

**NEXGEN LEADERSHIP COUNCIL
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS**

June 10, 2011

A meeting of the Board of Directors (the "**Board**") of NexGen Leadership Council, an Arizona corporation (the "**Company**"), was held on June 10, 2011 at 12:00PM (Arizona Standard Time) at Da Boyz, 284 S. Main St, Yuma, AZ.

Directors Present:

Corinna Currier
Jason Kaza
Matt Molenaar
Isaac Russell

Directors Absent:

Leigh Anderton
Chris Bedinger
Andrea Berezna

Call to Order

Matt Molenaar called the meeting to order at 12:00pm and recorded the minutes. A quorum of directors was present, so the meeting, having been duly convened, was ready to proceed with business.

Regular report topics were discussed as indicated below.

President's Report

The Facebook Poll indicates that Riverfest was the biggest choice of activity by members, followed by a Desert Ride and Camping Trip. We received a total of 14 responses. Three suggestions made included mention of a 4x4 trip to Blaisdale, 4x4ing in general, camping, and a bbq. Should NexGen connect with JetRent to negotiate discounted rental rates?

Other ideas discussed include mailing a print version of a general a poll, with a link to the online version sent embedded in listserv email.

In general, the board discussed whether or not printed invites to events should be mailed out.

Membership Report

The membership report was provided electronically prior to the meeting. SBDC would be a good corporate member. Official partnerships that should be maintained & developed are: TRAX, YVB, YRMC, Chamber of Commerce, City of Yuma, GYEDC.

Fundraising & sponsorship ideas were discussed. It was recommend that grant applications be submitted to Yuma Community Foundation, United Way of Yuma County, and YRMC.

The board weighed the merits of placing an ad in the Yuma Visitors' Guide. It was decided the audience is primarily winter visitors and this year only 50,000 will be printed, as opposed to 80,000 in previous years. NexGen would be more interested in participating in a Yuma or base welcome wagon. Another idea discussed was to advertise in the Yuma Sun.

Community Service Report / Social Report / Professional Development Report

Movie & a Beer was a success. We need a final income count, including the \$500 received in sponsorships and subtracting costs.

The next Movie & a Beer will be on September 9th and will be the Big Lebowski. Additional items that can increase the robustness of the event were discussed, including: MB3, SWAG such as T-Shirts, Pint Glasses, and Key Chains. Promotion ideas are: AWC Bulletin Boards, Flyers, Promote to the college, Promote to military bases, Show a Powerpoint of NexGen Events & Elevator Speech on Projector, show a video of Matt doing the Elevator Pitch and go into a commercial for promotion to audiences beyond Movie & a Beer, create a "Facebook Deal" if someone "checks in" they can then get a deal to "sign up" with NexGen, have printed collateral on NexGen for people to take, Save the Date post card for events, get photos and videos of all our events, increase crowd interaction with door prizes, promote as a fundraiser for the theatre / Art Center, inclusion of a TRAX report. Paid marketing was discussed. Isaac will contact Gary about participation.

Calendar/Upcoming Events:

June 23	Professional Development Meeting (Big Bob's, Carl Meyers)
July	YRMC Drive for School Supplies
	YFC - Film Festival. Funds are needed for marketing
July 1st	First Friday: Mine Shaft
July 23rd	Riverfest @ Hidden Shores
August 5	Scorpions VIP Box - Isaac - contact office manager
August	First Friday - scorpions ? Other location? Landing?

Van to the river - summer events

- need 10 people min
- pick a date
- set up invite w/deadline
- if enough sign up, we do it.
- as a professional development

Other events or other ideas were discussed:

- Camping Trip?
- Hike?
- Canoe Trip?

- 4x4 trip to Picacho?
- Bike Ride to Downtown?
- 5k?
- Run/Walk?
- Group trip to Big Bear?
- Tree Burn?
- El Gofa?
- December 2011 - Christmas Movie?
- Outdoor movie in Spring at Quartermaster Depot?

Secretary / Treasurer Report

Andrea Berezna, Secretary/Treasurer, provided the board with electronic copies to of the May Financial Report and Membership Report, as well as posted the May Board Minutes to the website prior to the Board of Directors' Meeting.

Other Business

Adjournment

There being no further business, the meeting was adjourned at 1:05pm.

Respectfully submitted,

Matt Molenar, Recording Secretary