

Minutes  
HLAA-California State Association  
Board of Trustees Meeting  
October 25, 2020. 1-4 pm

Call to Order @: 1:05 pm

Attendance: Toni Barrient, Tim Browning, George Chin, Leora Gaeta, Diane Gross, Alan Katsura, Lynne Kinsey, Heather Lehr, Leslie, Nanci Linke-EllisGail Morrison, Don Senger, Sharon Swedlow, Margaret Wallhagen, Katie Wright, Bob Zastrow, Captioner-Patty

Welcome & Announcement from Katie Wright, President HLAA-California

Katie & Lynne Kinsey have agreed that she will be referred to as “Kinsey” during the meeting to eliminate the listening confusion between “Lynne” and “Liz”.

Former BOT member Lou Straup has finally received a diagnosis that his medical issues are related to his exposure to Agent Orange.

PREVIOUS ACTION ITEMS:

1. Advocacy – speech transfer system info to chapter leaders—not done
2. Bylaws – check CA law on balloting and voting requirements for electing new board members.—Katie is still researching this and is waiting for answers on doing ballots by email.
3. Heather was to contact Tim Browning about designing a new website. See her committee report below.

## COMMITTEE REPORTS

- **Website** – (Heather Lehr) The website committee consists of Heather Lehr, Katie Wright, Toni Barrient, Liz Lesan, & Tim Browning. By the end of 2020 we will have a new website. It will be an alpha launch & will still be a work-in-progress. The old website will not be up-to-date all the time, but a new calendar, was added, which now has all the upcoming Zoom events that have been reported to them. Heather requests new items be reported to her, as well as input and comments on the new design. “Her goal is Functionality.”
- **Nominations**— (Gail) 6 open seats; 7 applicants  
Current Committee Status—Toni & Katie (are up for re-election), Gail & Lynne (Going off BOT as of 2021 meeting), Tim (filled Lou’s spot when he resigned)
  - Liz needs the slate by Nov. 10 for the newsletter. It should be in alphabetical order and not Camera-Ready. Katie has the received applications. She will put them in our Drop Box.
  - Don Senger confirmed that the Nominations Committee decides which names go on the slate. It does not need board approval.

### **Advocacy Issues**—(Meg Wallhagen & Nanci Linke-Ellis)

- Getting closed captioning turned on in public places’
- Educate all chapters on who their Representatives are, how to reach out to them & advocate on Hearing Loss-related issues.
- Difficulty of using masks in public places.

### **Chapter Coordinators**—(Bob Zastrow & Toni Barrient)

### **Virtual Meetings** (Katie Wright)

**Chapter leader’s Meetings**-started as weekly meetings, then twice a month and now monthly—first Monday at 10 am.

**Chapter Update Forms**—Were due to Carla Beyer-Smolin at HLAA on Oct 1st.

She needs these to report to IRS to maintain non-profit status.

**Recorded Chapter Meetings** can be sent to Toni to be loaded on our YouTube Channel. Before videoing at any meeting presenters & participants should be notified that meetings are will be recorded and may be posted. It was mentioned that some organizations do this by posting a sign at all entrances to the meeting place.

**Virtual Chapter Meetings**—Many chapters are holding Virtual meetings on Zoom or other platforms and members of other chapters have been invited to attend.

**Newsletter** (Liz Lesan)

The upcoming issue will be the last printed newsletter.

Liz was thanked for being our editor for 3½ years.

The expense of a printed newsletter became too high to continue it. Articles and announcements will continue in the new website. Hopefully this will increase advertising.

**Treasurer's Report**

Jeff could not be present at this meeting.

He filed our tax return.

The Checking Account Balance as of 9/30/20 was \$27,129.

**OLD BUSINESS**

- 1. Progress report on AB 598-Let CA Kids Hear** This bill was to have insurance companies cover the cost of hearing aids for children under 18 years old. The governor pulled it and added it to his budget.

**2. Progress Report on AB85**, which would have moved independent businesses into contractor status, thus increasing their taxes and our costs for their services. This was advertised extensively as affecting LYFT & UBER, but it also would increase our cost of captioners.

**3. Bylaws: vote on changes proposed at June meeting.**

**Section 6.13 Meetings of the Board** c. Board biannual meetings shall be held in February, plus or minus four months, and August, plus or minus four months, of each year. Both meetings, ~~unless held electronically~~ shall be open to the general membership.

**Section 6.15 Number of Officers** No member shall serve more than three (3) consecutive terms, nor more than two (2) consecutive terms as the committee chair, unless approved by the Board by a 2/3 majority.

**Section 6.22 Elections** Trustees – a ballot, listing the nominated slate, shall be provided ~~through a state newsletter~~ by e-mail to all HLAA members in good standing in California.

A Motion made by Nanci, and Seconded by Meg passed unanimously to approve the 3 Bylaw changes proposed at the June 2020 meeting.

**NEW BUSINESS:**

Proposed Bylaw changes: to be voted on at the next meeting.

## **Section 2.02**

To serve as an extension of the ~~national office of~~ Hearing Loss Association of America.

## **Section 2.03**

The functions of the corporation shall be:

To enhance ~~national~~ HLAA development through increasing national membership within the State of California.

To cooperate with and provide assistance to ~~the HLAA national office~~ HLAA in promoting special events such as Founder's Day that focus exclusively on fundraising for HLAA.

## **Section 6.02 - Composition**

The State Chapter Coordinators, designated by ~~the HLAA national office~~ HLAA including “co-coordinators” but excluding area coordinators;

g. HLAA Board of ~~Trustees~~ Directors residing in California

These are cosmetic changes to make our bylaws agree with the terminology that HLAA wants used when referring to their organization.

These changes were agreed to by acclamation.

**REGARDING THE PREVIOUS BYLAW CHANGE** Meg is going to try to get us more information on why HLAA changed from Trustees to Directors in their previous change and on what the difference is.

**This will change how members will be notified about the Bi-Annual meetings and who will be notified:**

**Section 6.13. Bi-Annual Meetings-**Notice via the HLAA-CA website, ~~HLAA-CA newsletter~~, or other means shall be provided to all HLAA members in California not later than ~~thirty (30)~~ **fourteen(14)** days prior to the scheduled meeting time. ~~Chapters and~~ Trustees also shall receive written or email notice of this meeting. ~~Notice to HLAA members in California and to chapters is not required for electronic meetings.~~

**This defines how the BOT can take actions without having a meeting:**

**Section 6.14 - Action Without Meeting.**

Any action required or permitted to be taken by the Board may be taken without a meeting, if all members of the Board individually or collectively consent in writing **or email** to such action..

**Katie will verify if such votes need to be majority or unanimous.**

**This defines how many officers will be elected at the Annual Meeting:**

**Section 6.15 – Number of Officers**

The Board members present at the Annual Meeting shall elect ~~five~~ **(5) four(4)** officers, including a President, a Vice President, a Secretary, and a Treasurer.

**The fifth officer used to be a Corresponding Secretary.**

## **BUDGET:**

\*I need approval for these Communication Access items. I intend to get an organizational Debit Card for the recurring expenses.

**See comments below this list to explain some items.**

Zoom.	\$149.90/year
Mailchimp upgrade	\$ 42.49/month
YetAnotherMailMerge	\$ 40.00/year
TechSoup (Quick Books)	\$ 60.00
Doodle	\$ 53.88/year

**1- Tech Soup version would be cheaper.**

**2- This price based on having an over 9000 person contact list.**

**3- Add-on program, which can be used for G-Suites.**

**4- Nanci wants to know if Doodle can be used for other uses besides polls for choosing dates.**

A motion was made (Meg) and Seconded (Nanci) to approve reimbursement to Katie for these expenses. A RollCall vote was taken and the motion was passed unanimously.

At the February meeting we will establish a budget for 2021.

CART – BOT meetings           \$ 200/2 hr x 2

CART - CA Virtual Mtgs.   \$200/2 hr. x 6

Ongoing Communication Access expenses

External Microphones for Trustees and Chapter Leaders?

Need to consider possible expenses for the Website, such as plug-ins.

## **FUNDRAISING**

**Popular fundraising times are** End of the year, Giving Tuesday, and the Week between Christmas and NY

Ultimate Guide to Nonprofit Fundraising by Allie Decker

<https://blog.hubspot.com/marketing/nonprofit-fundraising#:~:text=Nonprofit%20fundraising%20refers%20to%20the,variety%20of%20ways%20to%20donate>

1. Things to consider—Set your fundraising goals, mission and story
  - Costs associated with our committee meetings, virtual meetings, etc?
  - Costs associated with an advocacy project?
2. Identify your fundraising team—Committee
3. Build your prospect list—Mailchimp database, Salesforce
4. Create a fundraising campaign plan

### **Brainstorming—Fundraising Ideas and Thoughts**

Why fundraise...

- because upping our communication access with chapters.
- upping our advocacy with captions on all TVs in public places.
- Improve our website's appeal—more emotional.
- Need a fundraising team.
- Who are we going to reach out to?
- We have 2,200 people on MailChimp.



## Need a Fundraising Plan

post cards                      appeal letters

website devoted to donations

short videos                      testimonials

specific projects & goals

real examples of problems PWHL encounter

real statistics                      percentage of PWHL

PSA                                      billboards

Silent Auction—ask Apple for an iPhone; theater tickets,

Companies for printers, grocery gift cards

Gail said she would come back to the board to be on the Development Fundraising Committee.

## **Public Comments**

Lynne suggested eliminating the Post Office Box. (\$118 a year). Someone needs to keep checking it. Except for advertising and political mailers the only mail we have received in years are ballots for our elections. If we change that to email, we will not have that receive those.

George Chin suggested we get a Forwarding Box.

We need to consider that we still have some members without computers or even email access. We do not want to create something that totally eliminates some members.

If the 2021 HLAA convention actually takes place in 2021 in San Diego we should consider having a California get together or having an HLAA-CA Suite for a gathering or just someplace our members

can congregate or rest? We can make a reservation prior to the big HLAA announcement of rates and can always cancel it. Town & Country does have three-room suites.

**Mtg Adjourned @4:10 PM**