



Minutes
Great Outdoors, Inc., a California Corporation
Board Meeting
July 25, 2015

In Attendance:

Byron Postma: Chair
Ed Emond: Webmaster
Gary McGrath: Secretary
Brian Miller: Outings Chair, Award Committee
Steve Sisneros: Board Representative – LA
Cliff Clue: Board Representative – PS
Thomas Larson: Board Representative – SB/VC
Larry Purtle: Board Representative – OC/LB

Absent

Richard Debner: Financial Officer
Kyle Richards: Wilderness Education
Mark Chandler: Board Representative – SD
Daryl Arthur:

Other Attendees

Ritch Barron, PS Chapter member, Banner Committee
Matthew Schreiner: President – SD (Acting as SD Board Representative)
Wes Stieringer
Menard Jaramillo

Call to Order

The meeting was called to order at 10:10 am

Quorum

The Secretary verified that a quorum of voting Board Members was present. All chapters were represented.

Minutes

The Chair distributed copies of the minutes from the previous meeting and requested comments and corrections. Moved to accept previous minutes as amended: by Larry Purtle. 2nd by Thomas Larson. Motion approved 4 to 0.

Treasurer's Report

On July 23rd, Richard submitted the 3rd Quarter Financial Report via email. Also included were the Chapter Income and Expense Report, the Monthly Income and Expense Report and the GO Corporate Income and Expense Report.

Archives

Brian will follow up after contacting a promotional video service.

Steve offered to contact each chapter with a reminder to submit photos and other archival information. It was suggested that all archives be converted to a digital format including photos, logos and banners. It was noted that we will need to discuss archival policies and procedures using equivalent digital formats for newsletters.

Awards

The deadline for organizing the Mac Gherity and Lifetime Achievement Awards has passed. It was accepted that each Chapter vote only for one Volunteer of the Year (VOTY) award and submit their recipients name to the awards committee chair by September 1st, 2015. A budget of up to \$200 was allotted for the Award Plaques. It was recommended that the chapters use a criteria equivalent to the corporate policy in making their selection. Motion to ask each chapter to nominate one person for the VOTY award with that the selection process is left up to each chapter was made by Larry and a second by Matthew. Motion passed with 5 yes and 0 no votes. Larry made an additional Motion to apply the prior motion to this year only. It was seconded by Cliff. Motion approved 5 to 0.

Publicity Outreach

Responses from Facebook have proven to have a positive impact on attracting new members. Exposure and recruitment from the LB Pride was not considered successful.

Webmaster

Ed Emond updated the corporate website and made an announcement that the position of Corporate Webmaster is available. He suggested that all chapters use the same webhosting service and a master website for day activities. It was noted that Corporate may need to designate funds to support a paid member as a webmaster and would discuss in the future the possibility for the need of all chapters to share the monthly fee. Matthew made a motion to dissolve the Web Committee, which was supposed to research the use of a common hosting service. Motion was seconded by Steve. Motion approved 5 to 0.

Banner Committee

Ritch presented two banners with similar designs. One banner will measure 10'x3' and the other will measure 6'x4'. It was decided to order both banners with the larger banner that could be used for a parade and the smaller banner could be used for a booth. The consensus on the design was in favor of the postcard style banner. A suggestion to increase the font sizes was made. Ritch made the necessary changes during the meeting. Motion to approve by Larry and a second by Cliff. Motion approved 5 Yes, 0 No. Ritch stated that we need to find the original high-resolution photos. Ritch and Gary will work together with a vendor to produce the banners prior to conference. Matthew made a motion for a \$500 maximum budget for the two banners. A second by Larry. Motion approved 5 to 0.

Corporate Outings

A reminder was mentioned to place a refund policy on registration forms with refund policies left up to each chapter. The VP of Outings will send this email.

New Business

Scott Connelly made a special presentation at the meeting offering a report on the PS Chapter's recent Hike Leader Certification Program. He acquired much of the information from the LGBT Sierra Club with approval. The program material is available online. There

was a discussion to review the manual at a later date and to ask a representative from each chapter to make recommendations at conference to create a hike leader training committee. The committee responsibility is to develop a hike leader training program as a standard throughout all chapters. Current committee volunteers are: Scott, Thomas, Kyle and Menard. Motion to create a committee approved 5 Yes, 0 No.

A proposal to endorse the California Desert Conservation and Recreation Act was presented by Scott Connelly. There was no motion. A call for a formal vote via email was accepted pending additional information.

Online Privacy Policy: Opinions were expressed that individual chapters do not ask for insurance information on registration forms with a statement that GO does not share personal information. Larry and Ed offered to provide such policy for individual chapters. Motion to adopt proposed privacy policy on GO Corporate website requesting that each chapter post a link to corporate website until a simpler version is submitted. Matthew offered to present a shortened version at conference. Motion approved 5 to 0.

Annual Conference Committee

Larry presented several options for promo items that would be handed out to registrants upon arrival. After discussion of these items, it was suggested that there should not be dates printed on any promo items so that they could be used for future events. A recommendation was made that Ed will present proposed bylaw at conference. Motion made by Larry to accept. A second by Cliff. Motion approved 5 to 0.

New Business

A request was made to update new board members information for the corporate website. In addition, requesting that all chapter reps bring prospective trips to conference in an effort to merge all trips, including proposed trip, to the corporate calendar. There was a proposal to incorporate day hikes and day activities along with overnight trips to the corporate calendar. Website will need updating. A consideration was included to ask new members to which chapter they would like to join on registration forms.

Byron announced he will not be able to attend the all chapter annual conference this year but will accept by proxy a nomination for corporate board chair. He noted that Gary will host meetings.

Chapter Round-Robin

All chapter reps reporting positive membership success on trips with new and continuing members.

Meeting adjourned at 1:58 pm