

**Minutes of the Board of Directors Meeting  
of the U.S. Capitol Page Alumni Association**

Liaison Hotel, Washington, D.C.  
Friday, October 13, 2017  
3:06 pm EDT

**Roll Call and Welcome**

Present: President Jerry Papazian, Beth Ambrose, Ellen Blakeman, Jeff Clark, Chris Cobey, Peter Darby, Ali Davis, Tim Hill, Audrey Scagnelli, Duane Taylor, Shelley Thomas, and Sean Tucker.

Absent: Bob Borsari, Vance Morrison, Jason Rae, Miles Taylor.

Jerry welcomed attendees to our annual in-person, meeting of the Board of Directors. New Directors Audrey and Tim introduce themselves to the Board. Jerry provides an update on absent Board members.

**Previous Meeting Minutes**

The draft minutes of the August 17, 2017, Board meeting were approved without modification.

**Committee Reports**

Executive Committee

Jerry recapped this year's Signature regional events at the Edward M. Kennedy Institute for the U.S. Senate in Boston in June, and the March event at the Ronald Reagan Presidential Library in Simi Valley, California.

Jerry reported that the collection of Page yearbooks is very close to complete. We recently obtained a 1942 yearbook, which is first printed Page yearbook, donated by Jack Tracy '50. House Page School Registrar Robin Bridges' daughter recently provided the few missing House Page School yearbooks. Kathryn Weeden of the Senate Page School provided us with many of the missing Senate Page School yearbooks, and has pledged to provide a copy of each Senate Page class yearbook going forward.

Jerry reminded that copies of all past Board of Directors' meeting minutes, and the organization's IRS Form 990-EZ, are all posted on the Association's website.

## Treasurer's Report

Jeff referred the Directors to the previously distributed October 9 report for the period of January through September 2017. So far this year, income and expenses are each about \$37,000.

The Board of Directors was provided a copy of the 2016 Form-990EZ filed with the Internal Revenue Service this year.

## House Page Program Committee (HPPC)

Jerry reported for Miles, who was unable to attend. Jerry and Miles participated in a meeting in August at the Capitol with Speaker Paul Ryan's chief of staff (COS). The goal of that meeting from our side was to float a trial balloon, for the reinstatement, in some form, of a House Page program. The Speaker's representative ultimately asked the Association to give the COS a proposal for a trial simple program that they could experiment with.

Jerry asked the Directors what we want to put into a proposal. A discussion idea was to start with a summer-only program (no school necessary), one to two months in length, for kids who can live locally with relatives (no dorm or other housing necessary).

Issues to be addressed include whether the summer Pages are paid; how program costs are paid; how Pages are selected; what tasks and functions the Page would perform; what were the biggest problems with the Pages and the system when the program last operated. The Association could task itself to closely monitor and analyze such a summer pilot program after each summer session. The Washington Leadership Academy may be able to play a role in such a pilot program. Our proposal should address the historical danger of sexual misconduct by House members towards Pages.

Sean suggested that the Association could offer to administer the program, or vet applicants. Audrey suggested that we identify states with existing well-run Page programs in their state legislatures, and ask the administrators of those programs what they would suggest be included in the House's reinstated pilot Page program. Senate Page School Director Kathryn Weeden could be a major resource on how that program is run, including tips and pitfalls.

Jerry noted that we want the Association to be the solution for the program. Sean urged us to brainstorm to develop arguments we can use to convince the House leadership to give a pilot program a chance. Jerry noted the appeal to Members allowed to nominate a Page of the benefits of such patronage, and that the Association has been asked by one Senator in the past for advice and participation in the selection of the Senator's

Pages. Audrey noted that the flag office now has its own staff to deliver flags, and reminded that some office interns unaware of expectations or appropriate workplace conduct can be a disaster. The question was raised whether there was any value to a Member of having a Page in the Member's Capitol Hill office. Ellen said she had worked briefly in her sponsor's office, and very much enjoyed and learned from the experience.

Jerry said that it was our intent to get our proposal back to the Speaker's office by the first quarter of 2018. Peter said our proposal should include the next step or steps should the House leadership agree the pilot program is viable and positive.

Jerry said that the current members of the HPPC are Miles, Tim, Jeff, Chris, Audrey, Peter, Sean and himself, but that any other Director who wished to participate in the Committee's work could do so.

### Events Committee

Peter referred Directors to his previously-produced Events Committee Report.

There were 80 attendees at the March Reagan event, and more than 40 at the June Kennedy function.

There were Page gatherings at the August 25 Washington Nationals game, and also thanks to Jeff at the Texas Rangers' September 30 game.

For 2018, we'd like to have a Northern California function. We could use the event to thank him for his services on behalf of many classes of Pages. Anderson reacted very positively to the possibility of such a lunch in the San Francisco Bay Area or in Sacramento, as well as to one in DC depending where he was at the time. Tim felt that the better location would be the Bay Area (over Sacramento) to attract more attendees, and that we would need a budget. Probably a Saturday event. We could ask Page alums to send pictures of themselves with Donn.

On the release of the documentary ("Democracy's Messengers"), we are considering a release event when Congress is in session, possibly in conjunction with the submission of our proposal to the Speaker's office. We might release it in the first quarter of 2018 at the National Archives auditorium, having CSPAN film the event and include a panel discussion. CSPAN has been very positive about the Association, especially the history aspects, and screening interviews of developers and participants. Sean has a contact in the general counsel of the National Archives.

Other possible future events include functions at one of the Texas Presidential libraries; a function next year at the Rangers' stadium (a new stadium will be in place for the

2019 season, and there is no guarantee we will be able to have September events there); a function on the top floor of the Theodore Roosevelt birthplace in New York City; per Ellen, in Chicago, there is the prospect of a panel of historians and journalists on media and the president, and social media, with a possible venue of the Chicago Yacht Club. Sean offered his contacts at the National Press Club. For DC, we would like to have activities in 2018 in addition to the Ken Smith fall luncheon. It is not clear what events work best: happy hours, soccer, baseball. Sean suggested trying to recruit for DC events by classes, and consider the new wharf area.

Beth commented that our quadrennial Homecoming is not perceived as a reunion opportunity. She suggested that, for the 2020 Homecoming, we highlight classes with a five-year, or five-year-multiple, reunion.

### Membership and Marketing Committee

Ellen referred Directors to Jason's previously-distributed September 30 seven-page report on his group's Facebook outreach efforts.

Audrey reported that we do not as yet have a lot of activity on Twitter. She proposes to identify several thought leaders and change makers, then engage them in a Q&A, and connect back to the page program. We are looking for people who have large following. We plan to try this perhaps once a month, have three questions and a photo. Guy Raz would do it. This could be a good opportunity to engage people through social media. Twitter subjects could be not just politicians – music, writer, and others.

Ali reported that we have a maintenance contract for our website. We are always looking for more content for the website. Ali will be compiling a "how to" guide for managing the website and adding content so others can perform this task.

Jerry reported on the recent request to the Association to make job postings. He decided to include the single request we have received so far in localized emails which were already being distributed. The White House Fellows (WHF) allows job postings on their site. Job Postings might be useful as a perk, something else to drive people to the website. Beth said her college sends out job postings to Yahoo! groups. Audrey said job postings could be distributed to Google groups, daily or weekly.

Ellen discussed options for event follow-up, and reviewed options for mail-out post-event cards. Shelly said that our end-of-year mailings summarize what the Association bring to its members. After further discussion, a consensus was expressed to proceed with the development and use of an end-of-year card. The honor roll recognition is a major part of alumni supporter recognition and might be a good insert with the year end mailing.

Jeff reported that Jostens can produce Capitol Page School class rings. Jostens requires a minimum order of six rings for males, and six rings for females, to set up the molds and produce the rings. The estimated cost per ring would depend on the metal and stone ordered, and would range from \$250 to \$600. It was suggested that we request monthly reports from Jostens of rings ordered. There was discussion of possible royalties to the USCPAA on ring sales from the CPS class rings. Former pages already can order class rings from the House Page School and the Senate Page School. This would only apply to those who attended the Capitol Page School, prior to the split in the school.

Tim led a discussion on class whips, and how we increase and enhance our memberships. What should be the benefits of being a member? We should compare our membership perks with those of other organizations., and consider better items, and different tiers of giving. See "Membership Enhancement Suggestions". Sean commented that we should make sure to mention the intangibles of membership -- friendships, mentoring, speaking, charitable, humanitarian, what we can do collectively. We might do a GoFundMe campaign to membership for disaster relief.

Jerry reported that the joint membership solicitation of USCHS/USCPAA to non-members with is going out in October.

Ellen said she was not crazy about giving away these membership items because she feels it cheapens the Association. Some items are OK, like CDs of the documentary, the membership certificate, the pin. She does not like the polo shirt. Jerry concurred that the Association should only offer nice quality items.

### Page Whips/Database

Tim said that energizing the class whips is challenging. He has not seen a lot of response. We might set a minimum level of expectation for the whips. Tim is considering a possible newsletter to whips and bi-monthly conference calls to review progress. He is also considering getting more people from each class involved. It is not easy to get involved with people with whom you have no connection.

Jerry agreed that we have a lot of people signed up as whips, but not a lot of activity. He gave as a positive example Tom Keahey and his efforts towards his class's 50<sup>th</sup> reunion next year. The Association could develop a template "personal" letter of the kind Keahey used. Appropriate classes should seize the opportunity to be active in a class's major anniversary year. We can give them a tool kit on hotel, events, activities, and introduction to the US Capitol Historical Society.

Jerry reported on the status of the Page database by referring Directors to his four-page report. We have 5,000 names with no contact info out of a total of about 11,000 names. We have contacted three “alumni finder” companies. One company found emails for 38% of a sample of names and addresses. The total maximum cost of such companies to help find our missing data would be \$2500. We would like to get both mail and email addresses, but if only one address can be retrieved, an email address is the more valuable one.

### Fundraising Committee

Our Association is somewhat akin to White House Fellows Alumni Association (WHFAA). The White House fellows program, started in 1964, places about 15 young men and women in senior positions in the federal government. Currently they have about 687 alumni. The WHFAA decided to raise an endowment when government support was decreased during sequestration. The WHFAA targeted an \$8M endowment. They raised \$9M for their endowment. Jerry urged Directors to review the previously-distributed WHFAA case statement used to raise their endowment.

Ellen request that Directors brainstorming her previously-distributed “Stray thoughts, idea starters” on themes to appeal to members and non-member alums in supporting the Association. This is not a pitch for immediately and directly seeking to reinstate the House program, but to support the Association. Some suggested approaches: “What teenager got a better opportunity than you did when you became a Page?”, “Looking forward by looking back.” We plan to start with individual big donors, not small donors. We won’t go public with our fundraising campaign until we have maybe 50% of our goal; we will have a “quiet campaign” before that of biggest donors.

The approaches to large donor prospects are never a hard sell or cold call; approaches would be based on personal contacts. We do need to make available bequest information and availability to the most senior classes. Board members should be aware of potential big donors / successful classmates, and forward names to Jerry. The draft of the case statement will continue to be developed. It should address the question: What does the Association want to become?

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Jerry adjourned the meeting at 6:06 p.m.

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