

### **RMRYLA Board Meeting 9/9/12**

In attendance: Katie Krebs, Heather Amen, Marc Solnet, Len Brass, Doug Armbrust, Ron Clark, Bev Stewart, Norm Lyster, Patricia Fiskes, Peggy Halderman, Jim Hoops, Dave Boon, Wayne Markel, Junior Weed-Ziegler, Rueben Gonzalez, Marion Trummer, Rolando Cuadrado, Craig Essex, Curt Harris, Bill Rubin, Bill Manning, Kevin Farrell, Dave Amen (conference call), Stan DeVore (conference call)

#### **Jim Hoops – Welcome**

- It will be a long meeting today, but an important one. Welcome!
- The most important that Jim can remember.
- Introductions
- Anything that is said here is feedback not criticism, keep that in mind. We will talk today about how we can make these already amazing conferences even better.
- What are we trying to do at RYLA and Young RYLA? We should role model what we teach while we run our business. We also need to focus on training.
- By the end of October, Jim would like to put out a report to the two district governors.
- We will fix the emails for those who did not receive the documents Jim sent out for the board meetings. Jim will send pdfs in the future so everyone can read them. The font was part of the issue.
- Recognition of Junior Weed-Ziegler as the Murph Widdowfield and Warren Holmes award this year.

#### **Kevin Farrell – Treasurer’s Report**

- Balance Sheet, Profit and Loss Statement, and a Statement of Activities
- There was originally a fear of charging \$450 and filling all three conferences, we managed to do very well, all of the conferences made a little bit of money.
- Today we have cash of about \$53,000 in the bank. Over the next five months we will spend about 2/3 of that with deposits and administrative costs.
  - We kept expenses down this year, and the conferences were full, which is why we did all right and made some money.
  - Excess of revenue over expenses is \$24,000 (having taken out the \$14,000 we’ll be refunding the clubs)
- At our fiscal year end in June, we sit with a bunch of cash because the conferences haven’t happened yet, but we have received all our revenue from the clubs.
- The vast majority of our money goes to the conferences; we have very little overhead and admin expense.
- The goal is to have the budgets all set for the conferences in November.
- We will be charging \$450 next year; we will be talking about the price for 2014 this year to announce it before June for the Rotary Clubs’ budgets.
- Young RYLA we did not lose money per conferee this year. Each YRYLA had an excess of about \$5,000, RYLA was the remaining \$14,000.

#### **Dave Amen – Registrar’s Report**

- The group gmail accounts was something he started a few years ago, it does take some management of those accounts. It would great to have a volunteer to do that.
- We now have 240 slots at RYLA and 240 at Young RYLA.
- 900 applicants this year.
- 230 RYLA reps in the clubs this year who pay the costs and find the conferees.
- 52 Rotarians serving as counselors, many of us belong to Rotary clubs that are smaller than that. 54 Junior Counselors.
- Sent/received over 10,000 emails this year for communications (less than the best)

- Goal: make the Sunday check-in go so well that everyone's RYLA is perfect.
- He faced some personal challenges this year, and was unable to devote the time to RYLA this year that he has in the past, but due to 10 generous people assisting, the great reps, and the systems that we put in place, it still worked!
- There is an intense effort in the last two weeks before RYLA with phone calls rebalancing teams, etc. Marc and Kevin will wonderful.
- We filled both YRYLAs this year, a HUGE win! This year 100% of the YRYLA applicants arrived at the conferences.
- This year YRYLA went back to the check-in layout from 2 years ago and both went very smoothly.
- Great JCs who were assistants this year.
- It took a lot of work this year to figure out the reports for doubling YRYLA, but he was able to arrange it because Marc was there to help.

### **Craig Essex – Chairs for 2013**

- There was a more formal approach this year to picking chairs, there is now an application that is on the RYLA website. Curt, Dave, Bill Manning and Craig agreed on the application and put it together.
- We received three applications this year.
- Curt recommends: Rolo for RYLA, Jim Hoops for YRYLA Week 2, and Marion Trummer for Week 1.
- Craig recommends we begin looking for Chairs for 2014, and ask them to apply on the website.
  - Marion recommended a goal: aim to choose Chairs one year in advance to work with the current chair and know what's going on.
  - Not to be announced, but because you look at conferences in a different way.
  - Jim: that is to the Governance Committee to continue that.
- Dave Boon moved to accept the nomination, Bev seconded. Motion passed.

### **Patricia Fiskes – Program Committee**

- Jim: the board is not a management tool for the conferences. The board needs to oversee them and make sure we are being fiscally responsible.
- Craig Essex and Patricia are co-chairing the committee. Jim, Junior, Heather, Kevin, Doug, Dave A., Rolo, Curt, June, and Murph have all participated in these meetings.
- We answered the question, what can the program committee be doing?
- When Patricia asked Ruben, would it have been helpful to have a program committee this year?
  - It would be beneficial to all concerned (counselors, board, conferees)
  - Evolution and positive changes are essential to be the best
  - Each year we are able to criticize ourselves and see how we can do better
  - Activities much change to make change happen, if we want to keep pushing them and challenging them.
  - The new activities that we designed could have used more help, to make sure the changes are beneficial.
- Peter Senge: Rocky Mountain RYLA" is a learning organization... where people continually expand their capacity to create the results they truly desire, where new and expansive patterns of thinking are nurtured, where collective aspiration is set free, and where people are continually learning to see the whole together."
- A chair has a lot of work to do! The YRYLA governance document is 15 pages! Having a program committee, and even a training committee, can be helpful to them. Chair is a lonely job.
- Patricia passed around a draft of the purpose of the program committee.
  - Guide the planning of the programs will fulfill the defined objectives.
  - All conferences have an evaluation component.

- How, what, and why a speaker or activity contributes to the stated objectives.
  - Collaborate with training. A HUGELY important component.
  - Understand the needs of the Chair and support them in planning RYLA and YRYLA.
- Jim: you will notice this is NOT telling any of the conferences what to do. It used to be that Chair became King or Queen, and that does not give us purposefulness.
- How can it make the Chair's job easier, so people want to be Chair?
- Wouldn't it be nice if from the training committee and the program committee came the future Chairs?
  - Rolo: suggestion to redefine the membership to include a few less experienced counselors with that goal in mind.
  - Bill M: suggestion to amend the counselor experience requirement to 3 years instead of 5.
- Jim: I do not have a problem with Chairs repeating. Curt: yep, this year was much easier. Dave B: the second year was much easier; you know what to focus on.
- Doug: are Rotarians the same as RYLarians? There were a few SCs this year who were not Rotarians. Suggestion to change the membership requirement to four RYLarians rather than Rotarians.
- Bill R: Suggestion to change wording so it can communicate to people outside this group. Past counselors.
- Jim: Counselors (J and S) need to be encouraged to be involved in the development of the program so that they have buy in and understand what we're trying to accomplish.
- Doug/Craig: Former JCs and SCs need to be involved in the program committee
- Marion, then Dave B: Motion- members of committee amended: four individuals with 2 or more years' experience in RYLA or YRYLA.
- The board meeting will also be opened up to all JCs and SCs.
- Bill M: move to accept the document with the above amendments.
- Marion seconded. Motion passed.

### **Marion and Bill - Governance Report**

- No report at this time. There has not been a recent meeting.
- Patricia – there have been amazing improvements in governance, thank you to Bill.
- Jim brought up a couple issues that have arisen and wanted some discussion.
- Rolo: self destructive behavior occurred at YRYLA Week 1.
  - The counselors escalated the issue to Rolo, Rolo spoke with Jim and the parents of the girl, but she was allowed to stay the week.
  - The girl did not seek medical attention from the camp nurse, and the counselors did not believe the girl was in danger of suicide.
  - There was a discussion of liability of RYLA and/or Ponderosa.
  - The question is should she have been sent home? Jim sought the opinions of many qualified people, two psychologists and Terry Fiskes, and all agreed she was okay to stay.
  - Bill R: what is the policy question? How does this board deal with it?
  - Dave B: simply need something in the policy document that says the executive group at the conference makes decisions in these circumstances, so we have it in writing for liability.
  - Katie K: have a procedure in place that you train your JCs and SCs on for when problems may arise, who to report it to, how it goes forward, etc.
  - Bill M: this is now considered foreseeable, if we do not have a defined procedure we are now at risk for negligence.
  - Kevin F: we need to find out from RI what our insurance covers. Rolo – write up a description of what you did and that be our initial procedure for going forward.

- Bill R: have designated folks that are maybe not at the conference, but are able to give feedback and are knowledgeable on the subject.
- Bill M: we need to insist in training that JCs come forth, rather than aiming to fix it themselves.
- Jim: recommendation that this discussion continues in the governance committee.
- Junior: take a look around. Week 2 had extreme emotion in this activity this year. We had feedback from some parents were concern about why we did this.
  - Jim: let's not make any decisions today, but let's have a brief discussion about the activity and what our purpose is in doing it.
  - Curt: RYLA renamed it "we are all in this together" and spent the last five minutes as a large group debrief why we were doing this.
  - Bill M: there are 75 hours of programming and the 1 hour activity is very powerful and strong, but it needs to be put into context.
  - Jim: how are you going to explain this to someone else?
  - Rolo: the conferee in question had a very unique family issue, let's not let that reaction decide the entire thing.
  - Dave B: are we really asking the right questions, do we need it take it this far? The program committee needs to approve the questions.
- Junior: there were parents who were not communicated with prior to the conference and felt very in the dark about leaving their daughter at the conference.
  - Bev: previously I've sent emails to the parents saying hi, introducing as a Rotarian, giving phone number for questions etc.
  - Maybe this should be encouraged?
  - Bill R: what about facebook?
- RYLA Love: the parents were also worried when their daughter received an email from the boy JC saying have a great school year, I love you, etc. What is the best way to communicate appropriately?
  - Dave B: I received emails from parents who were concerned about the JC and SC contact
- Jim: are these questions that the governance committee should take a look at?
- Junior: program committee should be in charge of take a look around
- Jim: Bill R are you still interested in the governance committee with Marion? Yes from both. Great!

#### **Patricia Fiskes – Brett and YRYLA in Hawaii**

- Brett is aiming to have YRYLA as a breakout session at the Peace Forum in January.
- Hawaii currently has a RYLA program, and they have EarlyAct in the elementary schools, but do not have anything for middle school students so he would like to start it.

#### **Stan DeVore and Ruben Gonzalez – Marketing**

- District 5450 has a lot more representation in terms of JCs and SCs.
- Goal of getting more advertisement out to 5440 and get them more involved in the program.
- Over the second half of winter break put together a tour of the clubs in the WY region to get more support and attract other Rotarians in the area.
  - Idea came from Stan speaking to the Casper club and they were all excited to get involved and how to do it.
- Jim: it's a huge impact for the JCs to tour instead of Rotarians!
- Ruben: wherever the JCs happen to be, present there! Request meeting with at least 1 Rotary Club to get the word out.
- Maybe it is an expectation of the JCs that they present at clubs.

- How can we support you? Stan: some sort of financial support for driving to the clubs that may be further away. Find contacts for Rotarians who can host us for a night, or provide introductions to the clubs.
  - Stan will submit a proposal to Jim and we'll go from there. Ask for everything you want! In the next week.

#### **Wayne Markel – Douglas County Opportunity**

- The DC clubs are in planning for a youth expo next spring for DC youth and their parents to show all the opportunities that are available in the area.
- Booth fees (\$25) will be charged to attend the expo, each member will find 10 organizations willing to have a presence at the expo.
- Looking for creative, interactive thing going on at the booth.
- Rolo: we would likely get more applicants, is that something we need? Wayne: yes.
- Bill R: this needs to go to the marketing committee. Yes.

#### **Heather Amen – Development Committee**

- Giving First website – the development committee went forward with developing this website with the permission of the executive committee.
  - Colorado Gives Day is December 4<sup>th</sup>, and a great entry marketing point for an individual giving campaign.
  - The board agreed to continue with the website development and participating in CO Gives Day.
- United Way Grant – with the help from Joneen McKenzie we are looking at writing a grant for United Way, asking for \$60,000 - \$200,000
  - Heather asked everyone to write in what their top three priorities are with funding to see if we could identify the things we need to go after
  - The board agreed to continue with writing the grant to see if we could get some money!
- Evaluations are the cornerstone of development, without proof that RYLA and Young RYLA work, no one will fund the program.
  - Both sets of assessments done this year provided great data on the conference week itself – thanks to all three chairs for their willingness to give these assessments.
  - Heather hopes to continue the evaluation conversation with the Program Committee and the Development Committee to improve and update the self-assessments so they are most useful for all parties.
  - The development committee is also interested in sending out an online survey (similar to the post self-assessments) in December or January to gather data once a conferee has been out of RYLA for a few months, does it still work?
  - Finally, the committee would like to work with Katie Krebs to develop a survey for RYLA alumni to be sent out this fall.
  - This survey would find out from any alumni we can contact, how did/does RYLA affect their lives now?
- Dave Boon as a support for all this.
- Bill M: meet with the Denver Foundation and they will tell us who to meet with. First write a grant for the JC program.

#### **Jim Hoops – Board Openings**

- Bill M, Jim Hoops, and Lloyd Thomas drop off the board at the end of this meeting. There are 2 openings for board members in each district 5450 and 5440.

- Bill M: what is the decision making process?
- Jim: people apply online, there will be a vote sent around for the board to approve the application. That will be recommended to the DGs and they say yes.
- There have been 4 who expressed interest. There are 5 who began the application.
- Dave Amen sent out a call for board members, the deadline will be September 15.

#### **Kevin Farrell – Proposed Expansion of RYLA for 2014**

- At the last meeting there was an agreement that nothing was to be done until after the conferences for 2012. So no progress has been made, but Kevin is looking for a motion to continue developing a steering committee.
- A few questions:
  - Where to hold it and when? Same time as the other conference to share speakers?
    - There is no longer an option to do two weeks in a row, has to be the same week.
  - How to get Rotary Clubs to support it? Lower the fee? Expand to other students?
  - The committee will include Kevin, Curt, Norm, Heather, and Patricia.
- The next step is to have that committee meet and figure out next steps.
- We need approval to sign the contract with the Y and continue looking at how to do this.
- Bill R – I would like for Kevin to continue, but I would like a timeline for when various decisions need to be made.
- A final no go decision needs to be made at the next meeting.
- Marion moved that we put the money down and do a feasibility study to present at the next meeting. Bev seconded. Motion passed.

#### **RYLA and YRYLA Debriefs**

- The debriefs were sent out via email.
- RYLA
  - The SCs presenting four way test was rated well (a 4.5)
  - Picture This and Helium Stick were not rated well, but Helium Stick did really well on the post test in terms of teaching leadership.
  - CJ Cadwell did not do as well, he did not adjust the talk to high school kids from CEO audiences.
  - RYLA rumble was great, they had to solve a problem with a team not their own.
  - Sunrise hike was rated extremely well! The JCs spoke briefly at the top and it was perfect. Reflecting on the week. There were 4 other JCs that gave 20 second reflections and it was great. About 140 participated.
  - Heather presented the evaluation data for RYLA so that the board is aware what data is available to them and the quotes that are available for us.
- YRYLA – great head JCs and great camp, evals were sent out
  - Heather walked through some evaluation data, the same results
  - June's data was amazing, she did a ton of work to show the growth in the conferees
- Katie is interested in doing a post-RYLA survey several months later to see if there is a large drop
- Jim: well, we know that we had three outstanding conferences

#### **Do we market YRYLA to CO Spring?**

- Jim: suggestion to set aside a few slots for YRYLA and RYLA to make it easier to fill the camps.
  - We are losing northern WY kids to the Montana Club, and this year was rough filling YRYLA.
    - Titan, Cody, Sheridan, Buffalo
    - But it is 9<sup>th</sup> grade only!

- We might be able to get financial help and SCs.
- Jim: Let's start with a small number, 10, and we can offer more after requests come in.
- Dave B: I'm worried if we say 20 slots and YRYLA grows in popularity, we won't be able to get them back.
- Rolo: let's just open the discussion, would you be interested if slots become available?
- Junior moved to start the conversation, Norm seconded, motion passed.

#### **Future Board Meetings**

- Jim: I am comfortable with having 4 board meetings as the committees are doing the majority of the work.
- Every board member should be on at least one committee.
- Let's have monthly updates to the board from each committee to the Executive Committee.
- The next one will be Saturday November 17.
- January 12.
- April 20.

Motion to adjourn: Norm, seconded by Rolo. Meeting adjourned.