

Santa Clara Valley Board Meeting Minutes - Draft
4 September 2014

Biltmore Hotel and Suites
2151 Laurelwood Road
Santa Clara, California



- I. The meeting was called to order by Chapter President Rietta McCain at 5:02 p.m.
- II. Attendees:
 - A. Board Members Present:
 1. Rietta McCain, CSI, CCCA, AIA, LEED AP ID+C – President
 2. Rose Garrison, CSI – Vice President
 3. Maia Gendreau, AIA, CSI, CDT – Secretary
 4. Julie Barrett, CSI, CDT – Past President
 5. Katia Griggs, CSI – Director
 6. Jim Morelan, CSI, AIA, LEED AP – Director (late arrival)
 7. Albert Wege III, CSI, CCCA, AIA, LEED AP – Director
 - B. Region Director: Krista Nelson, RA, CSI, CDT, LEED (late arrival)
 - C. Committee Chairs: none
 - D. Members: none
- III. The minutes of the August meeting were reviewed by those present. Minutes are approved as distributed.
- IV. Treasurer's Report:
 - A. The Treasurer submitted a written report.
 - B. Report is filed for annual review.
- V. Region Director's Report:
 - A. Mid-Year West Region Board Meeting will be October 3rd at 2pm at the Embassy Suites in Walnut Creek.
 - B. Regional Planning Session will be held following the Board Meeting.
- VI. President's Report:
 - A. Institute Dues are being raised by \$10, effective September 1st.
 - B. At the upcoming Annual Meeting at the Convention two items will be voted on by the Membership:
 1. Revision to the method of electing Institute Directors, submitted by Oklahoma City Chapter
 2. Concept of Virtual Annual Meeting, submitted by Institute Board
 - C. Rietta will send out her written notes from the West Region Chapter President's call from August.
- VII. Unfinished Business:
 - A. Attendance Tracker:
 1. There was a loss last month. Less than the previous month due to the smaller attendance.
 2. Rietta will send out a hard copy of the tracker to the Board.
 - B. Holiday Party:
 1. San Francisco reached out and asked if we would be interested in doing another joint holiday party at the Elks Lodge in San Mateo. They are also reaching out to East Bay Oakland to see if they are interested in joining this year.
 2. The Board is interested in a another joint party.
 3. A Chapter representative is needed to head up the task force to work with San Francisco Chapter. No one from the Board volunteers. Rietta will reach out to Chapter members to see if anyone is able/interested.
 4. Rietta will follow up with San Francisco.
- VIII. New Business:
 - A. Region Leadership Workshop:
 1. October 3rd to 5th at Embassy Suites in Walnut Creek
 - a) Friday 5pm start
 - b) Saturday 8am to 5pm
 - c) Sunday 8am to noon
 2. Attendees for the Chapter are Rietta, Rose, and Katia.

- B. Retirements:
1. Two active members are retiring:
 - a) Dave Ingram who is currently serving on the Board, and has for many years.
 - b) Dede Impink who served as Secretary for many years.
 2. The board discusses acknowledgement of retirees.
 - a) Active members have not retired in the Chapter's history, so this is a first and there is not a prescient to follow.
 - b) To honor Dede's wishes to stay out of the spotlight, Rietta will order flowers/gift for Dede to be sent to Steinberg prior to her retirement in mid-September.
 - c) Dave Ingram plans to remain active on the Board for the remainder of this fiscal year. Acknowledgment of his retirement can be planned at year end.
- C. Mel Cole Celebration (March 2015):
1. No update. Ron Ronconi is out of town.
 2. Rietta will follow up prior to the next Board Meeting

IX. Committee Reports

- A. Membership:
1. We are at 59 members.
 2. Two members have not renewed. Two new members have been acknowledged. Two new prospects are identified for memberships.
- B. Education Seminar:
1. No report.
 2. Maia will get contact from Kevin for ADA seminar.
- C. Programs/Technical/Social:
1. No report.
 2. Katia forwarded information to Kevin about the Transbay Terminal.
- D. Continuing Education: Tonight's program is registered with the AIA.
- E. Greeter/Raffle: There are two bottles of wine and the raffle is up to \$720.
- F. Editor: The newsletter deadline is next Thursday at noon.
- G. Historian: No report.
- H. Awards: no report.
- I. Website: Updates to the Microsite are being made.
- J. Operating/House: We have 20 are registered for tonight.
- K. Toys-for-Tots: No report.
- L. Marketing: We have a tabletop tonight.
- M. Fundraiser:
1. The Committee has met several times to work out further details on the various fundraising options that were brainstormed at the Strategic Planning Session.
 2. Bocce Ball: The bocce ball venue was studied and determined to be unlikely to be a positive fundraiser due to the high initial costs.
 3. Levi Stadium:
 - a) Committee efforts to date:
 - The venue was toured and event spaces were visited.
 - The cost points have been reviewed.
 - Some potential vendors have been contacted to gauge interest in a Tradeshow and the cost points initially laid out. The initial feedback has been good. The venue is new and people are interested.
 - Early estimates show approximately 70 vendors would be required to finance the event and make a good profit for the Chapter.
 - The time allocation for events is four hours.
 - It's possible that a tour of the stadium or having a speaker could be accommodated.
 - The date being discussed is February 26, 2015.
 - The costs of using Levi's Stadium for the event are about double what was provided for in the budget.
 - A large down payment is required to hold the date.
 - This is intended to be a onetime event, not an annual event. The venue is new and that is what will drive the interest this year.

b) Board Discussion and Comment

- The funds for the down payment should be secured from the vendors. Extending that much funding from the Chapter reserve is not prudent.
- There are some concerns about competing with other local Chapter events: San Francisco's ProFair. Given the change in San Francisco's format, this does not seem like a competing event.
- Potentially look at a date in Fall 2015 to give the Committee more time to secure funding, market the event, and coordinate details.
- Discussed possibly making it a joint event with the surrounding Chapters. This is a possibility, but the proceeds would need to be shared as well.
- Board thinks it could be a successful event. Funding sources need to be found sooner rather than later in order to secure the venue.

X. Announcements: none.

XI. The meeting was adjourned by Chapter President Rietta McCain at 6:00 p.m.