

California Alpine Club
Board of Directors' Meeting
Mill Valley Golf Clubhouse
Sunday, July 20, 2014, 2:00 pm
Agenda

Call to Order
Establish a Quorum
Recognition of Request to Add Item(s) to Agenda

Accept Agenda
Approval of Minutes from May 24 Board Meeting
Approval of Minutes from June 21 Board Meeting (no quorum)

New Members

Charles Johnstone
Sponsors: Mary Jane McKown and Maureen Johnstone

Craig Burgess
Sponsors: Margaret Starrett and Nancy Bott

Ernie Castiaux
Sponsors: Tony Smith and Jordon Herrmann

Lorraine McKie
Sponsors: Edie Nelson and Mary Larkin-Berlinski

Reports/Discussion/Voting:

Status of By-Law Changes	— Graham Forder
Alpine Lodge Report	— Jay Gustafson (to 3:00)
Echo Lodge Report	— Mary Larkin-Berlinski (to 3:00)
Retreat	— Bill Mayers
Temp Web Master	— Doug Evans/Carroll Pearson
Other Reports (to 3:00)	

Next Meeting Saturday September 20 2:00 pm

Dollar amounts are
in thousands (\$000)

California Alpine Club
Board of Directors Meeting
Treasurer's Report July 20, 2014

Financial Activity

Revenue from Operations

First quarter revenues 2014 are \$5K lower than Q1 2013 \$47K. This was due to events at Alpine \$1K and Echo Summit \$4K. Unrelated Business Income (UBI) for the first quarter was well within IRS limits.

Expenses

Expenses were higher by \$13K, entirely due to the insurance premiums, which were paid in Q1 2014 versus Q2 last year. Q1 is normal for payment.

Budgets

The FY 2014 budget has been completed and is shown in the Financial Reports for June 30. Revenue is budgeted at \$150K versus \$152K actual for FY 2013 (-\$2K). Operating expenses are \$106K versus \$116K last year (-\$10K). Improvements are budgeted \$82K versus \$51K last year (+\$31K). Cash is budgeted at \$386K versus \$420K last year (-\$34K).

Solvency

Cash and investments are healthy with a year end FY 2013 balance of \$420K, versus a prior year end FY 2012 balance of \$430K. The budget for FY 2014 is a reduction of \$34K.

7/13/2014	PRIOR YR FYE 3/31/13	PRIOR YR FYE 3/31/14	CURRENT YR Q1 6/30/14	BUDGET FYE 3/31/15	DELTA Budget vs Prior YR
CASH					
Echo Summit Lodge					
Checking	74,338	71,068	55,684	66,722	-4,346
Alpine Lodge Checking	67,958	50,703	70,485	50,681	-22
Alpine Lodge Savings	45,488	75,797	75,813	50,285	-25,512
CAC Checking	71,683	54,117	52,375	48,024	-6,093
CAC Savings (Reserve)	50,022	50,047	50,053	50,100	53
TOTAL CASH	309,489	301,732	304,410	265,812	-35,920
INVESTMENTS					
CAC American Century	120,886	118,331	119,098	120,000	1,669
TOTAL	430,375	420,063	423,508	385,812	-34,251

CAC By-Laws Change Project Status at July 20 2014

Phase 1 (approved at April Meeting): Summary:

- Directors and Officers elected for two years (not one)
- Remove two signature requirement on Treasurer
- Membership Chair authorized to collect entrance fees (not Registrar)
- Added flexibility for President regarding setting meeting dates

Phase 2 (brought to July Meeting): Summary of revised Article II Section 2 (Membership Classes):

- Senior Member and Senior Joint – Member(s) must have at least 12 months regular/joint membership before applying (Bev Leve).
- Child – deleted because it adds no value since any child is eligible to come to a Club event (at child rates). (Ann Meneguzzi).
- Family – deleted for simplification. Family Membership is the same as Regular (or Joint) (Stefan Berlinski).
- Student upper age range extended to 26 versus 22 (Suggested by many). Students may hold office. All students must complete two activities etc. Other terms of Student membership are moved to Resolution 11.
- Life and Joint Life – no longer available to new members.
- Associate – makes it clear that the right to offset daily membership dues in up to three events against the Entrance Fee is limited to twelve months from the first event. (Bev Leve)

Implementation of Phase 2 will be contingent upon BoD approval of Resolution 11. [we cannot implement Phase 2 immediately because related parts of the By-Laws must be changed simultaneously]

Phase 3 (planned for October Meeting)

1. Conforms language in by-laws with changes approved in Phase 2.
2. Removes detail about new member processes and places in Resolution 11.
3. Additional changes (as recommended by Carroll Pearson and others), such as:
 - a. Delete references to Reserve Funds
 - b. Delete overly prescriptive language on Dues Distribution and etc.

Implementation of Phase 3 will be contingent upon BoD approval of Resolution 11 therefore immediately upon membership approval of Phase 3 the President will call a special meeting of the BoD to approve Resolution 11 which will trigger all the changes and result in the new set of by-laws.

California Alpine Club
Board of Directors Meeting
Strategic Plan Status at July 20, 2014

Background – The Alpine Club has entered a new century with very different circumstances from the founding in 1913. While there is no specific problem with the club, we want to assure the viability of the club given diversity of interests and expectations of members.

Objective - Create a detailed action plan for year 2015 forward. Gather background data on club member interests, satisfaction, complaints and vision for the future.

Scope – What should we be doing more of, and doing better. What should we be deemphasizing?

Implementation – How will changes be accomplished?

Schedule/Status:

The “Delta Forward” team, at this point is Jay, Margy, Torie and Bill. Several conference calls have been held, and minutes taken. The members’ survey has been the focus.

- Define the planning process – needs some fleshing out, particularly for the Board Retreat.
- Gather needed information and data. Most of the effort has been on this. The survey will be vetted and sent to members by July 31. There will be at least one further survey.
- Board Retreat - weekend Oct 3-5 at Alpine Lodge.
 - Agenda
 - Invitees (beyond Board and Trustees)
 - Facilitators
- Strategic Plan
 - Draft plan available by Jan 31, 2015
 - Plan available March 2015 Board Meeting for approval at Annual Meeting in April 2015

CALIFORNIA ALPINE CLUB
Board of Directors Meeting

DATE: July 20, 2014

LIST OF ATTENDEES

(Please, please print!)

NAME: BOARD MEMBERS

MEMBERS

1	H.M. TRSY	1	SUSAN MCCARTHY
2	GRAHAM FORDER	2	MARCIANNO LOUGHRAN-Smith
3	WILLIAM MAYERS	3	
4	MARGY ELLER	4	
5	ANN MAREGUZZI	5	
6	GENE RICHDRICK	6	
7	TORIE A. BEEDLE	7	
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7/18/14

Draft of Motion

I move that the CAC BoD engage Mary Wisnewski as an independent contractor to serve as our webmaster, with an exemption from the CAC Contracting Policy requiring a business license and insurance. The attached Independent Services Contract shall be used to document this arrangement.

Registrar Report 2013/2014 After Final Dues Campaign

	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014	% of 2013/14	% of 2012/13	Change	% Increase
	Memberships	Memberships	Memberships	Memberships	Memberships	Memberships	Memberships	Memberships		
Class of Member # New or Renewed#	New or Renewed#	New or Renewed#	New or Renewed#	New or Renewed#	New or Renewed#	New or Renewed#	New or Renewed#	New or Renewed#		
Regular	191	188	145	139	122	123	126	126	0	-2%
Joint	108	103	68	60	77	60	85	85	-4	-18%
Life	88	91	90	87	65	18%	15%	15%	0	0%
Joint Life	17	16	15	13	13	13	13	13	0	0%
Senior	120	121	113	116	108	113	113	113	5	4%
Joint Senior	32	36	35	39	36	34	68	68	-2	-6%
Junior	with 48 JR members		26 families/38 JR	9	6	3	13	13	-3	-5%
Family 1			19	29	30	22	32	32	-8	-20%
Family 2			15	40	38	34	34	34	-6	-18%
Child	with 28 ST members		16 families/23 ST	18	18	13	13	13	-5	-38%
Student										
Totals memberships	556	555	491	491	473	461	645	645	-12	-3%
Class of Member	number of members						% of 2013/14	% of 2012/13		
Regular	91	188	151	147	129	126	20%	19%		
Joint	114	208	174	178	204	180	28%	30%		
Life	88	91	90	87	65	85	13%	13%		
Joint Life	34	32	31	26	26	26	4%	4%		
Senior	120	121	113	116	108	113	18%	16%		
Joint Senior	64	72	70	78	72	68	11%	11%		
Junior	49	38*	23	23	18	13	-5%	3%		
Student	27	23	23	18	18	13	2%	3%		
Child							1%	1%		
Total # of members	783	771	690	690	680	645	100%	100%	-35	-5%
Non renewal		7%	11%	0%	1%	7%				

So, in 2008/09 we have 783 members, 591 in 2009/10 we have essentially flat membership and 7% non renewals over 2007/08 evenly distributed over membership types
In 2014 we lost 3%, mostly in the Joint category

July 16, 2008 by Shirley Anderson, Registrar Sept. 28, 2009 by Stefan Berniski, Registrar

Aug 29, 2013 by Stefan Berniski, Registrar
Aug 1, 2014 by Stefan Berniski, past Registrar

* FRI have been included in the % figures for -2%
-18% Ref to reflect the switch in classes 2010
0% FRI have been included in the % figures for 0%
0% JT to reflect the switch in classes 2010
4%
-5%