

**LCS Board Meeting**  
**10:00 AM, Thursday, September 21, 2017**  
South Campus

**Members Present:**

President - Ben White (2<sup>nd</sup> term to 2018);  
Secretary - Carole Wolff (2<sup>nd</sup> term to 2018);  
Treasurer - Michael Searles (3<sup>rd</sup> term to 2019);

**Directors at Large:**

Director - Janis Sirany (1<sup>st</sup> term to 2019);  
Director - Roberto Serrano (1<sup>st</sup> term to 2019);  
Director - Cate Howell (3<sup>rd</sup> term to 2018);  
Director - Philip Newbold (replacing Butler 2nd term to 2018);  
Director - Philip Rylett (replacing Barbara Hildt 1st term to 2019);

**Others Present:**

Executive Director - Terry Vidal;

**Members Absent:**

Vice President - George Radford (1<sup>st</sup> term to 2018);  
Director - Dee Dee Camhi (1<sup>st</sup> term to 2018);  
Director - Nick Hanson (1<sup>st</sup> term 2019);  
Director - Geoffrey Kaye (1<sup>st</sup> term to 2018);

**Guests:** John Gray, Campus Committee;  
Heriberto Hernandez, LEAP; and Raul Juarez, LEAP.

1. Call to order: President Ben White called the meeting to order at 10:11 AM. There was a determination of a Quorum with eight of twelve voting members.
2. Adoption of Agenda: M/S/C Michael Searles/Cate Howell to approve the revised September 21, 2017 agenda to include the LEAP Presentation. The Board unanimously approved.
3. Approval of New Board of Director: President Ben requested a motion to approve Philip Rylett for the appointment to the Board of Directors to fulfill the remaining term of Barbara Hildt, who resigned and to move to have Philip Rylett appointed to the Program Committee as Chair. M/S/C Michael Searles/Cate Howell to approve Philip Rylett for the appointment to the Board of Directors to fulfill the remaining term of Barbara Hildt and to move to have Philip

Rylett appointed to the Program Committee as Chair. Discussion. The Board unanimously approved.

4. Secretary's report:

- Approval of the August 17, 2017 Minutes: M/S/C Philip Rylett/Roberto Serrano to approve the the August 17, 2017 Minutes. The Board unanimously approved.

5. Schematic Design Presentation: M/S/C Michael Searles/Cate Howell to accept the Schematic Design. Discussion. The Board unanimously approved.

6. Treasurer's report: Michael Searles for August, 2017.

Michael requested a motion to approve the correction of Philip Newbold to replace Mark Gulko's appointment to be chairman of the Ad Hoc Audit Committee and Mark Gulko and Robert Fineman as part of the Committee. M/S/C Robert Serrano/Carole Wolff to approve the correction of Philip Newbold to replace Mark Gulko's appointment to be chairman of the Ad Hoc Audit Committee and Mark Gulko and Robert Fineman as part of the Committee. The Board unanimously approved.

M/S/C Michael Searles/Janis Sirany to accept the August, 2017 Board Report, Balance Sheet and other financial reports. The Board unanimously approved. All reports reflected that LCS is financially healthy. A public report is available in the LCS office.

## • **Report to the Board on LCS August, 2017 Financial Statement.**

- August income was \$109,935 above the budgeted amount. This overage was primarily due to Membership (\$4,872), Donations (\$37,795), Investment Income (\$10,068), Fundraising (\$28,291) and Directory (\$29,423). This overage in income was partially offset by shortages in Programs (-\$206) and Facilities Use (-\$308).
- Expenses for August were \$84,653 over the budgeted amount. The major contributors to these overages were above budget spending in Administration (\$21,509), Fundraising (\$26,681) and Student Aid (\$42,500), which was somewhat offset by below budget spending in Buildings/Grounds (-\$1,630) and Programs (-\$4,407).
- The bottom line impact of the above is a deficit of \$40,134. The overall net result is \$25,282 below the budgeted amount.
- Year to date income was \$166,424 under the budgeted amount. This shortage was primarily due to Membership (-\$13,538), Donations (-\$39,533), Programs (-\$42,980), Fundraising (-\$194,088) and Directory (-\$25,341). This shortage was partially offset by above budget amounts in Facilities Use (\$331), and Investment Income (\$148,725).

- Year to date expenses were under budget by \$319,895. This saving was primarily due to Administration (-\$235,812), Buildings/Grounds (-\$7,394), Directory (-\$500), Programs (-\$8,032), Fundraising (-\$33,657) and Student Aid (-\$34,500).
- The bottom line is a surplus of \$7,743 which is \$153,471 over the budgeted amount. With the inclusion of the Capital Campaign donation, the net surplus is \$151,993, which is \$297,721 above the budgeted amount. LCS continues to be financially sound.

6. Executive Director's September 2017 Board Report:

Current Membership	Previous report	+/-	
Regular	1651	1639	+12
Senior	238	222	+16
Student	1	1	0
Life	14	14	0
Honorary	1	1	0
Monthly	43	56	-13
Total	1948	1933	+15

Donations – Annual fund Carole is \$43,496 ending August 31st.

Fund Development - Terry is still finalizing 2017 Membership Survey. 2018 directory is underway. ¡QUE GANGA!'s first year anniversary was successful. The strip mall is now completely occupied and there was a lot of traffic there. The Annual fund messaging needs to continue in focusing on giving. A bus trip to McAllen has been scheduled. Please help promote membership enrollment which is underway.

Community - Marketing plan is ready. *Fiestas Patrias* was a great success. LCS received thanks from *Ajijic delegado*. Ben appeared in *La Laguna*. The memorandum of understanding with U de G has been returned to them to make corrections. Terry is planning the signing event for October. LCS is discussing a memorandum of understanding with *Parlamento Nacional de la Mujer*, a Mexican based nonprofit focused on educating women. The first Intro to Lakeside course received excellent evaluations. Terry has been working with other community groups to promote through Facebook, relief for earthquake victims.

Campus - Visited Molinari house – Ben to report. Several computers had to be replaced and the sewage pump in café bathroom had to be replaced.

Program – PEP is scheduled and enrollment is in process. Casa de Leyendas has been postponed due to the organizers loss of assistants and it is planned for next year. A day of the dead event is still being planned. Children's Art Directory cover winners have been determined. A small ceremony and announcement is planned for Saturday morning, September 23 and on display at the Oktoberfest.

Finance – Michael.

#### 7. Standing Committee Reports:

- Audit Committee: No report.
- Campus Committee: Nick Hanson, Chairperson not in attendance and no report until he gets back.
- Community Committee: Cate Howell, Chairperson reported and requested the approval of the Strategic Goals for Community Committee. M/S/C Cate Howel/Janis Sirany to accept the approval of the Strategic Goals for Community Committee. Discussion. The Board unanimously approved.

The Marketing Plan is a fully developed and Cate requested the approval of the plan. M/S/C Cate Howell/Michael Searles to accept the approval of the Marketing Plan. Discussion. The Board unanimously approved.

One other issue was brought to the committee for discussion. Chapala municipality will be having a Chapala Pride Festival and Parade on Nov. 18th, to celebrate the diversity of the community, including expats. After determining that this is NOT a political event, just a day to enjoy and celebrate, the committee discussed the 4 ways that LCS can choose to participate as a Board:

1. as a sponsor of the event with a financial donation and our logo on the publicity for it.
2. with a speaker to be present on the dais and make a short speech.
3. with a tent on the grounds, distributing LCS information and promotional material.
4. with members individually choosing to participate in the parade and festivities.

The Board discussed the information and the Board chose only the first 3 choices agreeing to support the diversity.

- Finance Committee: Michael Searles, Chairperson: Michael reported that the committee was working on the 2018 Budget. He also discussed the Board pledges for Annual Giving and that we support the fund with a match of 1 pesos for each 3 pesos the donors give with the Board giving up to 48,000 pesos.
- Program Committee: Philip Rylett, Chairperson.

The PC plan for strategic evaluation and ongoing assessment of LCS programs:

- Identify all programs and program attributes;
- Quantify common attributes to produce a cost/value matrix;
- Present cost/value matrix with recommendations;

- Recommendations for program information management;
- Investigate new programs and evaluate as above.

The committee has begun by consolidating a comprehensive list of programs, services and activities (PSA) at LCS, though we have yet to define a program. That will occur when we evaluate a common set of attributes. Currently we have identified 90 PSA from various sources, but this number will fall once we have a program definition. We will have to identify those PSA that can truly defined as programs for purposes of the PC.

The Committee has started to identify all attributes of a PSA. These will be used for defining a program; both ongoing assessment and strategic evaluation. All attributes will be quantified to measure relative worth needed for strategic planning.`

Philip recommends approving Sandy Britton to the committee. Sandy has 30+ years of systems analysis and information management. She retired as the senior strategic systems architect for a large, multi-state grocery chain. M/S/C Philip Rylett /Cate Howell to approve Sandy Britton to the Program Committee. Discussion. The Board unanimously approved

- Fund Development Committee: George Radford, Chairperson not in attendance but submitted his report.
  - Annual Giving: The 2017 campaign was launched in Sept with an email to membership, Newsletter and Ojo articles. Special events are being pursued for later this fall. Based on BoD pledges we hope to announce a donation matching program in November.
  - Que Ganga: Revenue has recovered over the past 6 weeks to climb to within 5 % of budget. The thrift store is on target to put over \$250,000 pesos in the general revenue account this year. A very successful 1 year anniversary fiesta was held on Sep 16th. Pictures on Facebook.
  - Non-renewing Members: Awaiting completion of database cleanup to launch automated emails to alert members to their annual renewal.
  - AMISTAD Canada Charity: Discussions with Nino Incapacitados BoD members have pointed us in the direction of submitting an "expression of interest" to AMISTAD to convince them to let LCS join their 8 other Mexican charities in receiving tax deductible Canadian donations. A proposal is being prepared for submit. We hope to meet with AMISTAD representatives in late fall here at Lakeside and possibly again next February in SMA.

8. Old Business: None.

9. New Business:

- Next board meeting date will be October 19, 2017 at 10:00 AM.

10. M/S/C Michael Searles/Philip Rylett to adjourn the meeting. Board unanimously approved adjournment at 12:35 PM.

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Carole Wolff, Secretary

Date of Approval: October 19, 2017

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Ben White, President