

## **California Future Business Leaders of America**

### **Conference Call**

Minutes of December 8, 2019

#### **Call to Order**

The California Future Business Leaders of America Executive Board Meeting was called to order on Sunday, December 8, 2019 at 7:47PM. The President was in the chair and the Secretary was present. I will now take roll call. When your name is called, state that you are present.

#### **Attendance**

The following 2019-2020 officers were present:

Venugopal Chillal, State President  
Roma Bedekar, State Vice President, Bay Section  
Kyle Tran, State Vice President, Central Section  
Christine Huynh, State Vice President, Gold Coast Section  
Joshua Zhang, State Vice President, Inland Section  
Kelsea Whiting, State Vice President, Northern Section  
Lauren Cho, State Vice President, Southern Section  
Abbie Linhares, State Secretary  
Clarissa Gao, State Public Relations Officer  
Priscilla Goh, State Parliamentarian

The state officer adviser Dr. Looker was also present.

A quorum was established.

#### **Reading and Report of Minutes**

##### Approval of Minutes from October Board Meeting

The minutes have been distributed. No corrections need to be made to the minutes.

State Secretary Abbie Linhares will email them to Ms. Sue Christensen to be posted on the CA FBLA website.

#### **Treasurer's Report**

None

#### **Unfinished Business**

The Californian

A total of five snippets from the Californian will be posted on the CA FBLA Instagram page. The snippets will be posted every two or three days. Because a screenshot of the Californian article will not fit into a picture on Instagram, State Public Relations Clarissa has been copying and pasting the articles instead.

The next issue of the Californian will be posted on February 28, 2020. There was the idea of including an interactive piece to the issue such as a crossword puzzle. Every member that completes the interactive piece will receive a shout out on the CA FBLA Instagram page.

### YouTube Channel Council

State Public Relations Clarissa and State Vice President representing the Inland Section Josh have decided to create a council for the CA FBLA YouTube channel. The application form and information is posted in SharePoint. All responses to the form will be sent to Clarissa's FBLA email. The purpose of the council is to create new, entertaining, and valuable content while getting members involved. Their hopes are to have at least one member per section represented in the council. Dr. Looker has asked that the content be both engaging and personal. It is necessary that every video needs to be approved by the CA FBLA Management Team before it is posted. Josh and Clarissa will be creating a separate posting calendar specifically for council videos. The council will be officially created on January 8, 2020.

For any video of an FBLA social, it is important that adults are present and featured at least once in the video. A good example for a video of an FBLA social is State VP Josh's video on the CA FBLA Instagram.

A discussion also took place about possibly creating videos about competitive events as well. For example, a mock presentation or roll play for events such as Hospitality Management would be beneficial to many members.

During the application process, Clarissa will send section presidents a list of members that have applied so the section presidents can filter out who they believe would not be a good fit for the council. Dr. Looker has asked that she sees a complete list of all members on the council by January 8 or the council will not be created.

### Contact Lists

State Parliamentarian Priscilla has created contact lists for every section to help improve their opportunities for events such as business tours or gaining guest speakers. She has sent all contact lists to the appropriate section directors and is awaiting their responses before she officially posts the lists. It is important that every section director approves their contact list before it is posted.

### Member Spotlights

State President Venu was wondering if we should spread out the posting of the chapter highlight videos. Members of the team decided that the videos should be posted as soon as they are approved. Some officers expressed concern that there are not as many highlight videos being sent in as we would like. It was concluded that we, as officers, should personally ask members to create or submit the highlight videos. As for now though, we should space out the posts to at least one a week until we receive more submissions.

### Project Infographics

State Vice President Josh worked on making the state project tool kits smaller in size and length. Infographics were also made for the tool kits. Each completed infographic is in the CA FBLA SharePoint. Dr. Looker must approve the infographics before they are posted on the CA FBLA Instagram. Dr. Looker reminded the team that we should allow members how to complete projects on their own as opposed to guiding them with a tool kit. This is why the infographics are so essential. It is important that the infographics are not too wordy to avoid overwhelming members. If members have further questions on state projects, they should reach out to state or section officers for help.

## **New Business**

### Vice President Updates

Each section president took turns sharing out how their Section Conference planning is going.

Bay Section President Roma said that a lot of their section conference logistics were discussed at their last officer meeting. Bay Section will be using the Guidebook app for the conference. The team is currently working on finalizing their script and raffle. The Bay Section Leadership Conference will take place on February 8 at Westmoor High School.

Central Section President Kyle said that his officer team has been advertising running for section office. His section director, Mr. Avila, said that he will make the guide for the conference for it to be posted soon. Kyle is planning on meeting with the Central Section officer team soon to discuss other logistics for the conference. The Central Section Leadership Conference will take place on February 8 at Redwood High School.

Gold Coast Section President Christine said that their conference guide is currently posted on their section webpage. At the conference, there will be different workshops, charity projects, and more. Everything for their conference will be finalized at the Gold Coast office meeting later this month. The Gold Coast Section Leadership Conference will take place on February 22 at South Pass High School.

Inland Section President Josh said that there will be three professional speakers, giant Jenga, boardgames, a movie, and basketball at his section conference. There is also a possible community service project that will take place at the conference. The food for the conference is currently being discussed and decided upon. The Inland Section Leadership Conference will take place on February 8 at Los Osos High School.

Northern Section President Kelsea said that her officer team has already held a conference call about their conference, and they are going to have different activities such as a talent show, Family Feud, and a rally there. She said that all the ideas for the conference will be discussed and finalized on the 13<sup>th</sup> of this month and that everything will be completely finalized on January 15. The Northern Section Leadership Conference will take place on February 8 at Colusa High School.

Southern Section President Lauren said that her team has already held a conference call about the meeting, but they are going to further discuss everything for the conference over break. The officer team has decided that they would like their Souther Section council to aid with the

conference. The Southern Section Leadership Conference will take place on February 15 at Valencia High School.

It was noted that some advisers are having trouble registering members for the conference, but Ms. Christensen is working on resolving that issue. If any advisers have any questions, they should direct them all to her.

#### Secretary Updates

State Secretary Abbie has decided that she will create a Secretary Update through short clips and videos to be posted on the Instagram account and possibly on the YouTube channel as well. Each update will be 60 seconds or less in length and contain only important information, such as important dates, upcoming events, reminders, and alerts about different topics. These will be posted bi-weekly.

#### Pin Design Contest

Submissions for the California pin design contest need to be due by March 6, 2020. Fliers need to be made for the contest. State PR Clarissa was tasked with creating the flier for the pin design contest. She should email Dr. Looker with any questions. It is important that the flier be finalized by February 1, 2020 to be publicized at section conferences.

#### **New Initiative/Councils**

There will be no new initiatives or councils started from this date forward.

#### **Adjournment**

It was moved by Priscilla Goh and seconded by Joshua Zhang to adjourn the meeting and the motion carried under a unanimous vote. President Venugopal Chillal adjourned the meeting at 8:49 PM.

Abbie Linhares

State Secretary