration **electronically, or paid in full with shipping by the International Club or the Sponsor Club**, with discretion given to the Executive Director. **All correspondence will be in English or French. The Club is required to pay a Charter fee of \$200 upon formation, and then a Renewal Fee of \$200 each year on the anniversary date of the Club's Charter.** ~~If a group is organized in a developed international area*, it is required to pay a Charter Fee, Insurance fee and Tier One International dues.~~

~~If a club is formed in a developing nation* (excluding developing nations in the Caribbean), it shall be considered a Club Project. The Club or its Sponsoring Club would pay an Annual Franchise Fee of \$450.00 plus \$1.00 per Member each year on the anniversary date of the Club's Charter. In addition, a newly created awards i.e. an "Friend of International Accord award or banner patch or similar recognition) would be bestowed upon the Sponsor Club after one year completion as a Club. **These clubs would not qualify for the Recognition Program or the BOE awards.** They would be assigned un-districted status.~~

~~*As determined by World Bank~~

Note: This policy was reconsidered later in the meeting – See Page 20

Charter Fee Payment Change

Rationale: The purpose of this is to make the Charter fee simpler and easier for prospective Builders or Charter Members to understand and will result in no significant financial gains or losses either way.

Motion adopted to defer to the April meeting Quinlan/Phillips

Effective 10/1/2014, That the Board of Directors approves changing the Charter fee for new Clubs in Tier 1 countries from \$400.00 + \$1.00/Charter Member to a flat \$425.00, the Charter

fee for Tier 2 countries from \$300.00 + \$1.00/Charter Member to a flat \$325.00, and the Charter fee for Tier 3 from \$200.00 + \$1.00/Charter Member to a flat \$225.00.

Master Schedule of Dues and Fees

Motion adopted deferred to the April meeting

That the Board of Directors adopt the Master Schedule of Dues and Fees as presented for the fiscal year 2014-2015.

On behalf of the Board of Directors Board Director Rick Quinlan thanked Chair Esthermarie Hillman for the report.

The meeting recessed into executive session at 4:21 p.m. and reconvened into regular session at 4:52 p.m.

LEADERSHIP DEVELOPMENT COMMITTEE REPORT

The report of the Leadership Development Committee was presented to the Board of Directors by Committee Chair Nick Prillaman.

Guest Speaker at Convention

Rationale: The Leadership Development Committee determined that while the Guest Speaker at the Las Vegas was inspirational, it was not necessarily the “draw” for additional attendees at the Convention that were hoped for. The Committee agreed that there was not as much advance marketing for the Speaker as was hoped but the Committee did feel that the speaker added value to the Member’s Convention experience and so after discussion, the Committee determined that if a speaker could be found for a total \$5,000.00, it would be beneficial for Convention attendees but did not feel it would be necessary to spend more money to engage a “name” speaker for the Convention. The Committee feels that they can find \$2,500 of this money in their current budget, but would need the additional \$2,500 to come from OI.

Motion adopted

Quinlan opposed

That the Board of Directors approves hiring a motivational speaker for the 2015 Optimist International Convention in New Orleans with costs not to exceed a total of \$2,500.00.

Budget: \$2,500 (Fiscal Year 2014-2015)

Phillips/Creswell

On behalf of the Board of Directors Board Director Sue Creswell thanked Chair Nick Prillaman for the report.

ACTIVITIES COMMITTEE REPORT

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

Policy I-36; Optimist International Endorsed Organizations

Rationale: As the “Online Resource Library” is not currently being maintained due to staffing time and availability, the Activities Committee feels that the phrase should be eliminated from the policy, however promising endorsed organizations a spotlight on the webpage should be offered. Also, Club email boxes are no longer by used by Optimist International to communicate to Clubs and members, but actual email addresses are used. The suggested revisions are to bring the policy into agreement with current practice.

Motion adopted

Bruns/Garner

That the Board of Directors adopt the following revisions to Policy I-36 as presented.

Endorsed Organization Request – Save The Children USA

Rationale: The Board of Directors reviewed the application submitted by Save the Children USA during the October teleconference and requested additional information with regard to religious affiliation and amount of annual expenditure on administrative expenses. Save The Children has no religious affiliation and spends no more than 11% on management and fundraising expenses.

Motion adopted

Phillips/Creswell

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

Policy I-137, International Program Status

Rationale: The Committee determined that the Internet Safety materials are currently outdated and that the program should not be considered a premier program of the organization since internet safety information is readily available through many other sources. Therefore, the Committee requests that the Internet Safety Program be considered a Community Project and to keep the current materials available to Clubs on the website. As the Board of Directors approved the ReelOptimism Program to replace the current CPA Program, the policy also needs to reflect this change.

Motion adopted

Phillips/Quinlan

That the Board of Directors recognize the following as International Programs and consider all other Optimist Activities as “Community Projects”: 1) Childhood Cancer Campaign (CCC); 2) OIJGC (Jr. Golf); and 3) Scholarship Contests (Communication Contest for the Deaf and Hard of Hearing, Essay, and Oratorical) and adopt the revision to Policy I-137 as presented.

Policy I-141; Seal of Approval Application

Rationale: At its inception, the Online Resource Library was thought to be a tool for Clubs to find alternate and new programs and activities to consider. It was also thought that Club CPA entries could be added to the Library as an additional source of program ideas. However, with limited staffing, this project has not been done and is on the back burner as a future staff task. Since Clubs are able to get program ideas directly from the internet and from the ReelOptimism program submissions, the Activities Committee believes that all references to the Online Resource Library be deleted in all policies and publications and that references to the CPA be replaced with ReelOptimism.

Motion adopted

Phillips/Quinlan

That the reference to “Inclusion of the Optimist Online Resource Library” be deleted from the Recognition of a Seal of Approval organization and any other policy or publication where the Online Resource Library is mentioned and that references to the CPA be replaced with ReelOptimism.

Policy I-139; Childhood Cancer Campaign Advisory Councils

Rationale: Since the Board of Directors approved that the CCC Matching Grant program be handled by the two respective foundations, the Committee feels there is no longer any need to have the policy dealing with the matching grants advisory councils. The Optimist International staff will continue to promote and distribute materials to Clubs that wish to participate and conduct childhood cancer club programs. (A copy of the current policy is attached to this report as Exhibit E.)

Motion adopted

Garner/Creswell

That the Board of Directors delete Policy I-139 and forward the policy to the Foundations as a potential guideline for handling CCC Matching Grant requests.

Scholarship Topics for the 2015-2016 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 their suggestions. The Committee recommends that the next year’s (and succeeding future years) topics both be related to the Optimist Creed.

Motion adopted

Phillips/Creswell

That the Board of Directors approve “**Lead by Example: Reality or Fiction**” / “**Prêcher par l’exemple : mythe ou réalité**” as the Essay topic and “**How My Best Brings Out the Best in Others**”/ “**De quelle manière mes meilleures réalisations inspirent-elles le meilleur chez les autres**” as the Oratorical and CCDHH topic for the 2015-2016 year.

On behalf of the Board of Directors Board Director Judy Boyd thanked Chair Sandy Larivee for the report.

OIF/CCOF PROPOSAL

Report on a Joint Meeting with Optimist International / Optimist International Foundation / Canadian Children's Optimist Foundation :

The following individuals met on Tuesday, December 16, 2014 to discuss enhancing the operational relationship between the three organizations:

OI President Ken Garner
OI President-Elect Dave Bruns
OI Executive Director Benny Ellerbe
OIF President Mel Betts
OIF President-Elect Ed Finn
OIF Executive Director Steve Skodak
CCOF President Lyle Merriam (via telephone)
CCOF President-Elect Yves Berthiaume (via telephone)
CCOF Executive Director Jacques Pelland (via telephone)
Paul Lucas OI Finance Chair
CFO Connie Pellock
Maria Carson Controller
Recording Secretary: Dana Thomas

The purpose of the meeting was to have the volunteers and staff of three entities meet together in order to discuss ways to best serve all Optimist members in bringing out the best in kids. Each individual had a chance to speak openly about concerns as well as opportunities to work together to achieve the best possible funding opportunities for Optimist programs. It was noted that only about 3-4% of Optimist Club members give unrestricted funds to the foundations and that only about 7% of Optimist Club member actively pursue recruiting of new members. With these figures in mind, the group considered ways the three organizations could best cooperate with one another to raise the money necessary to fund the programs of Optimist International. In addition to working together to increase the level of participation by Optimist Club members in donating to the foundations, the group agreed that Optimist Clubs and Districts should be encouraged to seek outside donations and sponsorships for scholarship awards and the funding of youth programs. In particular, it was agreed that Districts and Clubs must be educated on the funding required to support the scholarship awards and programs of Optimist International, on the need to increase giving by Optimist Club members, and on the need to find outside sources of revenue due to the declining membership. Finally, it was agreed that the existing foundations and the Youth Programs Foundations should work together.

Foundation Presidents as Non-Voting Members on The Optimist International Board of Directors

Rationale: It was noted that the JOOI President is included on the Optimist International Board of Directors as a non-voting member. In the spirit of cooperation and open communication, the OIF and CCOF Presidents should also be included as non-voting members of the Optimist International Board of Directors. In the meantime, the Optimist International Foundation President and President-Elect and the Canadian Children's Optimist Foundation President and President-Elect be invited to "sit at the table" during future meetings of the Optimist International Board of Directors

as the guest of the President of Optimist International. Thus, the passage of the following motion is requested.

Motion adopted

Quinlan/Phillips

That the Board of Directors recommends to the delegates of the July 2015 International Convention that the President of the Optimist International Foundation and the President of the Canadian Children's Optimist Foundation be added as non-voting members to the Optimist International Board of Directors, effective October 1, 2015:

Bylaws Article V, International Board of Directors

SECTION 1. *Board of Directors.* The affairs and business of Optimist International shall be controlled and directed by the Board of Directors. The Board of Directors shall consist of the President, the President-Elect, the Immediate Past President, and six Directors-At-Large, and the executive director of Optimist International. Moreover, the JOOI President, **the Optimist International Foundation President and the Canadian Children's Optimist Foundational President** shall serve as ex officio non-voting members. Excepting the executive director of Optimist International, no person employed by or receiving salary or compensation from Optimist International or a District shall be eligible to serve on the Board of Directors of Optimist International.

The meeting recessed into executive session at 5:35 p.m. and then recessed at 6:15 for the evening.

Saturday, January 10, 2015

The meeting reconvened at 8:00 a.m.

MARKETING COMMITTEE REPORT

An information report of the Marketing Committee was presented to the Board of Directors by Committee Chair Rebecca Butler Mona via telephone. On behalf of the Board of Directors President-Elect Dave Bruns thanked Chair Rebecca Butler Mona for the report.

TECHNOLOGY COMMITTEE REPORT

The report of the Convention Committee was presented to the Board of Directors by Committee Chair Tom Lloyd via Skype.

Policy I-33 – International Directory and Mailing Lists - Use Of

Rationale: As requested by the Board of Directors, the Technology Committee drafted a policy for the use of members' email addresses and communications from Optimist International. The Committee is proposing the following addition to the current policy addressing the use of member addresses for the International Directory and mailing lists:

Motion adopted

Phillips/Creswell

That the Board of Directors adopt the following revisions to Policy I-13 :

International Directory and Mailing Lists – Use of

I-33

Believing that the Official Directory and mailing lists, containing the names and addresses of Club, District and International officers and members, is a record to be held in trust, their use for commercial, political, or solicitation purposes shall be denied to all. Use of such lists for purposes consistent with the objectives of Optimist International may be granted by the Board of Directors. Requests for the use of such lists for purposes consistent with the functions of District administration must be submitted in writing by the governor.

Because the objectives of Optimist International are served by providing information to Club Officers in advance of elections regarding the candidates for International office so that Club Officers can make informed decisions, declared candidates for the offices of International President-Elect, International Vice President-Elect and International Board Member at Large may obtain, at their own expense, a mailing list (regular addresses and/or email addresses) of Club Presidents, Secretaries and/or Treasurers prior to the election to be held. This mailing list may be requested only one time during an Optimist year, the date of which is at the candidate's discretion so long as it is at least 30 days prior to the start of the election.

Email to members' personal email addresses from Optimist International should be limited to one per 30 day period. This restriction would be exclusive of opt-in mail such as the digital version of *The Optimist* and would not apply to International Committee Members, International Officers, District Officers, or Club Officers.

Optimistmail.org Addresses

Motion adopted

Bruns/Phillips

That effective October 1, 2015, optimistmail.org will be reduced as deemed necessary by the IT Department.

On behalf of the Board of Directors Director Marc Katz thanked Chair Tom Lloyd for the report.

The meeting recessed at 8:53 a.m. and reconvened at 9:00 a.m.

CLUB FITNESS ADVISORY COMMITTEE

The report of the Club Fitness Advisory Committee was presented to the Board of Directors by Committee Chair Paul Reyling.

Adaptation of Revised New Club Follow-Up Program

Rationale: The Club Fitness Advisors Committee believes that many New Clubs are built by Sponsoring Clubs that are excellent at bringing people together but may not have the skills to teach a New Club the various options it has in defining how it operates. The Committee recognizes that in many cases, it is only a few Members of the Sponsoring Club that are actually involved in the building of a new Club and the organization would be better served if those Members were out building more Clubs instead of trying to administer a follow-up program. The Committee further believes that the intent of the New Club Follow-up program is good but the program does not go on long enough for a New Club to become firmly established before the current program ends. The Committee revised the current Follow-Up program (See Attachment A) to be more robust and expanded the length of time for completion in order to make sure that a New Club has a chance to develop a solid foundation.

Motion adopted as amended

Quinlan/Phillips

Effective immediately, that the Board of Directors adopts the revised New Club Follow-up program ~~to become effective October 1, 2015.~~

Oversight of New Club Follow-Up Program

Rationale: The Club Fitness Advisors Committee in consultation with the New Club Building Committee, feels that the role of the District Club Fitness Advisors should include working with all Clubs including brand new Clubs. The opportunity for a New Club to become involved with other Members serving on the District level is a good way for the Club to understand the organization on a larger scale than if the New Club Members only meet people from their Sponsoring Club. Given the expanded role of the District Club Fitness Advisor, and that one of the goals for the International Club Fitness Advisors Committee is to have 100% of all New Clubs complete the New Club Follow-up program, it would be beneficial for the oversight of the New Club Follow-Up Program to be administered by the District Club Fitness Advisor.

Motion adopted as amended

Phillips/Quinlan

Effective immediately, that the Board of Directors changes the administration of the New Club Follow-up Program from the New Club Building Committee to the Club Fitness Advisors committee ~~effective October 1, 2015.~~

On behalf of the Board of Directors Board Director Judy Boyd thanked Chair Paula Reyling for the report.

POLICY I-102; INTERNATIONAL DEVELOPMENT

Motion adopted

Bruns/Phillips

That the Board of Directors revise Board Policy as shown below:

International Development

I-102

Optimist International's primary focus for growth and Club establishment will be North

America and the Caribbean. A **Club organized outside this area of focus will be required to pay a Charter fee and annual dues based on the applicable tier for its country.* For administrative purposes, the Clubs and their Members will not be assigned to a District.** Optimist International will electronically provide materials to these Clubs in English or French. ~~not provide materials for groups organized outside of this area of concentration with discretion given to The Executive Director~~ **must approve in advance the shipment of any materials. The sponsoring District and Club will be awarded credit for new club building upon submission of the new Club's charter.** ~~—If a group is organized in a developed international area*, it is required to pay a Charter Fee, Insurance fee and Tier One International dues.~~

~~If a club is formed in a developing nation* (excluding developing nations in the Caribbean), it shall be considered a Club Project. The Club or its Sponsoring Club would pay an Annual Franchise Fee of \$450.00 plus \$1.00 per Member each year on the anniversary date of the Club's Charter. In addition, a newly created awards i.e. an "Friend of International Accord award or banner patch or similar recognition) would be bestowed upon the Sponsor Club after one year completion as a Club. These clubs would not qualify for the Recognition Program or the BOE awards. They would be assigned un-districted status.~~

*As determined by World Bank

OPTIMIST INTERNATIONAL ANNUAL AUDIT

Motion adopted

Phillips/Quinlan

That the Board of Directors charge the Governance Committee to review the wording in Article VIII, Section 7 to revise and clarify the wording regarding that "said audit **shall be taken** within 60 days ..."

FOUR DAY ANNUAL CONVENTION

Motion adopted

Quinlan/Phillips

That the Ad Hoc Convention Committee consider the viability of returning to a four day International Convention beginning with 2016.

The Board of Directors agreed to hold a teleconference in the near future to conform with the ten day advance notice requirement.

The meeting recessed at 10:19 a.m., reconvened at noon, and then recessed into executive session at 12:10 p.m. The meeting reconvened into regular session at 1:25 p.m.

AD HOC DISTRICTS AT RISK COMMITTEE REPORT

Co-Chairs Marc Katz and Sue Creswell addressed the Board of Directors.

New Administrative Pilot Program

Rationale: The Optimist International Board of Directors endeavors to serve the Clubs and members of the organization as Priority #1 and continues to seek new innovative and creative methods to accomplish this task. The current District system has been employed for over 90 years, and in several geographic areas the traditional model seems not to be as effective or efficient to serve the clubs.

Proposed: All Clubs in the geographic areas of the current Districts of Pacific Central and New York New England, will be involved in this Pilot Program:

- Two (2) leadership training seminars for the Clubs will be conducted per year within the area planned and overseen by OI.
- District Dues will be eliminated in these areas: all Clubs will be billed a \$12 administrative fee per member in lieu of District dues.
- Newsletters, Club directories, communications and service to these Clubs will be provided by the St. Louis office.
- Oratorical, Essay and CCDHH scholarship contests will be conducted in these new administrative geographic areas in a sectional concept developed by the Activities Committee.
- Current District fund balances will be invested and held until the end of the three year pilot. These funds would then available to reconstitute the District or refunded to the involved Clubs on a pro-rata member basis.
- Volunteer Chairs will be sought to lead programs such as the scholarship contests, Junior Golf etc., and these programs will be actively conducted and promoted with the Clubs.

Motion adopted

Katz/Phillips

That effective October 1, 2015, the Board of Directors test the new Pilot administrative system for the next three years to gage its effectiveness, to learn, test strategy, and adjust the pilot Club service model. The Ad Hoc Committee and the Board will constantly monitor the program during this three period and make any adjustments and improvements as warranted. At the end of the three year period the Clubs in the current New York New England and Pacific Central Districts' success of the program will be re-evaluated.

State of Louisiana

Motion adopted

Katz/Phillips

Upon agreement with the current AL-LA-MS leadership, the State of Louisiana will be part of pilot program as outlined above.

(Note: Subsequent to the action taken on the above two motions, the Board of Directors postponed any action until further discussions.)

JUNIOR GOLF COMMITTEE REPORT

Selection of the Optimist Junior Golf Committee

Rationale: Committee members selected for New Club Building, Membership and Finance typically have a background or experience in that field. Would like to propose that committee members selected to the Optimist Junior Golf Committee have been a District chair, volunteered or been involved with the program for a minimum of five years and have knowledge of the Program.

Motion died for lack of second

For the President-Elect to select to the Optimist Junior Golf Committee a volunteer/District chair that has been involved and has knowledge of the Optimist Junior Golf program for a minimum of five years.

Motion adopted

To adjourn the meeting.

Garner/Quinlan

There being no further business, the meeting adjourned at 1:47 p.m.

Benny Ellerbe
Executive Director/Secretary

NEW CLUBS BUILT IN 2013-2014

New Clubs Annual Report (By District) 2014

November 20, 2014
9:49 am

District	Sponsor Club	New Club	Charter Date	Init Mbrs	Final Mbrs	# Clubs	NCB1	NCB2	NCB3	COC	FLW-UP	Net New
ATLANTIC CENTRAL												
02 - AC	z05, 02125 - WILLOW GROVE-EAST MONTCO, PA z05, 02366 - CHEYNEY UNIVERSITY, PA	z05, 02772 - DREAM BUILDERS-ELKINS PARK, PA	10/21/2013	16	25	2						
02 - AC	z05, 02184 - LOWER MONTCO, PA z04, 02263 - MEDIA-ROSE TREE, PA	z05, 02773 - GALILEE COMMUNITY, PA	05/05/2014	28	28	23						
2			SUB TOTALS:		44	53						
CALIFORNIA SOUTH												
41 - CALSO	z05, 41042 - IMPERIAL VALLEY-SUNRISE, CA z03, 41654 - S.U.C.C.E.S.S. OF SAN DIEGO, CA	z02, 41661 - CONNECT CLUB OF BONITA, CA	07/02/2014	18	18	30						
1			SUB TOTALS:		18	18						
CARIBBEAN												
78 - CAR	z09, 78245 - ST. ANN'S BAY, JA	z09, 78581 - NEW-CLAREMONT, JA	09/29/2014	16	16	44						
78 - CAR	z11, 78456 - ST JOHN'S, ANTIGUA	z11, 78579 - SPIRITED-WADADLI, ANTIGUA (was Pilot Club)	09/20/2014	17	18	34						
78 - CAR	z11, 78456 - ST JOHN'S, ANTIGUA z12, 78068 - BARBADOS BRIDGETOWN, BA	z11, 78580 - THE JACQUOT, ST. LUCIA	09/25/2014	16	16	39						
3			SUB TOTALS:		49	50						
DAKOTAS - MANITOBA - MINNESOTA												
35 - DMM	z03, 35014 - BISMARCK, ND z02, 35111 - MINOT, ND	z02, 35225 - SAKAKAWEA AREA, ND	05/19/2014	21	21	24						
35 - DMM	z08, 35204 - NEW ULM, MN z07, 35180 - SIOUX FALLS MORNING, SD	z08, 35226 - MARSHALL AREA, MN	06/24/2014	15	15	28						
2			SUB TOTALS:		36	36						
GEORGIA												
21 - GA	z09, 21003 - NEWTON-ROCKDALE, GA z05, 21022 - UNIVERSITY-ATHENS, GA	z09, 21614 - YA YA XPRESS, GA	08/16/2014	49	56	32						
21 - GA	z10, 21267 - SENOIA, GA z10, 21248 - PEACHTREE CITY, GA	z10, 21615 - FAIRBURN, GA (was Pilot Club)	09/26/2014	18	18	40						
2			SUB TOTALS:		67	74						
IOWA												
40 - IA	z06, 40157 - URBANDALE, IA	z06, 40188 - WALDORF COLLEGE, IA	12/07/2013	15	15	8						
40 - IA	z06, 40157 - URBANDALE, IA z08, 40032 - WAYNE-CORYDON, IA	z06, 40189 - IOWA STATE UNIVERSITY, IA	03/13/2014	41	50	17						
2			SUB TOTALS:		56	65						
KENTUCKY - WEST VIRGINIA												
03 - KYWV	z01, 03339 - RUSSELLVILLE-LOGAN COUNTY, KY z02, 03105 - FERN CREEK, KY	z02, 03444 - BLUEGRASS, KY	04/11/2014	18	18	19						

New Clubs Annual Report (By District) 2014

November 20, 2014
9:49 am

District	Sponsor Club	New Club	Charter Date	Init Mbrs	Final Mbrs	# Clubs	NCB1	NCB2	NCB3	COC	FLW-UP	Not New
MARYLAND - SOUTH DELAWARE												
1												
33 - MDSD	z04, 33088 - FT SMALLWOOD, MD	z04, 33350 - KENT ISLAND-QUEEN ANNE'S COUNTY, MD	09/28/2014	14	19	41						
	z06, 33295 - TIMONIUM, MD											
SUB TOTALS:							18	18				
MICHIGAN												
1												
17 - MI	z06, 17221 - KALAMAZOO-BFT, MI	z06, 17531 - HOLLAND, MI	09/22/2014	22	25	35						
	z02, 17230 - GRAND RAPIDS-KENT, MI											
17 - MI	z07, 17030 - BAY CITY, MI	z07, 17528 - MIDLAND, MI	12/17/2013	20	21	10						
	z15, 17504 - CENTRAL MACOMB, MI	(was Pilot Club)										
17 - MI	z11, 17502 - HURON VALLEY, MI	z11, 17533 - NORTH WEST OAKLAND, MI	09/29/2014	28	28	42						
	z11, 17007 - EVERY SECOND COUNTS-WATERFORD, MI											
SUB TOTALS:							14	19				
MIDWESTERN ONTARIO												
6												
46 - MWONT	z09, 46041 - LONDON-CARLING HEIGHTS, ON	z03, 47009 - TRI-TOWNSHIP, ON	09/02/2014	17	17	33						
	z09, 46126 - MIDDLESEX-LONDON, ON											
46 - MWONT	z04, 46032 - BURFORD DISTRICT, ON	z04, 46009 - WOODSTOCK, ON	12/16/2013	17	17	9						
	z04, 46139 - NORWICH, ON											
SUB TOTALS:							129	133				
NEBRASKA												
2												
10 - NE	z05, 10002 - AUBURN, NE	z05, 10147 - NEBRASKA CITY, NE	09/25/2014	21	23	37						
	z06, 10105 - LINCOLN-SUNRISE, NE	(was Pilot Club)										
10 - NE	z06, 10056 - LINCOLN-LINCOLN WEST, NE	z06, 10146 - LINCOLN SPORTS COMPLEX, NE	06/30/2014	16	16	29						
SUB TOTALS:							37	39				
NEW MEXICO - WEST TEXAS												
1												
19 - NMWTX	z06, 19220 - EL PASO-WESTSIDE, TX	z06, 19624 - RIO GRANDE, TX	04/23/2014	24	26	20						
	z06, 19015 - EL PASO-ALTA VISTA, TX											
SUB TOTALS:							24	26				
NORTH CAROLINA EAST												
1												

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