



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

**Date:** Tuesday, May 19, 2020  
**Time:** 6:04 pm to 8:45 pm  
**Location:** 1060 Palm St., San Luis Obispo, CA 93401

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

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**1. Call to Order:**

President Doug J. Heumann called the meeting to order at 6:04 pm. **Quorum was present.**  
President Doug J. Heumann - Reading of the Mission Statement

**2. Roll Call:**

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

**Guests:** Lynn Schmidt, Art Curator

**Absent:**

**Staff:** Michelle Call, Executive Director;

**3.0 Speakers**

**NONE**

**4.0 Action/Information/Discussion**

**4.1 Approval of April 2020 Board Meeting Minutes – 6:06 pm**

The Vote regarding the Motion to Approve the April Board Meeting Minutes

HEUMANN: Motions to approve minutes

TAYLOR: Seconded

PASSED with 6 approvals, 0 oppositions, and 1 abstention (DEHART).

**4.2 Approval of Financial Reports – Acting Treasurer Soule – 6:07 pm**

REVIEW OF APRIL FINANCIALS:

HEUMANN questions multiple expenses for \$400 for contract services in one month. CALL explains that it is for Dory (cleaning) and that one check was for April; the other backdated for March. HEUMANN asks for status of "Wells Fargo" checking account and would like to see monthly statement. HEUMANN proposes that there is a large balance in the checking account and wonders if it could be earning more elsewhere. CALL responds that \$50,000 of that amount is the Chapman Trust donation and it is awaiting instructions for disposition. SOULE confirms that checking is held in Pacific Premier Bank and an appointment is being scheduled with bank to organize and streamline reporting. HEUMANN asks if balance is showing loss of Event Brite money. CALL responds that the money is not reflected as it was never received and the loss should be placed on last year's balance sheet. DIAZ asks where the money from the Tomassini scholarship donation is. CALL responds that she has not been able to parse the location of the approximately \$10,000 (according to Rob Diaz) and that she will be investigating when meeting with SOULE. Weisman asks about the \$548 payment to Sunbelt. CALL replies that it was an expense for the Pride Drag Show of 2019 and the vendor was very late in sending the invoice and expected to be paid immediately. The address provided on the vendor invoice was incorrect; as such CALL had to issue stop payment on the check and make the payment electronically. She will negotiate with vendor for return of stop payment charge.

DEHART: motions to approve April financials  
BYRD: seconded  
PASSED with 7 approvals, 0 oppositions, and 0 abstentions

#### PROPOSED JUNE BUDGET:

CALL explains that revenue exceeded monthly expectations including revenue from her Birthday Fundraiser (Facebook) and that some of the money will be arriving after June. DEHART asks if the tenants are paying the full rent amount. CALL responds that from this month forward the tenant (law office) has paid and will be payint the full amount. SOULE asks if there is a plan to make up the budget gap. CALL replies that she believes the revenue is understated and can also save \$100 a month by forgoing driving/mileage allowance during quarantine. SOULE asks about the Library World subscription service expense. CALL explains that it is the system that controls the bar code system from the library, and that Ciana is researching to see if a less expensive alternative exists. There may be no further charge until July, so it is possible a cheaper solution may be found before that payment needs to be made. SOULE asks what the "security" item is for and CALL responds that it is for CSA, which is paid \$196 three times a year for security.

HEUMANN: makes motion to withhold approval of June budget until a revised, detailed version is provided for an electronic vote to be held on May 26.  
DEHART: seconded

PASSED with 7 approvals, 0 oppositions, and 0 abstentions

#### WEISMAN raises need for MOTION ON POLICY ON ELECTRONIC VOTING

WEISMAN: motions for board members engaged in electronic voting: Board members shall have 72 hours from receipt of motion to respond electronically by email to their Pride Center email account. A text reminder will be sent to their personal phone at the 48 hour mark.  
DIAZ: seconded.

PASSED with 7 approvals, 0 oppositions, and 0 abstentions

#### **4.3 Discussion of potential 2020 budget 6:43 PM**

HEUMANN: Motions to put annual budget discussion on hold until June board meeting.  
SOULE: Seconded

PASSED with 7 approvals, 0 oppositions, and 0 abstentions

#### **4.4 Executive Director Report – Call – 6:45 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

CALL: Thanks board for allowing 30-hour work week. She is capable of doing this work in 30 hours.

RE: Rental of second office space—Reports that housing market is finally picking up; she spoke to agent Farid Shahid and he says that some businesses are downsizing and the Pride Center office is the right size and price; There are potential tenants to possibly fill the space in the next month or two.

Timbre winery has created a wine called *Dancing Queen* that is an LGBTQ-themed wine. They will give money as a donation from the sales and have a display promoting GALA and the LGBTQ community at their winery.

Spoke to Pastor Thule at Grace Church. He has people available to help people in our community who need help with gardening or larger project.

Will be putting out a Pride month newsletter. Seeking 250-word contributions from Board members to put in the issue “What Pride means to you”

Suzie Walsh to reach out to Sarah to obtain her computer as Sarah volunteered to assist in the investigation—including allowing forensic work on her computer. Suzie has told insurance adjuster to pay the claim.

HEUMANN asks what amount to tell insurer for claim--\$10K or \$14K? CALL: We should use the amount Sarah gave, \$10K. She has spoken to the insurance adjuster and will find out what our deductible is.

CALL: Ciana (Admin Asst) has been with us for 90 days; I gave her an evaluation and am pleased with her work. She is going to be volunteer coordinator and took a SPOKES training to learn how to implement.

Summer intern/volunteer was reduced to 180 hours; will start June 1, will start by getting introduced to work with the youth.

CALL has plan for decorating the windows if anyone is interested...Program is for downtown businesses to have decorations and paintings to creating something festive around “virtual” graduations.

Call is updating her Pride Center outreach Powerpoint presentation.

#### **4.5 Unfinished Business – Heumann – 6: 56 pm**

SOULE: Reminds board of meeting on 5/30 at 8:00AM for SWOT training over Zoom

#### **4.6 New Business – Heumann – 6:58**

DISCUSSION: Relocation of previously donated wine now stockpiled in TAYLOR's garage

The wine has been used for Art After Dark and other occasions but many of the bottles are very old and have not been stored under proper conditions and may not be good, or turned to vinegar. The quantity is ½ a palette load of many mixed varietals and brands. SCHMIDT notes that there may be no more Art After Dark for this year and the wine won't be used. DEHART asks if a fundraising auction can be held. CALL responds that it would require a complex ABC permit and there are also concerns from the LGBTQ AA groups regarding this. SOULE says it is possible if the wine has turned to vinegar it can be used by groups for cooking/agricultural purposes through her job. She will contact TAYLOR to arrange a discussion regarding this and possible removal of the wine. TAYLOR invites any other parties who want the wine to retrieve bottles during week of May 18<sup>th</sup>.

DISCUSSION: LOGO designs and bid process

Board notes many excellent choices for logo design submitted internally. BYRD and SCHMIDT to work collaboratively on their respective designs for presentation to be agendaized for Board at June meeting.

SCHMIDT: Would like Board to consider other “visibility” projects for Center besides a flag on a flagpole; looking for other forms of external visual representations. Would like permission to approach city and figure out how to create this other project and would donate her services to logo design and use those funds for this other equitable trade. Possible concepts include a rainbow crosswalk at intersection of Palm/Santa Rosa because of its proximity to Pride Center. Board gives Schmidt permission to ask SLO CITY what can be done and designed in front of the Pride Center building.

REGARDING “Re-BRANDING” and NAME CHANGE:

CALL: Something wrong about the form GALA sent to state regarding name change. Has communicated with Secretary of State and concern is being investigated.

WEISMAN wonders if we delay rebranding roll-out until next Pride in May 2021. CALL responds that we should roll out as soon as ready

## **5. GALA Committee Reports:**

### **5.1 Fundraising – Weisman – 7:20 pm**

WEISMAN: First fundraiser letter went out at start of Covid and asks CALL for update on matching giving and days to honor Ciana. CALL responds that the drive has been very successful also due to John Boling’s offer of matching his “stimulus” check.

DISCUSSION: When and how to begin “monthly” giving program? Should this be tied to the “roll out” of the name change and rebranding? CALL responds that the system for setting up a monthly platform is in place and can be activated. Board discussion about whether it is too soon after the last giving campaign to ask for more; SCHMIDT notes that while many are “hurting” others are finding money saved that they might be willing to give. DEHART agrees with “asking;” SOULE would like to know if we are seeing many smaller donations or fewer but larger donations. CALL agrees that it is valuable to have a few larger donors.

HEUMANN asks if Michelle has the time and capacity to oversee the monthly giving campaign and CALL responds that she can. Discussion of whether we should wait to tie in rollout with Pride or begin now. Consensus that subscription giving can begin now with a “soft rollout” but will be given added highlighting when Pride and late June roll around. Suggestions are made for other fundraising tie-ins associated with Pride. WEISMAN offers to begin making connections with local radio/TV for media and “air time” to promote Pride in late June. TAYLOR notes that Gilead is willing to allow us to keep money pledged for Pride as long as some form of associated activity. BYRD mentions tie in with Cal Poly Lavender Commencement and CALL suggests sponsoring a movie night with other local LGBTQ+ organizations. These may qualify as activities that would meet Gilead’s description.

Youth outreach is considered. DEHART mentions getting DIAZ’s youth groups involved with the popular Tik Tok; DIAZ responds that his groups tend to be more “alt” in their creativity; SOULE suggests a ‘zine’ and DIAZ says he is willing to suggest that as a possibility.

### **5.2 Governance – Heumann – 7:58 pm**

ON HOLD

### **5.3 Outreach - Byrd– 7:59 pm**

BYRD: Shows plans and Powerpoint for Cal Poly Pride explaining relation between University and The Pride Center SLO; Staff, programs, Affinity groups, Signature months; QT Leadership council; pride ambassadors Students like idea of GALA being in tune with other organizations and streamlining between other centers.

#### **5.4 Pride – Call & Taylor – 8:07 pm**

CALL Has drafted letter to sponsors going out tomorrow offering them options for what to do with their money and, to the vendors as well. Mission Plaza was reserved for Sunday May 23, 2021. CALL is still contacting Vets Center for money that was put down *this* year Drag Show has left several messages but thinks people she has been working with are not working currently. Pride Committee considering holding a reverse drawing at end of August.

HEUMANN questions waiting until January 2021 to begin Pride planning; TAYLOR believes that the process will be ongoing on a monthly basis beginning in June or July. CALL thinks that there needs to be a broader discussion of Pride and Finances requiring its own special meeting; HEUMANN concurs.

HEUMANN: Raises issue of letter from RG Cravens and Darren regarding volunteer efforts and current Pride Committee actions. Board discussion follows with statements on their narrative from SCHMIDT and TAYLOR.

Further discussion of ongoing role of Pride Committee; need for institutional memory to be balanced against need for new ideas and new faces. Items for future consideration would include the possibility of hiring a full-time Pride coordinator dedicated to that one event, with the incumbent responsibility of “delivering” on that commitment.

HEUMANN asks if a letter similar to the one sent to Frankie should also be sent RG Cravens and Darren. CALL thinks that a letter addressing their concerns about Pride would be effective. Board agrees that President HEUMANN should draft and then send letter. Board further agrees that a separate meeting specifically dedicated to the future of Pride should be held at a later date, TBD.

#### **5.5 Senior Advocacy – Boling –**

NOT PRESENT

#### **5.6 Tranz Central Coast -- Woolf**

NOT PRESENT

### **6. GALA Group Reports**

6.1 **SLO Lez B Friends**  
NONE

6.2 **Q & R Groups - Diaz**  
NONE

6.3 **Art Curator – Schmidt**

Lynn is looking for people quarantined at home—particularly but not exclusively LGBTQ+—to take photographic portraits at home practicing social distancing in their front yards. She will come out and take photos. The Board approves of this activity.

6.4 **QID — DeHart**

Announces her group, Queer, Inclusive, Diversity (QID)—is better suited to do its outreach and meeting via Instagram live with Andrew also available for their concerns, and people can ask to join.

### **7. Next Meeting:**

**Date:** Tuesday June 23 2020  
**Time:** 6:00 pm (via ZOOM)

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

**8. Adjournment:**

DeHART: Motions to adjourn

DIAZ: Seconded

PASSED with 6 approvals, 0 oppositions, and 0 abstentions (TAYLOR was absent at this point)

MEETING ADJOURNED AT 8:46 PM