



**The Gala Pride and Diversity Center
BOARD OF DIRECTORS MEETING MINUTES**

Date: Tuesday, April 21, 2020
Time: 6:08 pm to 8:00 pm
Location: 1060 Palm St., San Luis Obispo, CA 93401

“The Gala Pride and Diversity Center (The Pride Center) supports and empowers people of all sexual orientations, gender identities, and expressions to strengthen and unite our Central Coast Community”

1. Call to Order:

President Doug J. Heumann called the meeting to order at **6:08 pm. Quorum was present.**
President Doug J. Heumann - Reading of the Mission Statement

2. Roll Call:

Present: Doug J. Heumann (President), David Weisman (Secretary), Sam Byrd, Katherine Soule (acting Treasurer), Denise Taylor, Rob Diaz (Past President)

Guests: Lynne Schmidt, Jamie Woolf

Absent: Elissa DeHart (medical)

Staff: Michelle Call, Executive Director

3.0 Speakers
NONE

4.0 Action/Information/Discussion

4.1 Approval of March 2020 Board Meeting Minutes – 6:10 pm

Diaz motions to approve March 2020 minutes; Taylor seconds
PASSED with 6 approvals, 0 oppositions, and 0 abstentions.

4.2 Approval of Financial Reports – Acting Treasurer Sole – 6:12 pm

CALL: new debit card has been issued; Resolved \$75 lost in earlier Pride advertising transaction; new card avoids any further problems.

CALL: Statement of Financial Position does not include Edward Jones; this data comes from QuickBooks.

SOULE: We will be updating budget process in the future and adding Edward Jones statements.

SOULE: Presents Statement of Activity Detail for March 2020: breaks down revenue and expenditures.

DIAZ: motions to approve March financials; HEUMANN seconds

PASSED with 6 approvals, 0 opposition and 0 abstentions.

4.3 Discussion of potential 2020 budget 6:20 pm

CALL: Decision made not to approve annual budget due to CoVID and possible cancellation of PRIDE

SOULE: We will continue month at a time budgeting until more clarity on future

CALL: Hopes to do rest-of-year budget soon; she has applied for many grants and will plan the year accordingly once we know what we will or won't get from Pride. Call has prepared a monthly budget for May 2020. The Riviera Bank Pride sponsorship check arrived and was deposited.

TAYLOR: Is the upper office rented?

CALL: No, market is depressed and not moving at this time. May move to new realtor at later date.

CALL: Applied to SLO County Community Foundation for payroll money and for our janitorial services which will make up some lost rental income

TAYLOR: motions to accept proposed May budget; DIAZ seconds

PASSED with 6 approvals, 0 opposition and 0 abstentions.

4.4 Executive Director Report – Call – 6:31 pm

Call provided her written Report to the Board prior to the meeting. The Executive Director Report is made a part of these Minutes. Subjects included:

- Website
- Library
- Lease
- Other

GRANTS and FUNDING:

CALL: Thanks SOULE for working on grants; The Pride Center has received \$800 in spring giving and \$1200 in matching donations since launch. Grants have been applied for from Community Foundation to help defray monthly expenses during Covid19.

Centerlink + GLAAD doing big fund raising concert for LGBTQ performers and folks, donations will be split evenly between centers that have applied for them after expenses.

Has applied for SBA loan but not expecting anything; believes it better to work with local sources than Federal government

SOULE: She has received grant to work with Tenet Health; \$25,000 from UC Office of President to pay for design and marketing materials to support health care providers to understand increased risk for LGBTQ from Covid, and messaging to engage with patients. Can also use the funds to work with community partners who also support LGBTQ members and provide “messaging.”

TENANT ISSUES

CALL: Herring Law (tenants) asked if we could give them a break on rent in April; offered them complimentary advertisement in the newsletter. Their business is suffering, they haven't come to the office, and wanted a break for May. Requested specifics on “how” their business is “suffering.”

SOULE: They haven't yet responded to how they are suffering?

HEUMANN: Give us a dollar figure as to what you want to do...we are non-profit hurting worse than their firm. They can still meet clients and do e-file and Zoom and I'd like to see their “financial hurt” before we have to give up our income.

DIAZ: Can we not waive their rent but take it as payments over time, ½ up front and take the other ½ over the next couple of months.

HEUMANN: Prefers to have them make an offer first of what they can pay.

BEND THE ARC LETTER RE: RENTS & MORTGAGES

CALL: There are local efforts for rent and mortgage moratoriums and we've been asked to sign on to a letter in support sponsored by Bend the Arc.

HEUMANN: Per discussion, can they be asked them to amend the language?

CALL: Will bring our board's concerns over wording back to the group and then depending upon response, the issue can be decided by the Board in an electronic vote.

LOGO DESIGN

HEUMANN: Where are we on logo design?

CALL: Verdin wants \$10,000 so we won't use them, but they'll still give us 5 hours of marketing consultation.

SCHMIDT: Has calls out to 7 local graphic designers and Skype calls with 2 of them this week. What kind of money are we willing to spend? \$500-\$1500 is possible price. She will bring more after next rounds of meetings with possible designers.

WOOLF: Consider increasing Spanish language outreach...

CALL: I am putting posts on Facebook and weekly letter and forums in Spanish and practicing skills. Met Jerry Mihaic of Latino Outreach Council. Need to work harder to understand outreach to Latinx population. I subscribed to SOMOS magazine on behalf of Gala, but there are other groups to reach, considering possible LGBTQ-Latinx town hall and Mehaic thinks we'll get more benefit from joining the Hispanic Business Chamber of Commerce.

4.5 Unfinished Business – Heumann – 6:53 pm

HEUMANN: Any update on Senator Wiener's office looking into our legal question re: minors?

WEISMAN: Nothing at this time; Capitol offices are closed and only dealing with Covid now.

HEUMANN: Any response from Frankie on the letter we sent to him?

CALL: No response received so far.

SOULE: Willing to follow up using Socio-Economic model to see if it needs to be a follow up that is culturally based and appropriate. Perhaps using another method rather than letter from the Board.

TAYLOR: Also agrees to follow up with Frankie if they meet in a casual, social setting.

New Business: 7:02 PM

CALL: ASN now having an AIDS walk. Reconnecting with David Kilburn

Are we interested in doing an AIDS walk and showing solidarity with ASN?

All Board members agree this is a good idea to collaborate. CALL to work with Woolf on this.

SOULE: DISCUSS SWOT PLAN 7:05 PM

Begins review of Excel chart and clarifying and expanding list of strengths, focus descriptions; When evaluating, are such strengths or weaknesses being looked at through the lens of race and ethnicity?

CALL: Does reviewing this chart require a full meeting and perhaps with other stakeholders?

SOULE: We should probably finish SWOT on our own first and understand our own perspectives first and do self-reflection and then bring in the broader community for second evaluation.

CALL: will set up a doodle poll for the SWOT meeting. Is Saturday morning the best?

5. GALA Group Committee Reports:

5.1 Fundraising – Weisman – 7:26 pm

Drafted first letter and it went out

Ciana is contact point everyone who donated received a personalized thank you from her.

WEISMAN: Offering matching grant challenge...pay for one day of Ciana's work tied to important days on the annual LGBTQ calendar.

CALL: Giving Tuesday is May 5 so she plans on doing last big push for spring giving at that time.

TAYLOR: Do we have a goal set? Helps people to donate...are we close to it? Can I give a little bit more?

CALL: Current goal is \$1200 to match with rainbow graphic Ciana created

WEISMAN: Can we list donor's names if they want to as is done on KCBX?

CALL: Will Have Ciana send donors a letter asking them to reply if they want their names listed

5.2 Governance – Heumann – 7:34 pm

Final version of ballot vendor post-mortem letter

All agree that it was an OK letter. No further comments on revised post mortem letter.

5.3 Outreach - Byrd– 7:36 pm

TAYLOR: COVID 19...no outreach

BYRD: Some of the strategies being implemented at Cal Poly...developing a video on how it has impacted the community, and making that video available for distribution.

For social programming his team has a series "queers in quarantine" Zoom video meetings to play games, trivia nights, but want it to be not just for campus but for entire community

Sending out a newsletter at end of the week.

TRAININGS: Creating a virtual model for their trainings and Gala could be a part of that. Even after Covid we hope these can become stand alone modules and then they show up to do Q+A
Students doing a Pride Podcast and asking kids what it's like to be Queer on central coast
Recruiting for leadership council; 20 different positions for faculty staff and students; would like to get some community members involved. Would like to bring Cuesta in on it.
"Coming Out monologues": hoping for video submissions across the central coast talking about what it's like to be queer and Trans on the central coast; host them on our web site and GALA and the CP Pride Center and have ongoing submission.

5.4 Pride – Call & Taylor – 7:46

TAYLOR: Haven't made a final decision on cancelling Pride, but agreed that July is not going to happen because of prep work needed. May work out best to switch to May for the future. A lot of "Pride" activity is the fund raising that leads to the culminating weekend. We can begin doing those things as soon as possible; maybe a harbor cruise, other ideas to bring in money. They can be labeled "Pride-related events" now to raise money even if Pride Festival isn't until May of 2021.

CALL: Was on phone conference about doing a Virtual Pride. Has not heard back from the SLO public access channel. Looking into BigBigSLO and other options. Will have full report for Pride meeting on May 4. We can live stream on June 27 and hopefully fulfill and keep our sponsors.

5.5 Senior Advocacy – Boling – 7:49 pm

CALL: Met virtually, Linda Beck from SLO Village; didn't get a lot of people to the meeting. Looking at other ways to reach seniors; Zoom might have been an issue, or the time of afternoon, so doing research to see what might work better.

Buddy system working well for those who wanted it.

5.6 Tranz Central Coast -- Woolf -- 7:52 pm

WOOLF: Santa Maria HOPE and TCC going to get together re: online Spanish language support group. Restrict it to south county SLO and northern Santa Barbara. Possibly likely to fail, hard group to hook into and not a lot of connections into the farm workers group but we're going to try it and pay a stipend and rent a room to meet in person if needed.

TCC FUND RAISER was fabulous and made \$6700

TCC online support groups; no one showed up for youth or parents' group last week but going to try to do better next time.

HEUMANN: Attended this afternoon's MCSIG full Board meeting (Zoom). Public comments were submitted written as requested. Meeting discussed choice of using Anthem or Blue Shield policies. Anthem is more restrictive than Blue Shield and mislabels many necessary procedures as "cosmetic." Because of the uninformed questions from board members, it appeared that the Executive Committee had not shared all the legal arguments, historic usage and cost data with the full board. The board voted to send the issue to the Advisory Committee, which is to respond by end of June. Meantime, advocates will continue to press issues with board members.

Another issue involves Dignity and the Catholic hospital group that merged last year. CA Sec of State permitted the merger based on an agreement that "protected" LGBTQ folks. Now UC in NorCal is pushing back and trying to refuse gender affirming health care. Will stay in touch with ACLU on how to assist with efforts to maintain gender-affirming health care on UC campuses.

6. Next Meeting:

Date: May 19, 2020

Time: 6:00 pm

Location: 1060 Palm St., San Luis Obispo, CA 93401 OR ZOOM.

7. Adjournment:

MOTION TO ADJOURN: SOULE

SECOND: HEUMANN

PASSED: with 6 approvals, 0 opposition and 0 abstentions.

MEETING ADJOURNED AT **8:00 PM**

8.0 Closed Session: Legal Matters 8: 01 PM

HEUMANN: Employment consultation with Light/Gabler about our relationship with USA; Discussion of employment contracts with Pride Center staff and historical relationship with USA staffing. Options for possible future agreements and clarifications discussed

MOTION TO ADJOURN CLOSED SESSION: TAYLOR

SECONDED: WEISMAN

PASSED: with 6 approvals, 0 opposition and 0 abstentions

CLOSED SESSION ADJOURNED AT 8:17 PM