

MINUTES

OPTIMIST INTERNATIONAL BOARD OF DIRECTORS MEETING

September 29, 2011
Teleconference Meeting
10:00 a.m. (Central Time)

The following Members of the 2010-2011 Optimist International Board of Directors were in attendance for the entire meeting:

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

Also in attendance:

J.C. St-Onge	President-Elect	St-Jerome, Quebec
Michael Goldman	Director-Elect	Davie, Florida
Paul Lucas	Director-Elect	Odessa, Texas

Excused:

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

Thursday, September 29, 2011

Immediate Past President Mark Shriver called the teleconference meeting of the 2010-2011 Optimist International Board of Directors to order at 10:00 a.m. Central Time.

ADOPTION OF AGENDA

Motion adopted

Phillips/Kondrasuk

That the Board of Directors adopt the agenda as presented.

POLICY I-121, OPTIMIST INTERNATIONAL WEB SITE

Motion adopted

Kondrasuk/Plater

To bring the issue from the table from the last meeting of September 13, 2011.

Rationale: The Board Policy concerning the use of the Optimist International web sites needs to be revised to include potential future Optimist web sites and maintain control of what sites are linked to Optimist International’s site(s).

Motion adopted as amended

Kondrasuk/Bruns

To adopt the proposed revision(s) to Board Policy I-121 as shown below:

Web Page

I-121

A. General Usage Policies:

The Optimist International (OI) web sites **is are** provided as a service to Optimist members and all interested parties. **The term “site” as used in this policy is meant to reference and include all current and future web sites operated by Optimist International.** We welcome all who have an interest in community volunteerism and encourage you to enjoy the wide variety of services on the site. You may download material displayed on the site for non-commercial, personal use only related to Optimist International volunteer activities, provided you also retain all copyright and other proprietary notices contained on the materials. You may not, however, distribute, modify, transmit, reuse, report, or use the content of the site for public or commercial purposes, including the text and images, without Optimist International's written permission.

Your access to and use of the site is subject to the following terms and conditions and all applicable laws. By accessing and browsing the site, you accept, without limitation or qualification, these terms and conditions.

B. Terms and Conditions:

1. Same Wording.
2. Same Wording.
3. Same Wording.
4. Same Wording.
5. Same Wording.
6. Same Wording.

- 7. Same Wording.
 - 8. Same Wording.
 - 9. Same wording.
 - 10. All external websites linked to from www.optimist.org must be reviewed and approved by the Executive Director and/or the Board of Directors.**
 - ~~10.~~ **11.** Optimist International may, at any time, revise these Terms and Conditions by updating this posting. You are bound by any such revisions and should therefore periodically visit this page to review the then current Terms and Conditions to which you are bound.
- This policy should be viewable on-line by looking at all Optimist International sites and clicking on the link at the very bottom of the homepage, to be entitled "Web Site Policies".

REPORT OF THE AUDIT & FINANCE COMMITTEE

Michigan District Request For Fundraising (referred from last Board of Directors meeting)

Rationale: The Audit & Finance Committee was concerned about the ramifications of the Michigan District being involved in gaming activities such as the requested Texas Hold'em Poker Tournaments. They felt this type of activity is best handled at the Club level.

Motion adopted as amended

Bruns/Plater

That the Board of Directors ~~to not accept~~ **deny** the request the Michigan District's request to conduct Texas Hold'em Poker Tournaments.

Financial Oversight Of Clubs

Rationale: Since the Internal Revenue Service requires ALL U.S. Clubs to file an annual 990 return, the Committee recommends that ALL U.S. Clubs submit a copy of this return to their District Secretary/Treasurer.

Motion adopted as amended

Garner/Plater

Opposed: Jernigan

That the Board of Directors create a new Board Policy to require ALL U.S. Clubs to submit a copy of their Annual Tax Form 990 to ~~their District Secretary/Treasurer~~ **Optimist International** within 30 days of filing.

Friend Of Optimist Golf

Rationale: "Friend of Optimist Golf" is a special, target-marketed version of the Friend of Optimist membership to be offered to those adult individuals who have a connection with the Optimist International Junior Golf program. Specifically, the Friend of Optimist Golf membership would be offered to the parents of the golfers who participate in any of our Optimist-sponsored golf events (club events, District qualifiers, the OIJGC, and the Tournament of Champions). The membership could also be marketed to golf course personnel and other vendors associated with our events.

While marketed with a slightly different name, it is still a Friend of Optimist membership in Optimist International and all such memberships will be counted in the awards program. Friends of Optimist Golf would pay the \$100 annual membership fee established by the Board of Directors for a Friend of Optimist membership. The committee expressed concerns about restricting the funds for the Junior Golf budget. This opens the door to Friend of Optimist - Childhood Cancer, JOOI, New Club Building, etc.

Motion failed

Rodgers/Garner

To table the issue until the December 2011 Board of Directors meeting.

Motion adopted

Creswell/Bruns

Opposed: Garner

That the Friend of Optimist Golf Program be a pilot program for the Friend of Optimist Program for twelve months with no monetary change to the original Friend of Optimist Program.

SUPPLY OPERATIONS

Rationale: As directed by the Optimist International Board of Directors, Immediate Past President Mark Shriver and President-Elect J.C. St-Onge conducted further negotiations regarding specific items of consideration with the Supply Operations finalists of Marketing Creative Concepts, LLC and Shumsky Enterprises. Also, Connie Pellock, CFO, was included in the negotiations. Additionally, the International Audit and Finance Committee directed this same group of individuals, along with Jacques Pelland, Senior Director of Optimist International Canada, to conduct the same negotiations with Promo Group of Canada. During the negotiations, the Supply Operations Finalists were asked a myriad of questions regarding their proposals. The questions focused on the following items:

- Excellent customer service from point of purchase through delivery of product
- Ability to provide a wide variety of high quality as well as innovative products
- Efficient inventory management systems
- Adequate payment options for the customer
- Willingness to waive the administrative costs associated with the website
- Extended hours of service in order to accommodate Clubs in other time zones
- Capacity to be fully prepared to service our account on January 1, 2012
- Reporting capabilities and timeliness of reports
- Delivery methods and responsiveness
- Inclusion of a key person section in the contract
- Royalties/Share of Profit with Optimist International

Motion adopted

Phillips/Rodgers

That the Board of Directors adopt Promo Group as the primary Canadian supply operation for Optimist International for a period of two years conditional upon further negotiations, effective January 1, 2012.

Motion adopted

Bruns/Garner

That the Board of Directors adopt Marketing Creative Concepts as the primary U.S. and Caribbean supply operation for Optimist International for a period of two years as of January 1, 2012, with Proposal 1 with the exclusion of website expense of \$7500.

Immediate Past President Mark Shriver thanked President Danny Rogers for his year and also thanked Ken Garner and Marlene Phillips for their contributions while on the board. He welcomed Paul Lucas, Mike Goldman, and President-Elect J.C. St-Onge to the incoming board. Danny Rodgers thanked Mark Shriver for presiding on the board this past year.

There being no further business, the meeting adjourned at 11:35 p.m. on Thursday, September 29, 2011.

Benny Ellerbe
Executive Director/Secretary