

Sunnyvale/ / Silicon Valley Leadership
BOARD MEETING MINUTES
Tuesday, June 14, 2005. 6:05 to 7:35 PM
Sunnyvale Community Center, 500 E Remington, Sunnyvale

NEXT BOARD MEETING: July 11, 2005, 6 pm, Sunnyvale Community Center

CALENDAR

Dinner at the Dump..... Sat., June 25

**Mandatory SVL Annual Meeting..... Tuesday, June 28, 5:30 – 9 pm, Sunnyvale Community Center. Food.
Please RSVP to Jim.**

Leadership Sunnyvale program Info/ Recruitment meeting.... August 10.

Attendees Laura Babcock, Ron Fischler, Alice Freund, , Margaret Lawson, Jane Shoemaker, Dave
Simons, Dick Smith, Jeanine Stanek, Susan Twietmeyer, Grace Witt.

Other Attendees Jim Telfer, Nancy Smith

Excused Absence..... Fred Wiesinger, Glen La Barber, Phyllis Fowler

Unexcused Absence.....

I. President's Remarks Margaret Lawson

- A. Call to order: 6:05 PM
- B. Nominating Committee report moved up in Agenda
- C. Accepting Melissa Kuykendall's resignation. We will miss her contributions and skills.
- D. Acknowledgements of Susan's contributions to SVL, accompanied by a gift.
- E. President's report of Board's considerable 2004-5 accomplishments submitted and reviewed.

II. APPROVAL OF MINUTES Alice Freund

Motion to approve SVL 5_12_05 board meeting minutes, with modified attendance: Ron was present

Motion made by: Dave Second: Jeanine Vote: passed, with Jane and Grace abstaining

III. Executive Director Report Jim Telfer

- A. Submitted report reviewed.
- B. Three people have been interviewed for class of 2006
- C. Class commencement: enjoyed an exceptionally nice event. Amy Chan, city manager, appeared to be very touched by the class' presentation of a plaque acknowledging her help to the program. Host company Synopsis very glad to sponsor this event, and offered to sponsor commencement next year.
- D. City Grant application: Awarded \$10k, from general funds. Thanks to Alice for writing the grant with Jim.
- E. DVD production: Recommended that engaging a videographer at this time, at a probable cost of about \$3-5000, might not be a great ROI. Developing a power point presentation is useful and updatable. Informal agreement among board members.

IV. Nominating Committee, Board of Directors Report Laura

A. Process:

1. The Nominating Committee, consisting of Dave, Laura, Glen, Margaret and Jeanine, developed and provided a list of skill sets and criteria for board member selection.
2. They received numerous names from members of the board, and prioritized recommendations.
3. The board votes to approve specific new directors.
4. Then these prospective candidates are approached by a member of the executive committee. Hopefully, the newcomers will attend the upcoming annual planning meeting.

B. Asking for nominations from the floor, the committee provided the following slate of 13 potential new SVL board of directors members. Brief observations for each nominee were provided by various board members, included the following notes:

1. Tom Stynes: Volunteer, local realtor, business strengths
2. Diana DeRego: Interest in making up Leadership Sunnyvale classes missed, working at SVMG, exceptional web site development skills,
3. Srikumar Seshasayee: AMD engineer, class grad, possible entree to local Indian culture, conscientious, articulate
4. Rebecca Buldo: Worked hard, exceptional organizational skills to produce Dinner at the Dump, part owner of Specialty Waste, dropped some of her heavy volunteer activities to enable time, keen interest
5. Carol Eyring: Works at PG & E, financial skills, very outgoing, meets crisis with humor
6. Geoffrey Lee: NASA, graduate in public administration from Berkeley, may contribute ethnic diversity/ perspective, Sunnyvale resident.
7. Sean Akiyama: Stock broker, youthful, well spoken, great interest in contributing
8. Lucille Cooter: Wells Fargo for 20 yrs. Financial planner, class 2001, Sunnyvale resident, high energy
9. Daisy Nishagawa: Mother of 3, attorney in Palo Alto, arranges Public Safety Day, with personal attention
10. Mike Johnson: Penny Saver, tremendous public outreach, executive director of Downtown Business Assoc., high energy, follow through, on board of chamber, and on Rotary board
11. Harriot Rowe: Fine detail person, possible involvement with CitySkills, Condo Assoc participation, former school teacher, former city clerk in Fredericksburg.
12. Adam Simms: Current class grad, school involvement, owner Sunnyvale Toyota, sponsors community events, may be stretched thin for time,.
13. Dee Simms: Dinner at the Dump, and other community involvement, will take class next year

Motion to offer a position to the above 13 individuals, in the order listed above, to serve a term on the SVL board of directors.

Motion made by: Laura Second: Jane Vote: passed.

- C. Alumni Association will prepare a recommendation to clarify the role (voting/ non-voting, rotating, etc.) of a representative to the SVL board of directors
- D. Similar discussion of guidelines for CitySkills and Chamber positions.

V. Treasurer's Report

Jim Telfer

Submitted report reviewed.

VI. Annual Meeting Margaret

- A. Self evaluation and board of directors job description passed, for consideration before the annual meeting
- B. Planning session for this meeting will be held Wed., June 22, 7:15am, Long Horn Restaurant

VII. Volunteer Opportunities Margaret Lawson

Board members are invited to consider choosing an activity to join, at the annual meeting

- A. Leadership Sunnyvale program curriculum and session planning: Jeannine has given notice that she will step down after the coming class year, 2006. She will help to transition these responsibilities that she has contributed for the past several years..
- B. CitySkills: Volunteer/s needed to work with Phyllis in co-planning and producing this new program with the City. Susan provided a job description:
 - 1. October class logistics already set, along with 15 participants selected. SVL needs a liaison/ shepherd.
 - 2. Valued program for our own class outreach.
- C. Website maintenance: 10 – 20 hours/month to update our impressive website. Ron will work with Diane DeRego.
- D. Power Point production: Useful presentation to have for marketing, especially for the August 10 recruiting event.
 - 1. Can be incorporated into the website
 - 2. Develop a 3-minute production for City's broadcast station

VIII. Alumni Association Nancy Smith

- A. Alumni Association is drafting a vision statement. Mission statement includes 3 important goals:
1.) Networking programs, 2.) Community outreach, 3.) Community needs clearing house.
- B. Community Engagement Event: Nancy described this June 18 event, at the Senior Center orchard pavillion. 8:30 – noon.
- C. Art & Wine Festival, June 4 & 5: Thanks to coordinator Joan Herdocia (thank you card circulated), Nancy, and the many alumni and board members who planned and worked shifts for that weekend. The gross earning was \$2238., and net gain may be \$500. Joan has new ideas for next year.
- D. Jane will step down from the alumni board, after contributing many years as a guide sustaining this Association.
- E. Graduation ceremony: Alumni Assoc provided a welcome statement, with roses for Leadership Sunnyvale program grads. Alumni Assoc membership open only to full graduates of the program.
- E. Dinner at the Dump: Plans proceeding well. SVL sign-ons still being accepted, mainly for bar and games booths, and dinner serving. Will need a PR pamphlet to put out on tables: Alice will update last year's, with Jeanine providing updates, and Ron printing copies.
- F. Quarterly Newsletter: David will publish a quarterly newsletter that will go to all alumni, corporations and others.

XI. Recruitment Grace Witt

Outreach letter: will be ready soon; strategy for mailings and lists discussed. A postal permit for bulk mailing will be researched by Grace.

X. New Business

- A. Logo design: should be incorporated into marketing materials. City marketing designer, John Pilger's design is a good logo for consideration. Discussion of identity: trying to brand each appropriately, while keeping SVL and Leadership Sunnyvale distinct.

Motion to approve SVL logo, with black outline, already designed by John Pilger and being used by the CitySkills program.

Motion made by: Dave Second: Dick Vote: passed

- B. 20th year celebration: May consider attaching our celebration to Chamber's 100th anniversary parade.

Motion to adjourn, at 8:05 pm.

Motion made by: Alice Second: Grace. Vote: passed