



MINUTES OF THE AUGUST 18, 2016 MEETING OF THE BOARD OF DIRECTORS

Board of Directors 2016

Jerry Papazian (H '71-72)
President

Beth Ambrose (H '91)
1st Vice President

Chris Cobey (H '65-67)
2nd Vice President

Jeffery Clark (S '67-69)
Treasurer

Vance Morrison
Secretary (SC '52-56)

Ellen McConnell
Blakeman (S '72)

Bob Borsari (S '57-58)

Peter Darby (H '83)

Ali Davis (H '91)

Bill Peard (H '02)

Jason Rae (S '04)

Duane Taylor (H '78)

Miles Taylor (H '05)

Shelley Thomas (H '90)

Sean E. Tucker (H '84)

Joe Stewart (S '53)
Senior Advisor

I. Called to order: By President Jerry Papazian at 7:01 p.m. EDT via teleconference. Participating: Chris Cobey, Jeffery Clark, Vance Morrison, Ellen McConnell Blakeman, Bob Borsari, Peter Darby, Jason Rae, Miles Taylor, and Shelley Thomas. A quorum was present. Jerry welcomed everybody to the mid-summer Board meeting.

II. June 16, 2016 Meeting Minutes: Minutes were approved without change and with thanks to Ali Davis for substituting as Secretary for the meeting.

III. Committees and Committee Reports

A. Executive Committee (Jerry Papazian/ Miles Taylor):

- 1. President's Report (Papazian):** Class Whips need to focus on filling the current gaps in the alumni data base. This will be discussed further at the October Board meeting. Current Association membership includes the following: 71 Joint members; 187 Annual members; 61 members under 30 years old; 167 Life members; for a total of 486. In order for the Association to sustain itself, pay its bills, and support activities besides Homecomings such as regional events, the membership needs to continue to grow. *Growing our membership is Jerry's Number One Priority.* Jerry, Ali and Stuart Gaston, our IT consultant, discussed how we can do more to automate our membership administration. They are developing a means to automatically generate membership renewal notices and reminders if dues are not forthcoming. Last year, 150 members did not renew, resulting in a significant loss in revenue as well as association strength. Some report they were never asked, including Board member Bob Borsari who also contends that we have to present an Association mission that is enticing enough to ensure members to renew and generate revenue, as do other successful non-profit foundations and organizations. Jerry also announced that Stuart is also working to improve data base search procedures that are more user-friendly and provide added capabilities such as searching by alma mater, profession and sponsor.
- 2. Democracy's Messengers (Miles Taylor/Papazian):** The Documentary now is very close to full completion. Final estimates to purchase the commercial movie clips shown in the documentary are being obtained, while purchasing the rights as well as other legal issues are taking a bit longer, but more information on a release date will be forthcoming soon.
- 3. Washington Leadership Academy (WLA) (Miles Taylor):** "We're there!" The school opened Monday, August 15th with 110 students, 15

on the staff, and all is going well the first week. The students are excited and the school has a good vision, building toward the junior year which is the service year on the Hill. Purchasing the property is under consideration. The building is beautiful and nicknamed “High Tech Hogwarts” by the Washington Post but will require much fundraising to purchase. The Board will need to help in this effort. Miles also asked the Board to consider potential speakers for the school’s Friday guest speaker sessions. Inspirational talks by prominent speakers are sought; Don Peebles is high on the list of those desired. WLA has an auditorium that the association could use on a not to interfere basis with the school’s class week activities. Miles will arrange a tour of the property for the October Board Meeting attendees. The Board congratulated Miles and his team for a job well done.

B. Finance Committee: (Jeff Clark/Papazian):

1. **Treasurer’s Report** (Clark): Jerry announced the 2016 Homecoming financial highlights as follow: Total Revenue of \$64,000; a small profit of \$1600; new member revenues of \$15,450; and left-over, non-Homecoming-specific T-shirts and caps that still can be sold for about \$2500. The Homecoming budget, based on the 2012 events, was good. Sponsor donations were higher than estimates, not including Ellen’s extraordinarily generous recent donation. Peter noted that, at the beginning of the final week before the Homecoming, hotel room reservations had exceeded the minimum guaranteed room total (480, based on the 2012 Homecoming) but that cancellations (about 50) during the final week brought us below the contractually obligated minimum. As a result, the hotel was prepared to charge us for each unused room for a significant financial loss. Peter negotiated a settlement whereby the Association pays \$2000 of the loss, plus agrees to use the (Capitol Hill Hyatt) hotel for all our October Board Meeting attendees who need a room. For Homecomings in the future the Board agreed to keep the guaranteed room number as low as possible.

C. Events Committee (Peter Darby):

1. **Recent and Upcoming Events** (Darby): Peter noted that there have not been any regional events since the Homecoming. A September 17th regional event in Dallas at Ranger Park is scheduled again this year. The October Board Meeting will include the following:
 - a. **Friday:** Ken Smith Luncheon at the Holiday Inn Rosslyn, VA, at 1130; Board Meeting at Chris’s office downtown 3-6pm; and a dinner with details TBD following the Meeting.
 - b. **Saturday:** Board visit to the WLA.
2. **2017 Planned Regional Events** (Darby/Papazian):
 - a. An event at the Ronald Reagan Presidential Library is planned for 25 March, similar in format to the Nixon Library event held a couple years ago. The Reagan Library is probably the best of all the presidential libraries and the event will be publicized nationally. The Library includes a reconstructed Situation Room

from the White House, as does the Bush Presidential Library in Dallas.

- b. More happy hours and other events are being planned for the DC area.

3. Future Regional Events (Darby/Papazian):

- a. Recreate the events at the Kennedy Institute in Boston.
- b. Events in the next couple years in Chicago, Northern California and New York City
- c. Jerry noted that he had been contacted by a new member (class of '89) who is interested in helping plan a Northern California event.

4. Board Actions (Darby):

- a. *Board members are requested to send Peter a list of six Lessons Learned from the 2016 Homecoming by mid-September:*
 - i. Three positive
 - ii. Three negative
- b. *Board members who are staying at the Hyatt for the October Board Meeting are requested to send their hotel bill checks to Jerry to use the hotel credit we have from the Homecoming room shortfall.*

D. Membership/Marketing Committee (Blakeman):

1. Membership Development (Blakeman): The committee shared the results of their recent analysis with the Board. This also will be an item of discussion during the October Board Meeting. Items of interest include:

- a. Fundraising needs to be more aggressive. Major gifts are especially needed.
- b. Jason noted that Social Media engagement continues to grow - some engage frequently - and is being used to promote regional events such as the September Rangers Game in Dallas.
- c. New Member Phone Calls were discussed and it was generally agreed that they constitute a pretty good system because they provide some success and value and therefore will be continued when designated Board members have the opportunity.

E. Long Term Strategy Committee (Cobey): Mentioned briefly in other discussion and will be an agenda topic at the October Board Meeting.

IV. Open Discussion. Jerry urged Board members to send in their hotel reservations checks to him soon for the October Board Meeting.

V. Next Board Meeting (Papazian): Friday, October 14, 2016 in Washington, DC

VI. Meeting Adjourned: 7:59 p.m. EDT.

Respectfully submitted,

Vance H. Morrison
Secretary

