

1 **GREATER LOS ANGELES AGENCY ON DEAFNESS, INC.**
2 **Executive Agency Board of Directors**
3 **Wednesday, May 16, 2012**
4 **MINUTES**
5

6 **President Schultz called the meeting to order at 7:09 p.m. A quorum was present.**
7

8 **I. ROLL CALL**
9

10 Board Members Present:

11 Stephen Schultz-President, Mark Jones-Vice President, John Arce-Treasurer, Fred Lovitch-Secretary,
12 Robert Sidansky, David Kurs, Robert Sutton, Modela Kurzet, Barbie Gomez
13

14 Absent:

15 Jonathan Weiss
16

17 Visitors:

18 None
19

20 Staff Present:

21 Dr. Patricia Hughes
22 Rachel Braver
23

24 Interpreters:

25 Norman Galapin
26

27 Recording Secretary:

28 Jainah Ranger
29

30 **II. APPROVAL OF MINUTES: Meeting of February 22, 2012**

31 Page 4, line17, revise "Arce reported that the board met on January 20th, the amount owed to us in the AR
32 accounts, and how to recruit more board members" to "Arce reported that the board met on January 20th
33 and discussed the amount owed to LifeSigns in the AR accounts, and the effort to include more board
34 members"

35 Page 4, line 34, revise "Sidansky reported that the Johnny Rockets fundraiser on February 10th had a good
36 turn out and that Tri GLAD is considering have it every month" to "Sidansky reported that the Johnny
37 Rockets fundraiser on February 10th had a good turn out and that Tri GLAD would like to have the event
38 annually but the Johnny Rockets manager would like to have it monthly. The board is considering the
39 managers request"

40 Kurs moves to approve the minutes with corrections. Sutton seconded. **MSC.**
41

42 **III. OFFICER'S REPORTS**

43 President's Report:

44 Schultz reported that the board has had trouble meeting the past few months since there was not enough
45 board members for a quorum. The board needs to recruit more board members with different backgrounds
46 and ethnicities. Some of the board members may not be able to attend the June board meeting.
47

48 Vice President's Report:

49 No Report
50

1 Treasurer's Report:

2 Arce reported from the handout of Controller's Report as of yesterday's date was given to the finance
3 committee with the following information -

4 Overall cash position today for DAHC, GLAD and LifeSigns is \$1,605,394.

5 Overall accounts receivable balance is \$1,182,676 which comprised of GLAD balance of \$625,637 and
6 LifeSigns balance of \$557,039.

7 Financial reports as of 4/30/12 was given to the finance committee presented by our controller with the
8 following information –

9 Consolidated profit and loss for year to date (ten months ending 4/30/12) shows a loss of \$(17,106) as
10 compared to a income of \$51,251 a year ago.

11 Consolidated year to date revenues as of 4/30/12 was \$5,023,168 which is \$303,436 less than prior year.

12 GLAD's 4/30/12 net loss was \$(80,350) as compared to prior year net loss of \$(59,620).

13 LifeSigns's 4/30/12 net income was \$101,742 as compared to prior year net income of \$126,714.

14 DAHC's 4/30/12 net loss was \$(38,498) as compared to prior year net loss of \$(15,843).

15
16 Secretary's Report:

17 No Report

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

20 Hughes reported that we had a great Quarterly Staff Meeting on May 15th. We had a representative from
21 Chapman presenting on benefits. Not many staff has taken advantage of our Flexible Spending Account
22 (FSA). We need to educate our staff about the FSA. In the afternoon we had a directors meeting about
23 Estats (an online database). There has been some confusion on how to input client stats in Estats. The
24 directors will review the proper way to input stats in Estats with their staff to ensure that the stats are
25 corrected.

26 *State Budget*

27 The State so far has not reduced GLAD's budget.

28 *Human Services*

29 We are seeing the same trends from month to month such as consumers looking for housing assistance,
30 food banks, employment placements, SSI benefits, and lack of interpreters in NA/AA meetings causing
31 several relapses especially in Bakersfield.

32 We managed to make 14 job placements.

33 *Health Department*

34 We had an audit on HIV-Prevention Program in the area of facilities and operations and there are no
35 findings. They also completed a programmatic review and we are waiting to hear back from them if there
36 are any findings.

37 *Healthcare Access Case Management*

38 We are facing challenges because a number of consumers are Latinos and do not know Spanish. However,
39 the medical service personnel assumed that they know Spanish so they sent them materials in Spanish
40 because they communicated with consumers' family members too who speak Spanish. We worked with
41 medical personnel to send English materials to our consumers. This program is closing around June 15th;
42 however, we managed to secure a foundation donation which allowed us to use funds to replace the loss of
43 funds. We plan to keep this program opens beyond June 15th with different funding. We are still applying
44 for funding from a foundation for the Healthcare Access Case Management to make it a full time program.
45 Rationale is that it is growing and getting more demands for this kind of service.

46 *Information and Education (IE)*

47 The result of our lawsuit against the Office of Family Planning resulted in a settlement. We received a
48 check of 25k for this fiscal year (May and June) to start the program by getting curriculum, scheduling, and
49 staffing ready for the new fiscal year. We will get \$50,000 annually for four years to provide teen
50 pregnancy prevention educational program.

1 *LIFESIGNS*

2 Filled Requests	931
3 Cancellations	153
4 No Interpreters Available	31
5 Emergency	156

6 We have 11 accounts with outstanding balances over \$10,000. We are working on categorizing each
7 account and getting ready to take non paying customers to small claims court (for customers who have not
8 used our services for awhile). Good news is that we saw a decrease in outstanding balances of 40k. We
9 have three straight months of AR improvements.

10 We are starting our campaign to send out monthly letters to any agency that has an outstanding balance,
11 this in addition to phone calls and emails that already are taking place.

12 We made changes to our Legal Interpreting Service Agreement requiring legal firms to provide a credit
13 card number before we provide them services.

14 Our rates change from \$65 to \$70/hour has been effective. Almost no complaints and people seem to view
15 our work as a value that is worthy of the rate change. Some government agencies have asked us to reduce
16 our rates due to economic hardships; this has allowed us to discount our new rate of 70 to 65/hour.

17 Our challenge is that we are starting to see the new NIC Certifications coming in with a Pass or Fail. This
18 will require us to have a comprehensive and analytical approach for how to rate our new freelance
19 interpreters so that we can evaluate properly those who are able to work with specific agencies that require
20 us to use a certain level of interpreter.

21 We are also more proactive in renewing contracts and service agreements with existing customers. We
22 have done about 15 extensions in the month of April.

23 We have four vacancies, all for interpreters. If you know of a certified sign language interpreter wanting to
24 move to Bakersfield, please contact me.

25 We are reviewing pros and cons in regards to VRI. Several hospitals use VRI in place of in-person ASL
26 interpreters. VRI will never take the place of an in-person interpreter. It can be difficult for hospitals to
27 know which situations require VRI or an in-person interpreter.

28 On a separate note, we are starting to collect information from inmates on their lack of access in their
29 prisons or jails and want to build a case. We are also reviewing the lack of mental health services for deaf,
30 deaf and blind, and hard of hearing to build a case, too.

31 *House of Blues*

32 We had a nice meeting with Ken Paves last week to start making plans for our 10th HOB on September
33 30th. We brainstormed some ideas and came to an agreement that there will be a producer and a stage
34 manager freeing Ken from these responsibilities so he can focus on recruiting his friends and other
35 important roles in planning HOB. We sent him a wish list of celebrities. The theme of our 10th HOB is
36 Domino Effect. We will send out sponsorship letters, etc. One corporation has already committed \$10,000
37 sponsorship. We hope to recruit sponsors early in advance. The ticket will be \$100.00 for everyone so we
38 don't have to deal with VIP on 2nd floor as it was not effective last year.

39 *Public Relations (PR)*

40 Braver reported on the daily operations Public Relations Department;

41 *Weekly Building Tours*

42 PR Department has given tours to College of the Canyons- ITP students & WCTU Historic committee
43 members. We are collecting more information about their Need a space between program and in program
44 in preserving historical buildings.

45 *Weekly Location Scouts for filming-* Recently a toy gun company utilized the dining room downstairs.-
46 (We had an advertising company doing its commercial shoot using our dining room. Our current rate for a
47 full day is \$2,000. We have two scout agencies to get vendors to use our facilities.

48 *Trade Shows/Events (planning and implementation)*

49 Deaf Nation, Deafestival, Mata Expo and smaller community based local events.

50 Deaf Nation- GLAD will have three booths and our Human Resources Manager will coordinate the staff

1 scheduling. The PR Dept handles the following; attire, booth décor, materials, and set up and tear down.

2 *Timely Donor Acknowledgements*

3 PR sends out timely thank you letters for tributes, memorials, and general fund contributions letters and
4 obtains the CEO's signatures for all letters, post annual report and other information on GLAD web page.

5 *Event outreach- outreach offices and internal review*

6 PR department reviews flyers, brochure & website design, and creates flyer templates for each office.

7 *What GLAD Does for Every Event*

8 PR will list flyers, create home page banners, add to events to calendar, post events and information on
9 Facebook, and do monthly mailing, film v-logs.

10 *V-logs*

11 PR and some other staff members do production and captioning. GLAD does not have any internal
12 software or Mac Book Pro- basic. The software that PR uses is Windows Movie Maker on our computer
13 which is a very basic and captioning is extremely time consuming.

14 *Community Meetings/Events*

15 PR staff attends community events like the Eagle Rock Chamber meetings and mixers, planning committee
16 meetings for events such as SIGNin' in the Street at Downtown Disney, and the DEAFestival for City of
17 LA.

18 *Media*

19 PR sets up press interviews

20 *Social Media*

21 Facebook 2,137

22 Twitter 92

23 You Tube 500 views – 3,700 CNN

24 We encourage the board to spread the word about GLAD events, and promotions.

25 *Printed Materials*

26 We need to update the design of our outdated printed materials that are 6 years old, brochures
27 (English/Spanish), letterhead, retractable banners. We have been working with volunteer graphic designer
28 to re-design GLAD brochures.

29 *Interns/Volunteers*

30 PR staff used to coordinate interns and volunteers for events but Human Resources has taken over that role
31 for events.

32 *Annual Report*

33 The 12 page annual report is completed and is now at print shop.

34 *GO Burger*

35 40% sales of designated GLAD burger and shake on May 22, June 19, and July 17 to help with raising
36 funds for GLAD but for May 22, it was for the Championship Rounds film.

37 *Deaf Sensitivity Trainings*

38 We go to different organizations, like Go Burger, to train their staff on how to interact with the deaf
39 community by teaching role playing, lip reading games and basic signs.

40 PR could use a third person in the department to focus on community outreach. Donations are down due to
41 the bad economy. The board thanked Braver for doing a wonderful job.

42

43 **V. SUBSIDIARY REPORTS**

44 LIFESIGNS Chair Report:

45 Arce reported that the board met on April 11th and elected two new board members Karen Bowman and
46 Cindy Herbst. We are very pleased that they decided to join board. We had a wonderful legal workshop
47 on February 24th. The LifeSigns board would like to have more interpreter workshops. The next board
48 meeting will be in July.

49

50

1 DAHC Chair Report:

2 No Report

3

4 CODIE Report:

5 Hughes reported that the CODIE board might be losing another board member. There are currently only 3
6 board members. Lisa Price, the Regional Director of CODIE, and the board members are trying to recruit
7 individuals to serve on the board.

8

9 TRI COUNTY Report:

10 Sidansky reported that Tri GLAD will have a booth at the Strawberry Festival on May 19th-20th. Ten Tri
11 GLAD staff and volunteers took their online food and safety training class and passed. The next Johnny
12 Rocket’s fundraiser will be on February 8, 2013. We will have a health workshop on May 26th. Tri staff is
13 very busy. AARP came on April 9th to conduct a workshop on the different programs they offer.

14

15 OC-DEAF Report:

16 Jones reported that the board met on April 13th. There are currently five board members. At Signing in
17 the Street at Downtown Disney OCDEAF gave away 300 OCDEAF water bottles and over 300 people
18 signed up to join the OCDEAF email list. OCDEAF has 255 likes on Facebook. We are going to have
19 Deaf Awareness Day at Knott’s Berry Farm. The date is tentative but the board is considering September
20 15th. Tickets will be \$25. The ASL classes started for the summer. The board is considering moving deaf
21 pizza night closer to the BLOCK where there is a deaf Starbucks at night. The next board meeting is June
22 1st.

23

24 **VI. COMMITTEE REPORTS**

25 Finance Committee Report:

26 No Report

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28 Governance Committee:

29 No Report

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31 Nominations Committee:

32 Schultz reported that the board needs to think of three more individuals that can join the board by the next
33 board meeting and recommends that the board try to add three more women to the board. There is an
34 individual that Lovitch will contact about being on the board.

35

36 Personnel Committee:

37 No Report

38

39 **VII. UNFINISHED BUSINESS**

40 *Adhoc Committees*

41 *A. Annex Lot*

42 Schultz stated that a committee needs to be established for the annex lot and that he would like Hughes
43 to head the committee. Sutton questioned whether or not the GLAD board needs to have a building
44 and suggests the board consider this before proceeding. Discussion ensued. The name of the
45 committee will be the Land Committee and Hughes, Gomez and Sutton will be on the committee.

46 *B. Memorial Guidelines*

47 Sidansky stated that he will send the board the rough draft.

48 *C. Prop 63*

49 Hughes reported that Olson has been attending the Prop 63 meetings. GLAD is considering taking
50 some legal action.

