

**NATIONAL COUNCIL FOR LEADERSHIP, INC.**  
"EMPOWERING PEOPLE TO CREATE THEIR OWN FUTURE"

**Minutes**  
**Board of Directors Meeting Minutes**  
**Wednesday, April 17, 2019**  
**4:00pm to 5:30pmEST**  
**Conference Call: 800-780-8834; Code: 3471503#**

**Board Minutes**

**Present:** Pat Martinez, James Perez Forster and Marjorie Serralles-Russell

**Absent:** Ivette Mayo

**Staff Present:** NA

**PROCEEDINGS:**

Board Chair, Pat Martinez called the meeting to order at 4:13pm, a quorum was established.

***Approval of the Minutes - Marjorie Serralles-Russell, Secretary***

Marjorie Serralles-Russell represented minutes from October 25, 2018 board meeting as a quorum was not established at the January Board Meeting. She also presented January 16, 2019 minutes.

Requested action by the board to approve. **Motion by James Perez Forster and seconded by Pat Martinez. Minutes presented were unanimously approved as presented.**

***Executive Report*** - Pat Martinez, Board Chair discussed strategic plan, event, fund development and board recruitment.

**Strategic Plan**

- Pat suggested to the board wait to finalize the strategic plan until new board members were onboard and a 1<sup>st</sup> draft of the plan can be shared. Both James and Marjorie agreed. This will allow a new board member to participate in the development and success of the organization moving forward. Pat will submit a draft to both James and Marjorie to review before presenting the document at the June board retreat.
- Pat did share a high-level overview of the strategic planning session held on February 26<sup>th</sup>. In attendance was Marjorie and then they held a conference call with James and Ivette. Pat shares 3 significant points from the planning session.
  - 1) Rebrand the organization: Logo needed, Narrow the scope of the organization to provide clarity of purpose and focus area, reevaluate the Mission and Vision, Website redesign to further define the focus of the organization and add a Donate Button which will pass on the fee to process the donation via credit card, etc.
  - 2) Restructure the board representation: Recruit board members, establish a Charlotte-based board, Establish an Advisory Council for national members.
  - 3) Fundraising is essential: process grants, submit proposals to gain corporate and business support & develop ongoing donors through a pledge drive.

**4th Annual Chavez breakfast event:** Pat provided a recap of the event. The student presentations served to showcase the impact of the leadership program and add another level of awareness about the leadership program. Marjorie said that having the Superintendent attend in person added credibility to the event and the importance of attending. Marjorie provided greetings from the NCL board, identified our partners, acknowledge the excellent presentation done by the students and made the ask for support. Her performance was outstanding and

served to provide credibility to the organization as well as began the rebranding of the event as a National Council for Leadership event, and pledges were made. Marjorie suggested that we capture the videos and photos providing real life examples and testimonials to the NCL website and produce PSA for next year's promotion of the event. This will enhance awareness that can translate into sponsorships. James added that we need to play on the optics and consider incorporating students that have gone through the program to be part of a sub-committee of the Advisory Council. Pat had added that we could reach out to the 1<sup>st</sup> cohort class. Something to think about.

Pat gave an event revenue overview: an event held on March 25, 2019, at The Levine Museum of the New South-Charlotte. We had 126 available, and 110 attended.

- Fund raising – sponsorship, ticket sales and event day pledges
- Raised: \$6,590\* (increased by 7% -2018 \$6,145)
- Sponsors: \$4,500 (same as 2018)
- Net Ticket Sales: \$1,775\* (increased 7% -2018 \$1645)
- Event Day Pledges: \$315\* (1st year - collection in process)
- Expenses: \$4,214 (decreased 18% - 2018 \$5,145)
- Net Revenue: \$2,376 (increase 58% - 2018 \$1,000)

#### Next steps

- Cesar Chavez Contemplation Breakfast- March 23, 2020
- Venue: LaCa, Latino owned business and a large venue
- Location Cost: \$1250, plus rentals approximately \$1500
- Caterer: will prepare boxed breakfast: Latin Style Breakfast options available.
- Theme: Latino Leaders "Bridging the Generational Divide" three inductees
- Fund Development Goals-begins May 2019;
- Double sponsorship support
- Increase attendance to 150
- Increase ticket sales by 40%
- Increase net revenue by 60%

Pat commented that another positive outcome is next year's event is on attendee calendars.

#### Fund Development

A general overview of grant proposals being submitted and those in the pipeline.

##### April - Pipeline

- Charlotte NEXT Mini-Grant MeckEd- invited to submit; \$16,000 grant provided to support 2019-2020 academic year CMS After School Program, in 3 school, in collaboration with Soy Latino Como Tu; waiting for the second round on grant approval process.
- Foundation for the Carolina; collaborating with UCity Family Zone- \$10,000.
- Lumina Foundation: proposal being developed to support research and educational projects-update to follow

##### May-June

- ASC Operating Support Grant \$10,000
- City of Charlotte Jumpstart Community
- Trilliant Mini-Grant
- Sisters of Mercy \$10,000, due in September

2020: Chick-fil-A \$25,000

#### Board Recruitment

Recruitment package will be finalized and shared. This packet will be a concise overview of the organization, board expectations, and commitment. Pat shared the following list of names as potential board candidates

1. Tony Zeiss, Partner at Zeiss & Cushman, former President of CPCC (Caucasian Male)

2. Maha Gingrich, Consultant, former Professor at CPCC (Indian Woman)
3. Georgette Dixon, SVP Wells Fargo (African-American Woman)
4. Rob Rogers, Owner, Chick-Fil-A University City (Caucasian Male)
5. Helena Carrasquel TIAA Senior Talent Manager (Latina)
6. Rich Robles, Novant, Chief Diversity Officer (Latino)
7. Rev. Dwyane Walker, AME Little Rock Church (African American Male)
8. Frank Ramirez, BB&T, VP Marketing (Latino)
9. Manuel Rodriguez, Retired Chiquita Brands (Latino)
10. Dr. John Chen, Business Owner, (Chinese male)
11. Sonya Gantt, CMS Foundation (African-American Woman)

Marjorie will speak with Manuel Rodriguez and reach out to Sonja Nichols and Joaquin Soria. Bios will be submitted to interested candidates. The goal is to have at least 10 additional board members recruited by the end of May. Very aggressive target but some individuals already have expressed a level of interest.

Board Retreat

Scheduled to be held in Charlotte on June 6<sup>th</sup> and 7<sup>th</sup>. Seek a facilitator at no cost and have individuals pay for their own lunch expense \$10-\$15. Details to follow.

Fiscal Agent

As NCL's tax exempt status is finalized, NCL needs to secure a fiscal agent. Rev Dwayne walker from Little Rock AME Zion Church offered to help NCL. The Board unanimously approved this relationship until NCL's tax exempt status is completed.

Advisory Council

The board is moving to recruit local individuals to its board and establishing an Advisory Council that will be comprised of existing board members such as Ivette Mayo located in Houston, Tx and James Perez Foster, Denver CO. This will allow them to still to provide guidance and support to the NCL when needed. Ivette Mayo will move into the Advisory Council at the beginning of our fiscal year. James Perez Foster has agreed to continue as our Vice Chair. Criteria for the Advisory Council will be submitted to the NCL board before end of May. We will revisit this topic during our June 2019 board retreat.

***Motion to adjourn***

A motion was made by James to adjourn seconded by Marjorie. Meeting adjourned at 5:40pm.

The next scheduled meeting of the NCL Board of Directors is the 2-day board retreat June 6<sup>th</sup> and June 7<sup>th</sup> in Charlotte.

Minutes captured and submitted by Marjorie Serralles-Russell, Secretary.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_  
 (*Secretary, Board of Directors*)

[END]