



**MINUTES OF
USCPAA BOARD OF DIRECTORS TELEPHONE MEETING
OF THURSDAY, JUNE 15, 2017**

I. Call to Order and Roll Call

President Jerry Papazian called the telephone meeting to order at 4:02 p.m. PDT.

On calling the roll of directors, the following members answered present: Beth Ambrose, Ellen Blakeman, Jeff Clark, Chris Cobey, Peter Darby, Ali Davis, Tim Hill, Vance Morrison, Jerry Papazian, Jason Rae, Duane Taylor, and Shelley Thomas. The following members did not answer: Bob Borsari, Audrey Scagnelli, Miles Taylor, Sean Tucker.

II. Approval of Minutes of Board Meeting of April 20, 2017

It being moved and seconded, the draft minutes were approved without modification.

III. Committees and Committee Reports

A. Executive Committee

Jerry reported on the status of our documentary "Democracy's Messenger's." It has been submitted to the American Public Television Group for proposed telecasting. We have been told we're on the top of the list for review, although the process has taken longer than predicted.

Jerry reported on the recent passing of former House Page Doug McFadden ('58), noting that Doug had provided generous legal services in the early days of the alumni association. Doug had previously served as a member of the Association's Board.

B. Treasurer's Report

Jeff provided a written and oral report, the latter showing 2017 income through May of approximately \$26,000, and expenses during the same period of approximately \$24,000, leaving net income of \$2,389.62. Jeff stated that he looked forward to our fundraising efforts. The balance in the bank account at 5/31/2017 is \$20,052.79.

C. House Page Program Committee

Update deferred to August meeting.

D. Events Committee Report and Discussion

Peter thanked the Board members who attended the June 10 Boston regional event at the Edward M. Kennedy Institute for the U.S. Senate.

Forty former Pages and their guests attended from throughout the United States. The event included a lunch for attendees at which the Institute's education director described the organization's educational programs and legislative issues. During the lunch, a video interview of former Senate Page Charlie Russell, Class of 1943 was presented; the video received an enthusiastic response on its conclusion. Two former Pages Katherine Orr (S '15) and Eamonn Dundon (S '15) who had recently completed their service gave a description and assessment of the experience, and the Senate, now. The final version of "Democracy's Messenger's" was also screened.

As at most events, attendees were asked to introduce themselves individually and provide a brief insight concerning their Page experiences. This aspect of regional events continues to be very popular, as all learn of the experiences of other Pages from different eras and backgrounds.

Attending former Pages and guests were given a tour of the Institute, and were encouraged to participate in a mock Senate bill debate in the Institute's full-size Senate chamber replica -- which several simply couldn't resist.

Peter reported that the annual regional event at the Texas Rangers' stadium in Arlington, TX, thanks to Jeff Clark, will occur at 5 pm on Saturday, September 30. Ali Davis is working on a mini-regional gathering of attending a Washington Nationals game on Friday, August 25.

In other possible or planned events, Peter said that brainstorming continues on an event either in Sacramento or in the San Francisco Bay Area featuring former House Page and Clerk of the House Donn Anderson. An alternative may be to feature Donn at our annual October DC lunch, if he will be attending that function.

E. Membership/Marketing Report and Discussion

A written report of the committee's activities was submitted to the Board.

A print newsletter is expected to be mailed in August. The next one will be in 2018.

Ali reported that the content and functioning of the website has been updated, and that more information on the August DC event will be posted there as it becomes available, as will content on the Kennedy Institute event. Ali invited any and all new content for the website.

Ellen echoed Ali's encouragement to provide news for our website and newsletter. All proposed new content should be sent to Ali.

Jason reported that social media is being used more and more for alums to keep in touch. He noted that, using Facebook, an alum can upload her/his own database and list, and Facebook will match its own profiles with the names on the list. He said that this is an excellent tool to test messaging to alums, and that as many as six different images can be tried to assess response. Jason recommended to the Board that we spend \$100-\$200 to conduct targeting of potential and "lost" alums using Facebook.

Ellen said that her contacts with millennial alums indicate that they would not be offended to see Facebook "ads" as Jason described, and that this option will be further discussed by the Membership Committee. This option could be used to promote our annual DC Smith luncheon in October.

Jason added that the Association does not have a presence on Twitter so far, as the Facebook page is working well for now.

F. Class Whips/Database

Tim submitted a PowerPoint deck in advance of the meeting as his written report on Class Whips and Database. He reported that he has been reaching out to his class. In doing so, he has found many classmates, and also learned of pitfalls in the search and contact processes. He has been using both LinkedIn and Facebook, and has found more alums using LinkedIn. He has found many alums in the same state where they resided as Pages. One search option is truepeoplesearch.com, which can provide cell and fax numbers. Tim is considering having class whips create a Facebook page for their class/es, where information on attendance at events, and personal stories, could be posted.

Board members discussed linking subgroups, and how to find summer pages. Tim will be requesting periodic reports from the class whips on their efforts.

G. Fundraising Committee

Chris reported that the Committee is cautiously optimistic about its initial efforts and goals. The Committee has considered the sites and fundraising materials of comparable entities, and found much good material. The emphasis will be to expand the database with valid contact information on "lost" alums.

Jerry commented that many contacted alums are very interested in the reinstatement of the House Page program. He noted that if the House program is not instituted in some form, the organization faces a slow winddown.

IV. Open Discussion/Adjournment

Jerry adjourned the meeting at 4:46 pm PDT.

V. Next 2017 Board Meetings (all on Thursdays by telephone, unless noted)

Friday, October 13, in person, in Washington, D.C.

December 14

Respectfully submitted,

Chris Cobey, Secretary