

1 **GREATER LOS ANGELES AGENCY ON DEAFNESS, INC.**  
2 **Executive Agency Board of Directors**  
3 **Wednesday, May 26, 2010**  
4 **MINUTES**  
5

6 **President Kurs called the meeting to order at 7:12p.m. A quorum was present.**  
7

8 **I. ROLL CALL**  
9

10 Board Members Present:

11 David Kurs-President, Stephen Schultz-Treasurer, Sheri Hithe-Hultgren-Secretary, Fred Lovitch, John  
12 Arce, Robert Sidansky, Robert Sutton, Jonathan Weiss  
13

14 Absent:

15 Etta Stecker-Vice President, Modela Kurzet  
16

17 Visitors:

18 None  
19

20 Staff Present:

21 Dr. Patricia Hughes  
22

23 Interpreters:

24 Barbara Mathis and Laura Ripplinger  
25

26 Recording Secretary:

27 Jainah Ranger  
28

29 **II. APPROVAL OF MINUTES: Meeting of April 28, 2010**

30 Page 3, line 41, remove the word "Our"

31 Page 3, line 47, change "The challenge is getting the timeline of such events that had taken place" to "The  
32 challenge is getting the timeline of events that had taken place from the client".

33 Schultz moves the minutes as corrected. Hithe-Hultgren seconds. **MSC.**  
34

35 **III. OFFICER'S REPORTS**

36 President's Report:

37 Kurs stated he was disappointed that he missed the House of Blues (HOB) but heard it was a success.

38 Everyone that attended had a wonderful time. We had five sponsors for the HOB.  
39

40 Vice President's Report:

41 No Report  
42

43 Treasurer's Report:

44 Schultz referred to the handout of Controller's Report as of today's date was given to the finance  
45 committee with the following information-

- 46 • Overall cash position today for DAHC, GLAD and LifeSigns is \$1,197,444
- 47 • Overall accounts receivable balance is \$786,440 which comprised of GLAD balance of \$318,168  
48 and LifeSigns balance of \$486,272
- 49 • Overall accounts payable is \$19,386

1  
2 Financial reports as of 4/30/10 was given to the finance committee presented by our controller with the  
3 following information-  
4 Consolidated profit and loss for year to date (ten months ending 4/30/10) shows a profit of \$231,031 as  
5 compared to a profit of \$101,720 a year ago.

- 6 • GLAD's year to date revenues as of 4/30/10 was \$3,231,114 which is \$43,334 more than prior year
- 7 • LifeSigns's year to date revenues as of 4/30/10 was \$2,082,259 which is \$97,838 more than prior  
8 year
- 9 • GLAD's 4/30/10 aging accounts receivable balance was \$511,126 as compared to 3/31/10 balance  
10 of \$451,732
- 11 • LifeSigns's 4/30/10 aging accounts receivable balance was \$537,656 as compared to 3/31/10  
12 balance of \$516,935

13  
14 Secretary's Report:

15 Hithe-Hultgren reported the Board needs to re-elect Sidansky as his term has ended. Sutton moves to re-  
16 elect Sidansky for another term. Arce seconds. **MSC.** Sidansky is elected for another term.

17  
18 **IV. CEO'S REPORT**

19 AB2072 will be heard by the Senate Health Committee on June 16th. We continue to have people send in  
20 letters of opposition. We hope to kill AB2072 and be able to re-write a better one that is non biased and  
21 utilize state resources. I still serve on its Core Group.

22  
23 *LIFESIGNS*

24 Interpreters Filled	1,235
25 Cancellations	146
26 No Interpreters Available	43
27 Emergency	150

28  
29 *HUMAN RESOURCES*

30 There are 72 employees as of May 20th.

31 GLAD	34
32 CODIE	12
33 BGLAD	1
34 OCDEAF	5
35 TRI	4
36 EDD	16

37 Deadline for employees to submit any changes to Kaiser health insurance is May 25th and deadline for  
38 employees to apply for FSA (Flexible Spending Account) is May 27th.

39  
40 *HUMAN SERVICES*

41 We provided an in house training on domestic violence partnered with Abused Deaf Women Advocacy  
42 Services (ADWAS).

43 We also had Domestic Violence Services Provider Focus group. Service Providers in the LA community  
44 which serve deaf and hard of hearing populations met to identify services for Domestic Violence which  
45 exist, and that those do not. We hope to continue this and collaborate with agencies that have "services".

46 **Challenge:**

47 Few attorneys offer their services at a pro bono or discounted rate; it is very difficult to get them to pay for  
48 an interpreter for a meeting in their office.

49 Many deaf consumers cannot afford to hire an attorney and when facing divorce or custody issues it can

1 make the process that much more difficult for the deaf individual who is not familiar with the legal system  
2 thus can't effectively advocate for themselves.  
3 It will be much easier if we have our own Law Center for the Deaf and Hard of Hearing.

4  
5 *DAHC*

6 Challenge: Looking for donations for a treadmill for residents. We are also looking for donations for food  
7 for the LUAU event.

8  
9 *EDD*

10 Trends: Job seekers are beginning to run out of UI benefits, or are on their final extensions. EDD staff  
11 refers them to SSA for SSI/SSDI, housing assistance through the City and County of Los Angeles, and  
12 other agencies/means of surviving.

13 We had a successful event: Career Day Panel Discussion of past successful GLAD EDD clients/Marlton  
14 School. Over 200 attended.

15 Some of our EDD offices have high caseloads that clients have to wait 2 to 3 weeks for appointments.  
16 In our Rancho Cucamonga GLAD/EDD gave a formal presentation to VONS managers, more deaf/hard of  
17 hearing job seekers are starting to find jobs at VONS. The company would like to set up recruitment for  
18 deaf and hard of hearing job applicants in the near future.

19 We are doing something different, too. We had GLAD/EDD staff teach our clients how to use the train  
20 system when looking for work. Job seekers have broadened their search for jobs in different cities and  
21 counties because GLAD/EDD showed them how to use the machine when paying for train tickets. They  
22 practiced on the train going to the Los Angeles Convention Center for the Latino for Hire Fair.

23  
24 *Health Education*

25 Teen Fest was a huge success with 93 middle and high school students attending. Surveys were sent to  
26 teachers for feedback.

27 We will have Teen Health Fair on June 2nd at CA School for the Deaf – Riverside.

28 *Breast Cancer Prevention Research*

29 19 women completed the 12- month survey in April. 183 women completed the 12 month survey by April  
30 30th (goal was 199). Nine Participants are due for their 12-month survey in May.

31 All of our contracts that expire June 30th have been met except for the Teen Health Fair at CSDR. After it  
32 is done, our contract will be met with Information and Education grant.

33  
34 *Public Relations*

35 House of Blues

36 190 guests.

37 Sponsorships:

38 Robert Gore Rifkind Foundation (10k)

39 Sorenson Communications (4k)

40 City National Bank (2,500)

41 Purple (2,500)

42 KNBC (2,500)

43 We had 89% Board participation for HOB (6 board members donated and 4 board members attended).  
44 Kurs mentioned that we need to have a 100% Board participation/donation as this is one of the items that  
45 CCF (California Community Foundation) evaluates when awarding funding to agencies.

46 Appropriate net profit is 25k. We will have more accurate net profit and expenses next month.

47 We are developing the Website Advertising Rates and are currently in the process of creating a Media Kit  
48 which will include demographics, target audience, pricing, and payment options for potential advertisers.

49 Sorenson Communications has signed on to be our first paid advertiser with our newly improved site

50 (\$5,000 level).

1 **Rates \$25**

2 Links business name text to business homepage on GLAD Sponsors page. Duration: 3 months

3 **\$2,500**

4 1 e-News blast which occurs at the beginning of the month Up to 3 business-related flyers in a preferred  
5 month's mass flyer mailing \*Business logo displayed with link to business homepage on GLAD Sponsors  
6 page. Duration: 6 months

7 **\$5,000**

8 \*Featured sponsor-displayed for a month\* 1 vlog on GLAD Sponsor page displayed for a month, 1 blast in  
9 e-News which occurs at the beginning of the month, business logo linked to business homepage on GLAD  
10 Sponsors page and Sponsors banner on GLAD website. Duration: 1 year  
11 Business logos must be submitted as 190 x 100 pixels in a .jpg or .png format.

12 \* The first 12 corporations/organizations to sign up for advertising on our website (6 month minimum) will  
13 be featured on our website on a first-come, first-served basis through a vlog and/or prominent placement as  
14 featured sponsor for a month.

15 \*\* Vlogs will be an optional offer for those who sign up for the year-round advertising. We offer subtitling  
16 services for corporations/organizations' developed video advertisements. We also offer the option of  
17 working with the corporation/organization in developing a vlog with using American Sign Language to  
18 advertise your message.

19 *Magic Mountains*

20 Tickets on sale for the June 5th event.

21 GLAD Booth at the 7th Deaf Asia Festival

22 June 12, 9am to 5pm

23 JACCC Plaza (Japanese American Cultural and Community Center.

24 Free admission plus free meal coupons at 10am (200 coupons only)

25

26 *Annex Demolition*

27 The annex contract will be awarded to HEERY. Community Development Department (CDD) and I are  
28 very comfortable with our choice. HEERY representatives and I met on Wednesday, May 26, 2010 to go  
29 over AIA (The American Institute of Architects) contract/agreement as required by CDD.

30

31 *Visual Communication Center(VCC)*

32 The VCC project is coming along nicely. We have ordered more bandwidth for VCC and met with the  
33 Internet wiring company this morning. They also can add security cameras. I expect a proposal on  
34 Thursday, May 27, 2010 on costs. We are waiting for Purple to complete their kiosks. We are in the  
35 process of ordering two computers to be used by the public in VCC.

36

37 *National Campaign*

38 National Campaign is a huge grant and several individuals from different departments are working  
39 together. I have been in contact with some schools for the deaf and educational systems for the deaf in U.S.  
40 to develop MOUs.

41

42 *DSS*

43 We got signed DSS contracts last week.

44

45 **V. SUBSIDIARY REPORTS**

46 LIFESIGNS Chair Report:

47 Arce congratulated Hughes and LifeSigns staff for the increase in revenue. The next LifeSigns Board  
48 Meeting will be on July 13, 2010. The last Board Meeting was on March 17, 2010 and the Board  
49 discussed the VRI software.

50

1 DAHC Chair Report:  
2 Hughes stated that the residents received a treadmill that was donated a long time ago. However, it is worn  
3 out. We need a new treadmill. We also need donations for the LUAU event.  
4

5 CODIE Report:  
6 No Report  
7

8 TRI COUNTY Report:  
9 Sidansky reported that Tri's booth at the Strawberry Festival on May 15<sup>th</sup>-16<sup>th</sup> was a success. The booth  
10 was in the children's area and strawberry popcorn, mint lemonade, and strawberry lemonade were sold.  
11 Strawberry popcorn was the most popular. There were about 30 volunteers. We made about \$1,000.  
12

13 OC-DEAF Report:  
14 Sutton announced that Disney sent a new representative (a CODA from Florida) to replace the old  
15 representative and a small profit was made from Deaf Awareness Day at Disneyland.  
16

## 17 **VI. COMMITTEE REPORTS**

18 Finance Committee Report:  
19 No Report  
20

21 Governance Committee:  
22 No Report  
23

24 Nominations Committee:  
25 No report. Kurs mentioned that it is getting harder and harder to recruit Board Members. Discussion  
26 ensued. The Board will advertise on the website and newsletter.  
27

28 *Five Year Plan*  
29 Sutton moves not to have Board Meeting on June 30<sup>th</sup> but instead have a meeting to develop a Five Year  
30 Plan with realistic goals. Lovitch seconds. **MSC.**  
31

32 Personnel Committee:  
33 No Report  
34

35 Fundraising Committee:  
36 No Report  
37

## 38 **VII. UNFINISHED BUSINESS**

39 None  
40

## 41 **VIII. NEW BUSINESS**

42 None  
43

## 44 **IX. PUBLIC INPUT**

45 None  
46

## 47 **X. ANNOUNCEMENTS**

48 Arce stated he saw Kurs' ASL translation of "My Sister in this House" at DeafWest and he congratulated  
49 Kurs on a job well done. Arce encourages Board Members to see the play as it closes on May 30, 2010.  
50

1 **XI. ADJOURNMENT**

2 Meeting adjourned 9:20 pm. The next Board Meeting will be on Wednesday, July 28, 2010 held at 7pm.

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5 \_\_\_\_\_  
6 Hithe-Hultgren

7 Board Secretary

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