

**South Dakota Family, Career and Community Leaders of America**  
**Board of Directors Meeting Minutes**  
**Conference Call**  
**August 9, 2018/10:00 a.m. – Noon**

1.0 Call to Order

2.0 Roll Call: Members present. Deb Nelson, Joline Dunbar, Cindy Brace, Alana Kroeplin, Riley Aasby, Brigitte Brucklacher, Charlotte Mohling, Suzy Ries, Nicole Graves, Hillary McNamara, Kris Brockhoft, Hannah Owen, Amber Rost, Brigitte Nelson.

Absent: Rachel Remund, Brent Olinger, Tim Rhead. Andrew Rasmussen (Special Committee).

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3.0 Approval of Board Minutes

Moved: Brigitte Brucklacher

Second: Riley Aasby

Minutes: Approved

Approve Agenda with Flexibility

Moved: Charlotte Mohling

Second: Brigitte Brucklacher

Motion: Approved

4.0 Updates

4.1 Update from NLC: Kris Brockhoft went over details of the National Leadership Conference in Atlanta. SD had 150 attendees (97 students) and 70 STAR event competitors, earning 54 Gold, 14 Silver, 2 Bronze awards. SD had a high rate of STAR event volunteers. Brookings chapter won Knowledge Bowl with Clark taking third. State received a Membership Increase Award and had 2 national award winners (Dr. Paul von Fischer and Rosholt FCCLA). Hannah, Riley and Brigitte Nelson added information on the meeting in general and State Officer workshops that will be used to help with strategic planning.

4.2 State Adviser Update and Report – South Dakota ended the year with 66 chapters, and 1833 members (up 6 from prior year). We had 1350 attendees at state meeting with 1011 STAR event competitors. The BOD auction raised \$782.75. Dues will stay at \$8 state and \$9 national. November 1 is affiliation deadline to receive web access and updates from National FCCLA. The theme this year is Believe in Yourself (Be You). Kris went over dates for Fall Camp, Capitol Leadership, Cluster Meetings and Region Meetings. We will be adding Job Interview and Career Investigation back to Region Meetings. Feb 11-15 is FCCLA week. State Leadership Conference will be March 31-April 2 at Denny Sanford. 2020-2021 moves us back to the Ramkota due to increased room costs at Sanford. Updated National Programs (Student Body, FACTS, Community Service and Career Connections) curriculum will be available in August. Red blazers – kept through school year and used for public relations then returned at the end of state meeting in April. Thrivent Insurance Policy holders are encouraged direct their nonprofit group money to SD FCCLA, which puts us in the running for a \$10,000 grant. Kris is hoping to kick off the implementation of Virtual FCCLA Chapters this fall. In addition Nationals will be adding an Educated Advisor Award for chapter advisors for exemplary professional development.

4.3 Fall Leadership Meeting – Kris. Will be held Sept 30 – Oct. 1 in Huron. Programs offered include Rookie, Power, State Leadership Training and new National Program Training (Student Body) and Teen Teachers (application necessary). Sessions will also be held for advisors and mentor/mentees. Applications are available online now.

## 5.0 Committee reports

5.1 Executive Committee: Deb. Have not met yet. No Report.

5.2 Special Committee for Marketing and Development: Joline reported for Andrew Rasumssen. Constant Contact program began with \$21 mass email subscription. Working on adding more contacts to the current data base. One goal is to find out why teachers are not part of the alumni list. Donor focus is beyond college age. Andrew included a link to subscribe to FCCLA updates (opt in). It will include an update from state officers, alumni spotlight and trivia. The three strategic goals and action plans were covered. Also looking at business/corporate financing. Touched on yearly donation recognition gifts, all of which contain a personal thank you from the State Executive Council. Kris pointed out that we will need physical addresses to send thank you notes from online donations. Deb asked about research behind spending funds on promotional items. Suzy suggested an "opt out" of the promotional item on the donation form. Kris is concerned about the 10% going toward promotional gifts and would like more information on the logistics, and the contents of the emails being sent. Alana and Charlotte asked who would follow up for thank you's and promotions, filling the position in the future and sustainability. Joline answered questions as she was able.

Kris will be added to the special committee so she is informed of everything going on with Deb Nelson carbon copied. Charlotte suggested that our sdfccla gmail account be used. Kris suggested as set up a SD FCCLA alumni email account.

Deb Nelson recommended that the Board approve the strategic goals and priorities. She offered to work with Andrew on the project plan/logistics and details. Once created, a special meeting will be held to approve Andrew moving forward.

Motion: Brigitte Brucklacher made a motion to approve strategic goals and priorities contingent on the production of a supporting plan.

Seconded: Hannah seconded

Motion: Motion carried.

5.3 Finance Committee: Suzy and Kris reported. \$735.00 has been received to date from "donate now" flipcause button. The committee will evaluate the use of Flipcause and look at less expensive alternatives for the future, if necessary. There will be a fundraising kickoff push after fall leadership camp for donations – with the help of the State Executive Committee. Donate button added to Facebook pages. Committee is working come up with sponsorship levels and targeted giving.

5.3.1 Budget Update: Kris and Amber. Proposed budget for the coming year has not been finalized as some expenses are coming from accounting. 2017-2018 Total income \$135,379.35. Total expenses 126,340.52. We are in the black and should remain there. Checking account balance as of 6/30 was \$177,042.97 less approximately \$7000 in outstanding checks. CD \$60,000 for 5 years – current value not available. SD Youth Foundation balance as of June 30 is \$123,777.18– which is a decrease from the January balance of \$130,430.05. Blazer rental fees will support purchase of additional blazers and upkeep of current stock.

5.4 Programs Committee. Nicole reported focus on getting FCCLA mentor/mentee program up and running. USF approved a 1 college credit workshop with Deb DeBates as moderator. Deadline to sign up is Sept. 15. Mentor/mentees will have a face to face meeting at Leadership Camp in Huron. At this point they have one more mentor than mentee. Email Nicole by Aug. 20 with any mentee names. Document was emailed that shows step by step details. Program goals are still in the works.

5.5 Membership and Communications Committee. Hannah (chair) shared that the committee will be working on setting detailed goals, completing a social media plan, and working with State Executive

Council program of work to support the committee (whose goals include state membership increase, and student based social media Twitter and Facebook communication). Google doc has been created for the committee to work from.

6.0 Unfinished Business. None.

7.0 New Business. None.

7.1 Next Meeting: Virtual meeting in November. Deb will send out possible dates.

8.0 Adjournment at 11:36 am.

