



**Minutes for AFT Board Meeting
March 15, 2017 at 7 pm**

In attendance from the AFT Staff & 2017 Board:

John Layer, Executive Director
Amy Kiefer, Office Manager
Rebecca McSwain, President
Raymonde Zlotnikoff, Vice President
Rosann Gonzalez, Treasurer
Dianne Janis, Secretary
Mary Carryer, M.A.L.
Christine Deymier, M.A.L.
Steve Jeton, M.A.L.

Rebecca called the meeting to order at 6:05 pm.

Attendance was taken. A quorum was present.

The agenda was approved.

The January meeting minutes had been previously approved via email.

AFT Board Notebooks were distributed. At next month's meeting Dianne will also supply the necessary dividers that will make keeping all paperwork organized.

Dividers will include:

Minutes, Financials, Strategic Plan, FOB, Other. Board members are asked to suggest other useful tab label dividers for the notebooks.

Executive Director's Administrative, Education, and Membership Report

- John presented a Power Point detailing class registrations and other administrative information. Currently in Session #3 there are 6 classes in session with 35 students attending. Session #2 had 7 classes with 35 students.

- Board discussed the merits of opening classes with a minimum of 3 students. Previously the minimum to open a class was 4. We simply break even with 3 students so that is not a viable and sustainable financial model. Another change reflected in current class structure is the adjustment to make the classes 6 weeks instead of the previous model of 4-week sessions. This will ease the administrative burden associated with registering students every 4 weeks. This “3 Student Forms a Class” system will be maintained through the Spring sessions and will be revisited.
- Spring Sessions will run from April 3 - May 12 and May 15 - June 23.
- Yuxia’s February Grammar Workshop had 10 attendees. Discussion followed to focus attention on the fact that workshops have been a big boost to revenues and need to be more vigorously advertised. Currently the workshop announcements have been tagged on to the class information schedule. It was decided to separate out the workshop notices as many workshop attendees do not take classes and/or are not interested in the class schedule. Hence, potential workshop students may have not seen the workshop announcement. It was agreed to promote the workshops separately from the calendar beginning with the upcoming workshop on March 18. The April workshop topic is Negatives.
- To assist in the cost of preparing a program for children, John has applied for a grant for \$2,000 from Alliance Francaise National.
- It was agreed that Steve will again look at grant opportunities for AFT - specifically from the Community Foundation of Southern Arizona.
- Collaboration with local schools and the JCC is possible for summer programs for kids but it must be planned for 2018 as all organizations offering children’s programming have already prepared their schedules for this coming summer. There was discussion about narrowing the focus from just “children” to children of a specific age range as the type of programming will differ greatly among small children, children 6 - 10, adolescents, and teens. “Who should we target?” remains the question to be addressed.
- Recruiting teachers - especially native speakers - remains a challenge. John reminded the Board to be thinking about anyone who could be approached as an AFT teacher for either regularly scheduled classes or a one-off Workshop.
- Arizona Gives Day is April 4 and John and Amy have submitted information to the AZGives website that describes AFT and its mission.
- The Festival of Books booth was deemed a success in terms of visibility and outreach. Approximately 160 cards were filled out requesting more information. The two free memberships were awarded. All board members are asked to email John/Amy with any and all ideas on how to improve next year’s booth. This should include comments regarding anything that wasn’t working well this year that shouldn’t be repeated next year.
- New office hours were proposed as follows: Tuesday from 9:30am - 2pm; Wednesday from 11:30am - 2pm; and Thursday from 9:30am - 2pm. Increasing Amy’s hours was also proposed as there are many administrative tasks (especially database clean up) that cannot be accomplished in the time she has available. Rebecca made a motion to increase Amy’s hours to 11.5 per week

and Mary seconded the motion. It passed unanimously with the note that the Board reserves the right to adjust hours as necessary if the budget cannot support the increased hours. The new schedule of hours starts immediately and will be posted on the website to alert members.

Financials

Rosann presented the following:

- Balance Sheet as of February 28, 2017
- Statement of Profit and Loss January through February 2017
- Analysis of Teaching Revenue comparing year 2015 with year 2016, and January 2017
- Promotion and Publicity Expenses from 2016 and 2017
 - Note: we have \$2,583 left over from this budget. It was agreed that this money should be used to create a new website. John and Amy will prepare a proposal for board review.

Other: Rosann presented the differences for the AFT to be a private foundation (which it is currently) versus becoming a public charity. After discussion on the pros and cons, Mary moved to change our status. This motion was seconded by Raymonde and was passed unanimously. The paperwork to effect this change is extensive and Rosann will reach out to individual board members for help in preparing the application. It is due to be submitted in December.

Other Board Matters

Board Meetings will now be held on the THIRD WEDNESDAY of the month. Previously the meetings were held on the third Tuesday. This is in effect now.

Staggered, 2-years Terms for board members was discussed and it was agreed to commence the work necessary to change the by-laws to enable us to make this change. It was also agreed that the Nominating Committee no longer will exclude board members from participating. It was suggested that the committee be comprised of 2 board members and one member in good standing.

The separation of duties of our accounting system needs to be discussed in more detail. Rosann would like to have the changes implemented with a goal of September.

Adjournment

7:35 p.m.

Minutes prepared and submitted by AFT Secretary, Dianne Janis.

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