

In attendance:

Byron Postma: Chairman
Ritch Barron: Secretary
Steve Sisneros: Board Representative –LA
Cliff Clue: Board Representative – PS
Mark Chandler: Board Representative – SD
Greg Papin: Board Representative – OC/LB
Gordon Gerbitz: Board Representative – SB/VC
Kyle Richards: Wilderness Education
Ed Emond: Webmaster
Brian Miller: Outings Chair

Guests: Daryl Arthur, OC/LB President
Wes Stieringer, LA Treasurer

Members absent: Richard Debner, Corporate Treasurer
George Lapole, Archives

Call to Order:

The meeting was called to order at 10:17 am January 11, 2014.

All in attendance shared their name and position.

Old Business:

Minutes for last corporate meeting are missing will have to be approved at the next meeting.

Action Item: Secretary will contact George Lapole and present them to the board at the next meeting.

Acceptance of minutes of October Business Meeting

Motion: Accept the minutes as revised, adding the standing committee chairpersons to the *In Attendance* list.

The motion carried.

Moved (from the conference business meeting): Refer the issue and the new logo to the chapters. Chapter board representatives are to present the new logo to their chapter members and ask whether to adopt the new logo as the official registered logo or not. They will report

back at the January Meeting and a board vote will be taken at the time. The board representatives will vote in accordance with the chapter decision.

Discussion: it was questioned whether the new logo would supersede the old logo and whether the club could have more than one logo registered. A search of the archives revealed that the club already has many logos and trade names registered. There was also a question of whether the motion from Conference related to the old logo renewal. The secretary read the original motion (above) and it was decided that the motion on the floor only applied to the adoption of the new logo.

Will this force individual chapters to use the new logo? A reading of the bylaws regarding logos indicated that chapters are free to use any logo they choose.

Some members felt it looked like a mountaineering club and that there was some need for clarity about what we do and are. The purpose of the logo is to unify. If changing the logo would cause OCLB to feel distanced from the other chapters. The consensus was that this would not be the case.

Question was called and the chapter representatives were polled for the vote indicated in the motion.

SD: abstain

SB: new logo

OC/LB: No

LA: new logo

PS: new logo

The new logo is adopted.

Action Item: Secretary to work with Richard Debner to register the new logo

Motion: Continue ownership and renew the old logo to prevent other organizations using it:

Discussion: If we don't maintain ownership of the old logo will this cause them to lose the ability to use it? We need to maintain it so that we can use and prevent others from using it. There has been a history of other organizations attempting to use our brand and on several occasions we have had to take legal action.

GO owns a large amount of Intellectual Property such as Trademarks, Service Marks and Logos.. A file of these was turned over to the webmaster to be placed on the website.

Action Item: The Secretary will verify ownership of the old logo and renew if necessary and register the new corporate logo.

Questions and Discussion: Will it cost more money to register two? Not likely, we need to renew the old one and the new will need to be registered.

When can we start using the new logo? Some chapters already use it, so it is at the discretion of the chapter.

The new logo is now the official corporate logo and will be used on all corporate letterhead and banners. The old logo will be available to chapters for use at their discretion.

The motion carried

Action Item: Secretary to register the new logo and report back to the board. We own the design. Attach the statement from the designer.

Officer Reports:

Financial officer report:

With the Treasurer absent, the Chairman passed out the financial reports including reports from the Chapters. Bank statements were also available for review. The Chairman has looked at the reports and they seem to be in order. The FY Summary Report is attached.

All the chapters have reported their information for FY 2012-2013. First Quarter 2013 reports are incomplete pending the Chapter reports for December.

Taxes for the 2012-2013 FY have been filed by ePostcard. Tax returns will be available on the Archives website.

The Corporate Income and Expenses for the last FY was discussed, and it was noted that there are no entries under "Travel". A question was raised about which category includes the travel-related reimbursables such as mileage and conference fees. The Chairman will request this information from the Treasurer.

The consensus was that it is unclear what expenses are included in each expense account category. The Chair stated that the Excel spreadsheet accounts were designed to match with Federal Tax returns, which have changed. Redoing these spreadsheets is a major effort.

The result of the discussion is to discuss with Treasurer for clarity.

Action Item: The Chairman will work with the Treasurer to develop a standard description of which items are to be included in each expense account, for chapter treasurer guidance.

Action Items: Brian will talk to Richard and report back about how the records are backed up. The Chairman will talk to the San Diego Treasurer regarding their report.

Motion: Accept the Fiscal Year Financial Report.

The motion carried

Committee Reports:

Archives: George Lapole did not attend

Outings, Brian Miller: CALENDAR - The corporate calendar is up however there have been some changes have been made. These changes involve Mammoth and Big Bear due to registration issues. They were left temporarily on the calendar since they might be revived. New trips have been planned such as an Alaska trip (this conflicts with Burning Man but should not be a problem).

TRIP PROMOTIONS: Please support our trip leaders. An email was recently sent out with suggestions for advertising a trip. The use of Facebook to promote trips was also suggested. Push your trips. Make certain that trip notes are out as soon as possible. Ed will make link, Brian will post to new calendar.

FACEBOOK: The issue of Facebook also brought up a discussion of how to post so that all trips can be seen. Items posted on SB could not be seen on other accounts. It was explained that when posting, you have the option to make the post *Public*. This will allow others to see the trip. But this also invites comments and postings, such as ads and other non-GO related information. Some users had to be blocked because of abuse. Some a simple request has been sufficient. This being a gay group the potential for negative posts is always present. The people in charge of the accounts should be very vigilant to keep this from happening.

JAMBOREE: There is no Jamboree scheduled. The discussion indicated that this is an important event and should not be ignored. This will be discussed in New Business

Publicity/Outreach, Steve Sisneros: Steve monitors everyone's Facebook pages. This is a very good marketing tool for the club. He has noticed that Facebook entries often hit before it gets to the website. The reminder was made to remember that once an item is out there –

comments can be posted that could be negative. Be vigilant to control this issue. Also some users may not be members so be careful.

Webmaster, Ed Emond: Nothing to report. Financials were posted. Facebook entries are up-to-date.

Wilderness Education, Kyle Richards: A promotional packet was distributed to board representatives including a flyer overview. Dates and locations had to be changed due to reservation issues: Phase One will now be March 8-9 and held at La Jolla State Park. Phase Two will be April 26-27 at Circle X Ranch. Unlike years past, these will both be outdoor camping events. For those who would like to arrive early for Phase Two, Friday is also available. There were trip notes included in the packet. Volunteers are needed to help with both sessions. It was suggested that the trip notes be sent out to all of the chapters. Chris Fava is working on a *Register-Online* system (the link is already on the flyer but is not live). It is currently impossible to know how many will attend. Please help to promote the classes. Fees were increased this year.

Guidance from the Board was requested regarding a member who attended last year and caused some trouble. This person was well known to others in the group. He has for many years tried to lead trips, but there were concerns about whether he should be a leader. The question at hand concerns allowing him to continue the training. The consensus was that the person is “a bit out-there” and that he should be denied attendance. He is very passive aggressive and somewhat disruptive. He currently leads bicycling trips. Do we have the authority to deny a person attendance?

Motion: The Wilderness Education Chairperson has the authority to deny or accept any person from attending Wilderness Education and may, at their discretion offer a refund.

It was clear, from a reading of the *Code Of Conduct* adopted by Great Outdoors, that the leader is responsible for providing an environment where “the rights of others to enjoy and participate in outdoor activities without being subjected to disturbing, distracting or offensive actions by any member of this organization which would result in an adverse opinion toward Great Outdoors. . .” and that this responsibility grants a trip leader authority to remove an offensive person or to deny them attendance.

The Motion carried.

The Manuals appear to be only in a paper version. The electronic version needs to be located and reviewed. One suggestion was to convert a PDF version, if available into an editable

version. It was mentioned that this could not render the graphics well, but these could be handled separately. It was deemed too late this year, but it was felt that the project should be started. Suggested volunteers for this review are Gordon, Steve, Ed, Daryl, and Brian. The Chairman will contact each and appoint a committee.

Is there a Budget for Wilderness Experience? Historically this program runs in the red however last year it broke even. Approval of the printing costs was tabled until an estimate could be established.

New Business:

Los Angeles Chapter purchased three banners with the new logo at a cost of about \$94.00 per banner. This banner is available to another chapter if requested.

Motion: Authorize the expenditure of the appropriate amount of money, not to exceed \$250.00, to purchase two banners for the corporation.

Discussion: The LA banner was displayed for discussion in the matter of what the Corporate Banner should look like.

Motion: Moved to use the version displayed with references to LA replaced with references to the Corporation.

Discussion: Objections were made to the use of the iconic *Boot Prints*. It was felt that this was too masculine an icon and should not be included. Many felt that this was not too masculine since women, transsexuals and lesbians also use boots. Since a consensus could not be reached, the motion was withdrawn.

The other issue about using the displayed version is that the club is about more than just hiking and these other activities should be represented. One option was that the corporate banner could include the boots but change the wording to things like *hiking, camping, and other activities*. There was still a strong opinion that the *boot prints* are too male. Another option was to keep the wording but replace the boot prints with tents and other symbols: RVs? Boots prints across the bottom? It was stressed that simplicity is important. The banner should be something that can be comprehended quickly by the casual viewer.

The Motion (to fund the purchase of two banners) carried.

Motion: The corporate banner design be referred to a committee to recommend one or more designs to the board. It will be emailed to the board and the chairman will hold an online vote by the next board meeting.

Discussion: Concern about using a committee was expressed. Too often this bogs things down and takes too long. Another issue is that too often a logo design by a committee is a disaster. The corporate design should be inclusive not only with icons of other activities, tents, hikers, and kayaks, but also inclusive of other groups, women, lesbians, etc. This said, there were no other suggestions on how to determine the corporate design. The members of the committee should have some experience in graphics, marketing or design.

Motion carries 3-2

The committee will consist of the following volunteers: Ritch, Brian, Daryl, Wes.

Jamboree:

Discussion: Mammoth was proposed as a potential site, but the attendance was too limited. Hurkey Creek was proposed, but this is a good revenue source for Palm Springs and while they could share the income, this could cause unintended consequences. The point of Jamboree is to bring the members together so it should be all corporate, not a chapter share.

The issue was deferred until next month.

Action Item: Byron to work with Brian on proposed locations for Jamboree.

Membership:

In the past, membership rosters for each of the chapters were submitted at each board meeting. Consensus was to return to this policy.

Conference:

Santa Barbara will be the host Conference in October. They are exploring several possible locations.

Chapter Round Robin:

Los Angeles: Ngo Tan is the new newsletter editor for Los Angeles Chapter. He started in November and is still getting the paperwork coordinated. The chapter participated in the Palm Springs Pride Parade joined by three other chapters. GO was the biggest entry (and size

matters). Everyone had a great time. There were banners galore. Each marcher received a t-shirt with the LA Chapter logo (new logo design). 700-1000 cards were passed out. Attendees seem eager to get the cards. The OCLB contingent carried tents; several Jeeps were loaded with kayaks and other outdoor equipment. It was suggested that we participate in the Long Beach Pride parade. We are considering that corporate should make the entry and pay the fees. The Winter Holiday party was well attended by 68 people. The food was excellent and the new logo was presented. A new tradition also was started. They invited past presidents to attend free of charge. Three or four showed up. They were happy that we appreciate their contribution. The Nethercutt Museum is a wonderful collection of music boxes and classic automobiles. All of the cars and music boxes must be in working condition. One of the music boxes is so large it requires an entire room to hold organ (pipe that is). There is one spot left for Mammoth though there are plans to grab an extra site. It allows RVs to 30ft max and there is room for 141 members. Day events, with a meal after the event, have been seen to generate memberships. When posting photos from the Holiday Party, a link was discovered on the GO website that contained some very vintage photos. They could make a nice slide show. The club is in good financial circumstances with a \$14,000 balance. As non-profit shouldn't have this much money, the chapter is looking to spend the money on members and outreach. They have many trips on the website. A side discussion about the postcards; they are inexpensive and there is a fast turnaround to have them printed. Kern River Rafting has been changed to Kern River Fun. The river is very low which has affected the plans for the trip. There is a still lot to explore in the area.

Orange County/Long Beach: Minutes from last Core Meeting were distributed to the Board Representatives. The chapter has experienced several resignations including the membership person and the Treasurer. The Vice President of Outings rarely attends any of the meetings. The President has attempted to contact the Treasurer without any success. Even before the Treasurer resigned, checks were not being deposited in a timely manner. They have a volunteer to assume the Treasurer duties, but without contact from the past Treasurer and without any records this is impossible. Also, the bylaws require that two signatures be on all checks and the chapter will have only one person to sign the checks once the new Treasurer begins.

The membership person was unable to reconcile the four versions of the membership that he was given and gave up. The president believes that any report of the membership that has been sent to the corporation over several years have been inaccurate. The president feels that he can do no more and if help is not available, he is ready to resign as well. The President of the chapter is appealing for help from the Corporate Board.

There is good news about the chapter; there are new members and a webmaster/newsletter editor who is improving and an experienced Board Representative.

Discussion: Membership needs to be at least 25 for the chapter to be in good standing. Based on the Chapter Financial reports the chapter has more members than that. Since elections are over, the Core Group must appoint a new treasurer and visit the bank with the minutes of that meeting so that the new treasurer and a second person can be put on the account and the former treasurer removed. It was clear that there is great frustration in the President and Board Representative.

The reminder was made that this is a volunteer organization. As such, sometimes there is disappointment with the cooperation leadership receives. There are better things to do than tolerate this. Sometimes things don't work. Sometimes we have to do things we don't want to do. Other chapters have experienced similar turmoil. Volunteer has to step up anyway.

On the issue of the Treasurer, Byron and Ritch, former members in OCLB can work with past Treasurer to retrieve the records and to train the new volunteer. The Board Representative can be temporary signatory at the bank.

Details of the chapter membership need to be verified. Working from the Treasurer's reports, a starting membership can be established. If the volunteer who will be the Treasurer is willing, once membership is established, he can perform both membership and treasurer. Then letters can be sent out to former members to review their status. The website could be used as a possible repository of the members.

Action Item: Chairman will be point person on help to the chapter. The core needs to appoint the new Treasurer. There is approximately \$5,000 in the bank at this time.

Palm Springs: The most recent Core list was distributed. 83 people attended the Christmas party. A new President, Gary McGrath, was been elected after the conference. He's coming along in the role. The chapter has a trip planned going to the ONE National GLBT Archives at the USC Libraries on January 25 and one to Calico Ghost Town on February 28. They have 232 members. They host many regular day hikes. If non-members want to attend an overnight event, they are charged a 20.00 membership fee and make them a member.

San Diego: The chapter is doing really well. They have lots of trips including a new trip to Mexico. Their Death Valley camping trip is next weekend. Last year's Conference, which they hosted, provided a profit. They have monthly hikes. They have 50 members. They have \$1,500 in the bank.

Santa Barbara/Ventura County: Progress is happening. They are having day hikes. The position of Newsletter Editor is open. The many day hikes are helping people find the club and are some are becoming members. There are currently 66 members. They are excited about new logo. They feel that merchandising plays a big part in the word of mouth about the club. Upcoming trips include a trip to Yosemite on President's Day weekend and a cross country ski trip for experienced skiers. The Christmas party had 39 people attend. The *Dirty Santa* gift exchange was a lot of fun. They also had a good trip on Thanksgiving. A significant drop in the treasury balance was a transfer from the chapter to the corporation account for Wilderness Experience last year.

Next Board Meeting:

The next board meeting will be held at Steve Sisneros' house in Pomona on April 5, 2014 at 10:00 AM

The address is:

Steve Sisneros

373 San Francisco Ave.

Pomona, CA 91767

The meeting adjourned at 01:37 PM

Minutes written by Ritch Barron, Secretary