

## Minutes of the Executive Board of the Democratic Club of Sunnyvale

**Date:** August 30, 2010  
**Time:** 7:30 p.m.  
**Place:** 630 Princeton Drive, Sunnyvale

**Directors Present:** Vimala Balan  
Kohl Gill (via SKYPE)  
Claude Nahum  
Mike Serrone  
Nancy Smith  
Carol Weiss

**Directors Absent:** Margaret Okuzumi

**Call to Order:** Ms. Smith called the meeting to order at 7:30 p.m. and announced that the meeting, having been duly convened, was ready to proceed with its business.

**Approval of Minutes:** On a motion by Mr. Nahum, seconded by Mr. Serrone, the minutes were approved unanimously.

### Reports:

#### President's Report

- Old Business:
  - IRS Status. Ms. Smith completed form 8871 for the club's tax exempt status, entered all the officers' addresses and sent it in to the IRS. She noted that form 8871 must be filed with each change of directors. As a consequence we have to file form 990 no less than every three years.
  - Banking Options. To avoid Wells Fargo Bank Fees, the Club agreed to a Wells Fargo savings plan that automatically transfers \$100 into a savings account monthly, which is then transferred back into its checking account a month later.

#### Membership Report

- Ms. Balan has been doing membership updates; she had a printout on who was billed and who renewed.
- It was suggested by Mr. Nahum that if members don't renew after the first notice, that there be a reminder phone call to find out if/why.
  - **Action item.** Ms. Smith will ask Ms. Okuzumi and Ms. Kruger to call the two members they recruited who are shut-ins.
  - **Action item.** Mr. Gill needs to reconcile his membership data base with Ms. Balan's and follow-up phone calls need to be made. Mr. Gill will e-mail Mr. Nahum a list of names and numbers to be called. Ms. Smith will e-mail the board the sign-in lists from the last two General Membership meetings so these people can be contacted.
    - Outreach efforts. Ms. Balan noted that the Club needs to step up outreach to community groups
    - Mr. Kohl noted that the Club needs to keep control of its data and membership and maintain back-up when we start using MOE.

**P. R. Report.** Ms. Smith reported that the Club did try a mass e-mailing with data from the MOE system using a contact management program donated by Claude. Forty-two percent of the e-mails bounced back. That is, of 1,454 e-mails sent, about 619 bounced back. Eighteen contacts requested to be unsubscribed; three requested to be on the Club's mailing list. At the last General Membership Meeting, two or three people came because they had received the mass e-mailing. When Mr. Gill returns to the area, Mr. Nahum will hand the system over to him. Mr. Serrone noticed a big spike of hits on the Club's website after the first e-mailing.

- **Action item.** P.R. needs to be done before the October meeting, when the city manager will be speaking.
- **Action item.** Ms. Smith will speak with the editor of the "Sunnyvale Sun" to put out a press release on this meeting. Perhaps a Facebook Page and Meet-Up group need to be done, as well.
- **Action item.** Mr. Nahum said that the September meeting is the time to mobilize people and to get organized for the November elections. Mr. Nahum was asked to get speaking points from Mr. Preminger, the speaker at the September general membership meeting.
- **Action item.** Ms. Smith will run the title of the October meeting by Steve Preminger to wordsmith. The title will be something like "What the Heck are the Democrats doing?"

**CDC Membership:** On August 16, Mr. Nahum called the CDC. As of this meeting, the call has not been returned.

- **Action item:** Call CDC back in one month.
- Mr. Nahum asked that the directors e-mail him the names and e-mail addresses of friends who might be interested in the DCS.

#### **Voter Registration:**

- **Action item.** Ms. Smith will call Ms. Kruger to find out how to get a table and banners from CDC to use when doing voter registration.

**New Media:** PayPal update by Mr. Serrone. The choices for the button are "Pay Now" and "Donate". Ms. Smith requested that the "Pay now" button be placed first and the "Donate" be the second option. The membership form needs to be simplified quite a bit.

- **Action item.** Mr. Serrone needs to develop an on-line membership form and a thank you page for after the member has paid on line.

**Treasurer's Report:** Ms. Balan presented to the Directors a balance sheet and a profit and loss statement. Ms. Weiss moved and Mr. Nahum seconded the motion to accept the Treasurer's report. The vote was unanimous to do so. A request was made to change the title, "business registration fees" to insurance.

#### **Adjournment:**

Motion to adjourn was made by Mr. Serrone and seconded by Ms. Weiss. The vote was unanimous to adjourn at 8:50 p.m.

Respectfully submitted,  
Carol Weiss.