

Board of Trustees Meeting Minutes

Nov.1 , 2022

Call to Order:

The meeting was called to order by Board of Directors Chair Heather Baldwin at 5:05PM

Roll Call:

Roll Call indicated the following Board Members were present:

Heather Baldwin, Board Chair

Tiana Briones

John Dixon

Mike Gump

Nat Ellis

Ron Dodge, ODE Representative

Tanveer Singh, State President

Roll Call indicated the following staff members were present:

Brycen Woodley, Sr. Executive Director

Kim Frahm, Chapter Support Specialist

Mike Oechsner, Executive Director

Ryan Underwood, Senior Director and TEAMTRI CEO

Donna Dail, State Director

Roll Call indicated the following guests were present:

Christine Clair

Eduardo Farias

Approval of Minutes of Previous Meeting:

Discussion:

Nat Ellis moved and it was seconded by Mike Gump to approve the minutes of the May 2022 meeting as presented. The motion was adopted unanimously.

Donna noticed that the previous meeting minutes from December 2021 were not yet approved.

Heather Baldwin moved, and Nat Ellis seconded to approve the minutes of the December 2021 meeting as presented. The motion was adopted unanimously.

Old Business:

Discussion:

Vote New Board Members

Heather Baldwin summarized that both were introduced in May and are both former DECA members.



Discussion: Brycen provided language from the Bylaws: ...”up to nine other persons from education and industry representing a diverse spectrum of stakeholders committed to the mission of DECA.”

Mike Gump moved, and Nat Ellis seconded to accept Christine and Eduardo as Industry Representatives to our board. The motion was adopted unanimously.

State Officer Update:

Discussion:

Tanveer provided the following updates:

- Need advisors to host district 1 & 2 competition. Klamath Union is hosting district 3
- DECA Drive in progress
- Chapter Communication Guidelines (collecting contacts through Advisor emails) in progress
- The Chapter Tool-Kit has been completed and distributed on the website/socials
- State officer team is in progress of recruiting new chapters
- Implementing “Insta Reels” is in progress
- Currently compiling award ideas for additional awards at the state conference
- Team is compiling video ideas for the Oregon DECA YouTube Channel
- Looking for vendors and promotions in progress for the SCDC Career Bowl

Eduardo asked for additional information so that board members may be able to assist (i.e. vendors) and Tanveer said he would provide items to the board.

ODE Update – Ron Dodge

Ron Dodge did not have any updates, but the board thanked him for all the work that he does for Oregon DECA.

CTE Student Leadership Foundation Update:

Discussion:

Nat Ellis shared that they met in Sept and that grant funds are available and should flow more quickly this year. Further shared that last year the flat rate for all students skewed the numbers. This year there is a cap of \$2,500 per chapter that will likely result in more schools getting more money. The per student amount should be around \$12/student and that schools should see the money much quicker this year as money has been received and verified. School must have membership submitted and paid by Nov. 15 in order to receive their grant money.

Thanks were expressed to Ron Dodge for making all of this happening so that money flows better this year.

Mfanagement Update:

Discussion:

- a. Finance Update



Mike Oechsner reviewed Statement of Financial Position as of June 30, 2022, and Budget vs. Actuals for July 2021 to June 2022. He was happy to report that we finished stronger than expected. Forecast looks more hopeful than the last couple years.

At year end the net loss was much less than expected and we ended in a good financial position. It was noted that there was a \$2500 expense that will be reflected in the 2022-23 financials as a result of closing books in July to prepare the group 990. This is a normal process, the \$2500 is a little higher than normal but still within reason.

b. Dashboard

Donna reviewed the dashboard and highlighted that membership is trending well. Trends look even more hopeful over the next couple weeks.

Of particular credit is the strength of Oregon DECA in areas that provide continued structure for the future growth of the association, systems, enthusiasm and membership. Engagement, recognition and capital are areas that will continue to work to improve during the year. Presented the engagement numbers from advisor and student leadership conferences from the fall (20 advisor conference; 53 at fall conference). Current membership is at 526 (456 students; 40 alumni/professional; 30 advisor)

c. Membership Update

Donna reviewed the membership counts and compared to tier levels and caps. She hopes to reach out to chapters to help fill in numbers toward tier caps.

Heather would like to remind that those memberships left on the table can be alumni members.

Heather Baldwin suggested that a focus in that communication be the option for alumni and professional memberships if chapters feel they have reached their student limit.

d. Fall Tour Update

Kim Frahm presented a summary of the fall tour she and D'Andre Vasquez made to chapters across the state. Kim described the key things learned and the initiatives that came out of that. She also highlighted that much of the initiatives mirror some of the work being done by the state officer team.

The focus for the tour was to listen to advisors and hear thoughts on what they are looking for this year. Additional chapters have been chartered thanks directly to the tour.

Advisors are seeking/hoping for:

- Grow Oregon DECA & provide growth resources
- Regaining 3 allocations on role play/written events



- District competitions to better prepare students for the state conference
- More digestible access to TEACH DECA
- Additional info on nontraditional (i.e. SBE) ways to take students to ICDC
- Resources on how to implement DECA into classroom
- Opportunities to collaborate & increase community/family feel
- Fundraising resources

Key Initiatives:

- Regional/District competition support
- Toolkit for recruiting/raising money
- Grow membership
- Competition prep resources
- Provide Internal Scholarships
- SBE Certification & support

Heather Baldwin expressed appreciation to Kim and management team for the tour effort and the support to chapters.

SCDC 2022 and 2023:

Discussion:

Quick Registration Guide

Donna asked the board to briefly review the Quick Registration Guide so that it can be distributed. There was discussion about being patient with new hotel staffing (Linda has left) and to keep expectations reasonable. Transition may be challenging and take a bit longer than in the past. Things that were “always” just done in the past – may not be automatically in place for this conference. Heather pointed out that newer advisors may only hear “no” from hotel staff and not know how to get what they need. It was agreed that issues with hotel staff should be discussed with Donna for assistance.

Kim Frahm suggested a pre-state meeting with new advisors that could provide additional handholding with registering and what to expect from the state conference. Donna Dail suggested that the December Advisor Huddle address this and potentially using January huddle as well.

Heather brought up a concern about payment deadlines and Covid policies. Brycen and Donna will ramp up language in the quick registration guide.

Ryan Underwood discussed our ability to pivot as we did during covid and that this would be something that would happen if we find ourselves faced with travel limitations again.

Brycen expressed that we could work on ramping up the language before releasing the guide. He and Donna Dail will discuss at meeting Nov. 2 to make this adjustment.

Action Item:

Donna Dail will work with Brycen to ramp up language before releasing the guide



Officer Candidate Packet

There have not been any significant changes from last year from the 28-page document. Donna has worked on fine tuning the process but has not officially made any changes. The document needs review, but also needs to be distributed to advisors.

Nat Ellis suggested that the 28-page guide is too overwhelming for students and that a one-page document or elevator pitch for students would be more digestible. Ideas included “5 things why” and/or “5 things to expect”. There is concern that the document will increase the difficulty to find state officers.

Heather suggested cutting the document at page 17 or 19 until the student obtains a state officer position and then provide pages 20+ (forms & agreements).

The board agreed that the state officer team could put something together relatively quickly and that would be more meaningful to potential candidates. Tanveer agreed that this document is overwhelming and that making a one-pager might be more helpful.

Tanveer discussed student perspective – need more motivation to run.

Action Item: State officer team will strip down content to make this process more marketable – leave main document the way it is for this year. Donna Dail and Tanveer will connect with next steps this week.

Series Director Lunch

John Dixon moved, and Tiana Briones seconded to continue to feed the series directors and assistants. The motion was adopted unanimously.

Security

John Dixon asked if there are options for additional security around our facility

Discussion followed to include the following points:

- cost around \$50/hour to get security
- significant number of parents are a no go because of where we are located
- How would advisors respond to a surcharge per room for security expense
- We will run some numbers to see if that is feasible
- maybe staying under the \$170 total
- \$2 per room per night gives us \$1500 for security. That's 30 hours of guards. Or two guards for 5 hours per night for 3 nights
- Wanting to add \$4 per room for this year to add security
- Key time frames may be 5:00PM – cerfew. Overnight when kids locked in may not need as much.



Heather Baldwin made motion and was seconded by John Dixon to add 4\$ per room, per night for this year for security

Action Item: Donna and Mike will work with hotel to increase room rate to include the added security cost.

Future contracts & location

Mike Oeschner provided rationale for having this conversation at this time and need to get contracted to leverage buying power before end of year.

Nat Ellis discussed the option of a split hotel and conference site but this would present other items to deal with

Brycen Woodley explained that cost will go up if split because we would not have the rooms to offset the meeting space cost – there really is not hotel space statewide that would accommodate us

John Dixon brought up the topic of additional security regardless of if location is changed. Brycen provided sample pricing.

The board also discussed that we look at 2024-25 hotel options and push back on Jantzen Beach to provide additional security.

Heather Baldwin moved, and John Dixon seconded to book Jantzen Beach for 3 additional years with added security negotiated. The motion was adopted unanimously.

Ryan Underwood expressed need to include caviats in the contract – for situations that could arise there such as renovations, sold again, continued crime, etc. We want to be able to move if situation is undesirable for our conference.

Other Busineses:

Next Meeting:

The board will meet in March after the state conference. Date to be determined.

Adjournment:

The meeting was adjourned at 6:54 p.m.

