STATE BOARD MEETING MINUTES
Sunday, July 20, 2025
Submitted by Andrew Lewis, Secretary

AGENDA

Call to Order: by Kevin Karzin at 10:01 AM called State Board Meeting to order.

Pledge of Allegiance: Led by Kevin Karzin

Roll Call-Secretary: Andrew Lewis

Affiliates

Affiliate	President	Representative	Voting #s as of this date
Channel Islands PPA (CIPPA)	Mike Mercandante – Pres	Robin Swanson	1
PP Los Angeles County (PPLAC)	John Powers – Pres	John Powers	1
PP Orange County (PPOC)	Tim Mathiesen – Pres	John Aranas	1
PP of Sacramento Valley (PPSV)	Jeff Galinovky – Pres	Sandra Harris	1
PP San Diego County (PPSDC)	Michelle Pennings – Pres	Janet Bark	1
PP Santa Clara Valley (PPSCV)	Robert Gonzalez – Pres	No	0
PP Wine County	Karna Roa-Pres	Kimberly Olker	1
		TOTAL	6

PPA Councilors - Mel Carll, Robin Swanson, Elizabeth Toller, Kimberly Olker, John Powers, Andrew Lewis, Kevin Karzin, Eleanor Gray, Sandra Harris, Nikki Washburn, Marcy Dugan

Past Presidents-Kevin Karzin, Jim Trapp, Sandra Harris, Tim Meyer, Marcy Dugan, Pete Rezac

Acknowledgement of Guests – No guests, members only

ACCEPTANCE OF PREVIOUS MEETINGS MINUTES

- Eleanor Gray moved to accept the minutes from April 13, 2025
- Tim Meyer seconded the motion
- Marcy Dugan opposed to accept meeting minutes due to confusing sentence structure
- Motion passed by majority.

ADDITIONS TO AGENDA - None

See Exhibit A: Consent Calendar
(available on website https://ppconline.com/wp-content/uploads/July-2025-Consent-calendar.pdf)

REPORTS TO BE "PULLED" FROM CONSENT CALENDAR

- Membership report-Pete Rezac
- Image Competition-Kevin Karzin
- ProPhoto West-Kevin Karzin
- California Workshop-Kimberley Olker
- Councillor Report-Kimberly Olker

COUNCILOR REPORT-Marcy Dugan

- As of June 30, 2025 the February 2025 council meeting minutes have not been posted. Therefore, there is nothing to report

COMPETITION-

- Rules updated, need 2 spelling corrections, one clarification, Kevin Karzin to correct and post once he hears back from members

PRO PHOTO WEST-

- Next meeting we will have proposed budget-Propose to combine magazine and newsletter. Kevin Karzin found writer for articles, but would be a paid writer. Suggestion made to pick member to spotlight
    - Place paid writer on back burner for now because of budgetary concerns
    - Should we find a member to do it?

MEMBERSHIP REPORT-

- Attendees at WCS seemed like more established members
    - Need new members to support mission and future leadership of organization
    - Is association growing?
    - Mel Carll states stagnant growth
        - Kevin Karzin's beginning level class should help freshen the mix
    - Pete Rezac-Events to increase exposure to PPC/WCS?
        - West Hollywood, California pop-up event last year had over 100 attendees with 1 day notice. It was a younger audience. How did they do it?
    - Robin Swanson-Cannot move forward without committees, volunteers
    - Michael Sauer asked how Pete Rezac saw event, Pete Rezac saw Kodak representative's social media post that he'd be at a coffee and cameras discussion event
    - Michael Sauer-need someone social media savvy to help find events like this
        - Recommended PPC post something every day
    - Mel Carll-Total membership=101 dues paying members (Ranging from $75-140/membership)
        - Over $10,000 per year income from dues
    - PPC needs to cover administration cost through membership dues
    - PPC needs to add value to entice people to feel better about paying to belong to club

CALIFORNIA WORKSHOP REPORT

- Kimberly Olker-Info for PPSV workshop coming up was spelled wrong.
    - Should be PiXimperfect, Unmesh Dinda

COUNCILLOR REPORT

- Kimberly Olker wanted to make sure Imaging info was noted
    - Teaching opportunities have passed
    - Imaging registration is open

CONSENT CALENDAR APPROVAL-

- Michael Sauer moved to approve
- Marcy Dugan noted she cannot accept report with errors noted
- Motion made to correct report and approve at next meeting
    - California Workshops, Councillor Report (Mel to add to consent calendar, Dan Holmes to resubmit, Dan Holmes to repost)
- Calendar will be brought up for approval at next meeting

FINANCIAL REPORT, Treasurer-Robin Swanson

PROFIT AND LOSS BY DEPARTMENT January 1, 2025 – June 30, 2025	
Administration	(14,040.75)
Continuing Education	
CALIFORNIA WORKSHOPS:	
•BBQ (Postponed)	358.00
•Death Valley	450.00
•Kevin Karzin Youth Sports	486.00
EXCURSIONS:	
•Carlsbad Flowers	120.00
•Spring Wildflowers	140.00
•Santa Anita	160.00
•Judging Academy	714.00
Installation/Awards *(Actual including income & expense from 2024 = $430.00)*	(370.00)
Image Competition 2025 (Has not occurred yet)	0.00
Membership	9,330.72
Business & Arts Degree	0.00
Scholarship: •Interest $0.42 •MAL Image Competition ▪ $825.00 Income ▪ Less Scholarship awarded $950.00 •Alumni ▪ $900.00 Income ▪ Less Scholarship awarded $950.00 •Raffle $3,113.12 •WCS Scholarships awarded $3,800.00 •Donation from Mike Collins WCS class $150.00	(711.46)
Website	(758.88)
PPC Store	0.00
West Coast School 2025 (Calendar year 1/1/25-6/30/25) (*Actual West Coast School 2025 including income & expense Since 6/30/24 = $13,421.48*)	(11,143.83)
West Coast School 2026	2,450.00
NET INCOME (LOSS)	($12,816.20)
BALANCE SHEET – BALANCES AT 06/30/25	
CASH ACCOUNTS (UNRESTRICTED)	
Wells Fargo Deposit Account	10,864.34

Wells Fargo Checking Account	3,139.64
Wells Fargo Saving Account	1,206.51
Wells Fargo Savings (Reserve Account)	1,692.69
Paypal	0.00
Square	0.00
Petty Cash	0.00
TOTAL UNRESTRICTED FUNDS	**16,903.18**
CASH ACCOUNTS (RESTRICTED)	
Wells Fargo – Romaine/Lozano & Other	815.36
TOTAL RESTRICTED FUNDS	815.36
TOTAL CASH	**$17,718.54**
OTHER ASSETS	
Fixed Assets – Furniture & Equipment Net of accumulated depreciation	0.00
Deposits in Transit	552.48
TOTAL ASSETS	**$18,271.02**
LIABILITIES & EQUITY	
LIABILITIES	
Wells Fargo Credit Card (Paid off every month)	2,468.70
Payroll Liabilities	0.00
Sales Tax Payable	0.00
California Non-Resident Withholding	84.00
Swanson Loan	5,000.00
TOTAL LIABILITIES	**$7,552.70**
EQUITY	
Unrestricted Net Assets	$22,719.16
Restricted Net Assets	815.36
Net Income (Loss)	(12,816.20)
TOTAL EQUITY	$10,718.32
TOTAL LIABILITIES & EQUITY	**$18,271.01**

BANK ACCOUNT BALANCES AS OF 7/19/25	
▪ WELLS FARGO DEPOSIT ACCOUNT	$10,718.32
▪ WELLS FARGO CHECKING ACCOUNT	5,392.41
▪ WELLS FARGO SAVINGS ACCOUNT	1,206.51
▪ WELLS FARGO RESERVE ACCOUNT	1,692.69
▪ ROMAINE & MEMORIAL	815.36
TOTAL CASH	**19,825.29**
▪ WELLS FARGO VISA (LIABILITY)	623.04

IN CONCLUSION:

- West Coast School had a disappointing loss. We had budgeted a net income of $15,850.00. The (calendar year) net loss was (11,143.83), making the negative impact on our budget (26,993.83).

- California Workshops and Excursions are behind. The budget calls for net income (including Judging Academy) of $6,690.00. We currently have net income of $2,428.00 which is $4,262.00 under budget.

- We are looking at ways to cut expenses. As of 8/1/25 there are no longer any paid positions. This will greatly help, going forward.

- We received an additional Employee Retention Credit in February 2025 of $4,179.20. There is no more government assistance available to us.

PPC BOOKS HAVE ALWAYS BEEN AND CONTINUE TO BE AVAILABLE FOR INSPECTION UPON REQUEST. *(Request must be made in writing to Treasurer@ppconline.com)*

APPROVAL OF BUDGET/TREASURER REPORT: Not needed for quarterly

EXECUTIVE DIRECTOR REPORT - Mel Carll:

Membership Numbers

	April	July	October	January 2025
Premium	7	6		7
Past Presidents	41	41		41
Honorary	14	14		14
Professional	82	79		83
Retired	14	15		16
Students	2	1		2
Vendor				
Total	160	157		163

2026 West Coast School Enrollment

- Alison Carlino-4
- Mike Collins-2
- Joe Glyda-1
- Tim Meyer-5
- TBD-1

Total 13

PRESIDENT'S REPORT Eleanor Gray

- PPC is seriously struggling
    - Looking at different ways to improve position and succeed
        - PPC lost a couple of affiliates
        - WCS not profitable last 2 years
        - Membership not growing
        - Taking extreme measures to be successful and survive
        - Cannot survive without volunteers
        - 5 board members are taking brunt of burden, committees are just board members right now
        - Temporarily laid off 2 paid positions
            - Mel Carll graciously agreed to serve as volunteer until we are making profits again
        - Added speakers and workshops to generate income.
        - Even with added income, still need volunteers.
            - Membership
            - Finance
            - Marketing
            - Magazine/newsletter
            - Social Media
        - Looking at venues for WCS to increase participation.
        - Michael Sauer-need to key on strengths of members.
            - Don’t just dump things on a volunteer.
            - Find something a person does well, let them take that one item on and relieve pressure
- All-membership meeting in a couple of weeks
    - We need a list of what positions/committees we need help with
    - Pete Rezac-Board needs to provide vision and goals
        - How many new members do we need?
        - How much in increased membership?

        - How do we define financial success/finish line?
            - Break even? +$50,000?
    - Dea Meyer-Secret sauce of organization is saying “I am a member, I want to participate, how can I help? I want the organization to succeed”
        - Members need to be involved in promoting PPC/WCS, not just ask why it doesn’t work
    - Marcy Dugan-There is a list of positions, standing rules, SOPs. Board needs to go over that information
- Workshops
    - Tim Meyer
        - CPP-Zoom
        - Lighting-3 Zoom classes
    - Michael Sauer
        - Jewelry- in person
        - Iphone-Zoom
    - Michael Collins
        - Photoshop, 3 classes-Zoon
    - Robin Sauer
        - Sales Tax-Zoom
        - Business-Zoom
    - Karen Nakumura
        - Butterfly-In person
    - All member meeting August 13
        - Need vote of membership to dissolve organization
        - We’ve asked members to help, need to coordinate what needs to be done
        - Jim Trapp-need to clarify what time commitment is needed
        - See chat for ideas.
    - Marcy Dugan-Class for members who have never had a business?
    - August 13 meeting is when decision needs to be made as to dissolution of PPC if committees are not formed/filled
        - Members need to contact Eleanor to sign up

Executive Director Report-Mel Carll

- 157 total membership
- 121 paid members
    - Down 2 from last quarter
- Revenue $13,700
- Workshops
    - 2 on books
    - 3 being planned
    - Judging Academy-7 people signed up
        - 12 people up for renewal to remain current judges

FLASH DISCUSSIONS – None

KEY DIALOGUES - None

OLD BUSINESS - None

NEW BUSINESS – None

FUTURE PPC EVENTS:

- August 13 @ 7PM all-membership meeting

FUTURE BOARD MEETING DATES: All to be Zoom Meetings.

- October 19, 2025

CLOSING REMARKS: - None

MOTION TO ADJOURN:
Moved; Jim Trapp
Seconded: Kevin Roznowski
Meeting adjourned @ 11:43 AM