

Minutes
HLAA-CA BOARD OF TRUSTEES MEETING
Los Angeles, California
March 24, 2018

Attending trustees: Toni Barrient (new trustee), Jeff Chess (trustee, treasurer), Marjorie (Maggie) Iller (trustee), Zina Jawadi (president, trustee), Lynne Kinsey (trustee), Gail Morrison (vice president, trustee), Rachel Otto (secretary, trustee), Louis Shaup (new trustee), Meg Wallhegen (National ex officio trustee, attending by phone), Katie Wright (new trustee), Bob Zastrow (Northern Coordinator, ex officio trustee)

Absent trustees: Thibault Duchemin (trustee)

Guests: Ram Kakkar, Steve Kinsey, Heather Lehr, Marla Peoples

Captioner: Teresa Russ

The meeting was called to order at 9:06 a.m. by president Zina Jawadi. Roberts Rules meeting guidelines were reviewed.

New trustees Toni Barrient, Louis Shaup and Katie Wright were welcomed to the board and all trustees and guests introduced themselves to the group. There are no officer elections in 2018. President and vice president terms are two years. Treasurer and secretary positions do not have term limits. The HLAA-CA board of trustees now has 12 voting trustees. Quorum was present at this meeting (ten trustees in person, plus one trustee present via phone) as well as two-thirds majority.

The November 21, 2017 board meeting minutes were approved unanimously.

The 2017 HLAA-CA goals review was presented by Zina Jawadi and reviewed by the board. There were ten goals and eight of them were achieved. The eight goals that were achieved were fundraising, holding expenses at the current level, keeping the cash balance at the current level or above, holding a tech expo in Southern California, generating profit from the tech expo, continuing to publish the newsletter, continuing to post on the Facebook page and issuing at least two press releases. The two that were not achieved were exhibiting in the CAA Conference and exhibiting in the Disability Capitol Action Day. These goals were not achieved due to the location of the events; they were both held in Sacramento.

The 2017 Northern Coordinator report was presented by Bob Zastrow and reviewed by the board. Bob was able to visit most of the chapters in northern California more than once in 2017. He discussed the formation of a new chapter in Marin.

The 2017 website report was presented by Zina Jawadi and reviewed by the board.

The newsletter status report (prepared by editor Liz Lesan) was presented by Katie Wright and reviewed by the board. The two main discussion topics regarding the HLAA-CA Californian newsletter are the status of the resources section and the debate about whether to continue distributing paper newsletters to everyone in the database versus transitioning to an electronic version of the newsletter in order to cut costs. The resources section needs to be updated with

current and accurate information. It was decided by consensus to keep the resources section in every issue of the newsletter. A survey that was given to California chapter members provided helpful insight to aid in making decisions about the future of the newsletter. There was a discussion about the purpose of the newsletter and if it is to bring in new members to HLAA-CA and/or if it is to give to audiologists to display in their offices to provide information to patients. There was a discussion about how to either increase revenue from the newsletter or decrease expenses; either of these options could lead to breaking even on the cost of the newsletter. The current database has every Californian who has ever been a member of HLAA as well as audiologists and clinics. It was approved unanimously to continue to send free newsletters to audiologists and clinics as a form of outreach. The idea of possibly instituting a newsletter subscription fee was discussed and tabled for the future, as was the idea of including a cover page on a future issue of the newsletter that would have to be completed and mailed back in to continue that particular subscription.

The 2017 newsletter financial report was presented by Treasurer Jeff Chess and reviewed by the board. A discussion was held about how to generate more revenue for the newsletter in order to cover the expenses and break even. It was determined we need to partner with an individual or company with expertise in advertising and marketing to help with this effort. The newsletter committee is going to appoint an advertising manager on behalf of the board.

Katie Wright proposed a HLAA-CA get-together at the 2018 National HLAA Convention. Ideas were discussed by the board and it was determined Heather Lehr and Katie Wright will work together to coordinate the get-together. HLAA members from California who are attending the National HLAA Convention will receive an email invitation to the get-together.

The 2017 tech expo report was presented by Zina Jawadi and reviewed by the board. The 2017 tech expo was held in Torrance. There were 20 exhibitors, including a gold sponsor. There were five sponsors, plus a gold sponsor. There were more than 220 attendees, excluding exhibitors' staff. The 2018 tech expo will be held in Foster City on September 23, 2018. There are already eight exhibitors registered, four of which are also sponsors, and one additional sponsor.

The 2018 tech expo budget was approved unanimously.

The 2017 financial report was presented by treasurer Jeff Chess and reviewed by the board. HLAA-CA made more revenue than expected in 2017 due to more financial donations than predicted, more income from the tech expo than predicted and more income from the Walk4Hearing than predicted.

The 2018 budget was presented by treasurer Jeff Chess and reviewed by the board. A new distinction between unrestricted income and restricted income for the Walk4Hearing was added and conservative estimates were used.

The 2018 budget was approved unanimously.

The proposed amended Standing Rules previously distributed to the trustees were approved unanimously.

The 2018 fundraising goal is to raise at least \$2,000. In the past, the tech expo, donations and grants were all sources of fundraising. The primary goal of the tech expo is to provide information and education but a secondary outcome has been fundraising.

After discussion, HLAA-CA plans to exhibit at the California Academy of Audiology (CAA) Conference in September 2018 in Anaheim. We exhibited at this conference in 2016 but not in 2017. HLAA-CA and CAA have a partnership in which each organization can exhibit at the annual event held by the other for no charge. Toni, Marla and Katie volunteered to be in charge of organizing HLAA-CA's presence at the conference this year. The trustees discussed the type of information and resources that should be provided by HLAA-CA at this event.

After discussion, HLAA-CA plans to exhibit at the Disability Capitol Action Day in Sacramento on June 7, 2018. The trustees discussed the importance of HLAA-CA being involved with this event in terms of advocacy for Californians with hearing loss. There will be a committee formed to organize HLAA-CA's presence at this event as well as coordinate our efforts with other organizations in California with similar goals. There are already funds allocated in the budget for registering to exhibit at this event.

The trustees had an open discussion and brainstorming session about advocacy opportunities to help Californians with hearing loss. The important initiatives that were identified are moving legislation forward for insurance companies to cover hearing aids for children, moving legislation forward for insurance companies to cover rehabilitation after cochlear implant surgeries and increasing efforts in notifying deaf and hard of hearing Californians when there is a natural disaster, such as the recent wildfires. The advocacy committee will work on making specific plans to make progress on these efforts.

Additional open discussion was held. The idea of creating a college scholarship program through HLAA-CA was suggested. Also discussed was the idea of potentially saving money on board meeting costs by holding a future board meeting at a community center or at a location where one of the HLAA chapters meets.

The 2018 goals were unanimously approved, including fundraising, holding expenses at the current level, keeping the cash balance at the current level or above, holding a tech expo in Northern California in the fall of 2018, generating profit from the tech expo, exhibiting in the CAA conference in September 2018 in Anaheim, exhibiting in the Disability Capitol Action Day in June 2018 in Sacramento, continuing to publish the newsletter, continuing to post on the Facebook page, and issuing at least two press releases.

Committees and committee members were decided as follows:

Advocacy committee: Lynne Kinsey, Gail Morrison, Meg Wallhegen

CAA Conference committee: Toni Barrient, Marla Peoples, Katie Wright

Disability Capitol Action Day committee: Rachel Otto, Katie Wright, Bob Zastrow

Fundraising committee: Louis Shaup

Newsletter committee: Toni Barrient, Jeff Chess, Zina Jawadi, Liz Lesan, Katie Wright

Nominations committee: Gail Morrison

Press Release committee: Gail Morrison, Zina Jawadi

Tech Expo committee: Jeff Chess, Gail Morrison, Zina Jawadi

Trustees and non-board members are encouraged to join committees.

Unfinished business was discussed. Actions items assigned at the 2017 annual meeting were discussed. Gail Morrison followed up with the Southern California chapter leaders about the 2017 Southern California tech expo. Bob Zastrow followed up with the Diablo Valley Chapter about the Disability Capitol Action Day, however, since we didn't end up exhibiting we will assign this as an action item again. Toni Barrient made initial contact with HHP-CA. Maggie Iller hasn't been able to get ahold of the lady who has the social media presence to discuss ideas for social media presence about disabilities. Toni Barrient hasn't obtained the new database of professionals from the California speech and hearing licensing department, but she stated it is still possible if we decide to do it. There was a discussion about whether we should go forward with purchasing the updated database, in order to be able to have accurate information for sending newsletters to audiologists and hearing aid dispensers as part of our outreach efforts. It was approved by the majority to purchase the list; there was only one vote against the motion. Treasurer Jeff Chess stated the funds are already allocated in the newsletter budget.

Summary of action items:

- Katie Wright: the newsletter committee will appoint an advertising manager on behalf of the board
- Katie Wright: look into the unified membership program regarding the feasibility of utilizing some of the membership fees paid by national HLAA members who live in California but are not part of a chapter in California
- Bob Zastrow: follow up with the Diablo Valley Chapter about the Disability Capitol Action Day

The meeting was adjourned at 2:49 p.m.

Respectfully submitted,

Rachel Otto