



**MINUTES OF
USCPAA BOARD OF DIRECTORS TELEPHONE MEETING
OF
THURSDAY, AUGUST 17, 2017**

I. Call to Order and Roll Call

President Jerry Papazian called the telephone meeting to order at 4:00 p.m. PDT.

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

II. Approval of Minutes of Board Meeting of June 15, 2017

A necessary correction was noted on page three of the draft minutes. Approval of the amended minutes was moved, seconded, and passed unanimously.

III. Committees and Committee Reports

A. Executive Committee

Jerry reported that he received a carton of twenty or so recent yearbooks from the Senate Page School. Also, Robin Bridges' daughter is donating some more recent House yearbooks.

Concerning the documentary ("Democracy's Messengers"), the American Public Television Group turned down our proposed telecast; APTG viewed the documentary as containing too much advocacy. We have contacted C-SPAN; it will be considering running parts of the documentary, although not the entire documentary.

Jerry said that we are considering having a public release of the film at the theatre of the National Archives. We would invite members of the public, distinguished persons, and the press. The public release could be held the weekend of the October annual Smith lunch. It was suggested that Cokie Roberts be invited to attend the screening, as well as all donors and film interviewees. The National Archives theater holds 300 people.

Privacy policies are being finalized and will be posted to the Association website in near future.

B. Treasurer's Report

Jeff provided a written and oral report, the latter done through August 10. Our cash position as stated is c. \$18,000. We can always use more donations and members.

Jerry said that the last page of Jeff's report has the membership breakdown through end of July. He noted that there has been an increase in life memberships.

C. House Page Program Committee

Reporting for Miles, Jerry reported on recent significant developments, and will report further at the October meeting.

D. Events Committee Report and Discussion

For Peter, Jerry reported on the report submitted by Peter. There is a sold-out function for alums at the Washington Nationals game on August 25. On September 30, there will be a regional event at the Texas Rangers' game at Arlington, TX. At the Fall Board Meeting, the annual Ken Smith lunch and Board meeting may be held at the Liaison Hotel. We are considering either the documentary's public screening, or an alternative alumni event, on Saturday, October 14.

Beyond October, we are considering holding a regional event in Sacramento or elsewhere in Northern California in March of 2018 featuring former House Page and Clerk of the House Donn Anderson. We are also considering events in New York City, Chicago, at the Carter Library, at one of three presidential libraries in Texas, or at the Clinton Library in Little Rock.

E. Membership/Marketing Report and Discussion

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

Ellen reported on Jason's targeted Facebook ads, as reported in his excellent written report. There has been a recent spike in membership, which may be because of these efforts. Jason want to continue efforts; cost is approximately \$200. Consensus was to authorize his continued efforts.

Are also adding more content, coming from new members.

Audrey reported on new content – pages doing new and interesting things with their lives. She is developing some Q & A features of Page alums which can be posted on our website, as to what people are doing currently. We hope to do such features once a month. Ellen says this makes alums ambassadors for the Association, and effectively engages and uses our newly contacted members.

On enhancing event participation, Shelley reported that they have talked with other organizations, including the US Capitol Historical Society, on how they maintain and enhance member activity, e.g., using group photo as a thank-you card, and end-of-year photo reminder of year's activity.

On class rings, Jeff reported on Jostens current method of manufacturing rings, which will ease the possible manufacturing Capitol Page School rings. On their website, they have photos of Senate and House Page rings. Jeff will report on new developments on this subject after they occur. There was strong enthusiasm from Board members about this possibility.

Jerry said that the next newsletter is in process; should be out in September. It is a 12-page edition. Ellen is working on the text of a joint membership letter with representatives of the US Capitol Historical Society.

F. Class Whips/Database

Tim submitted a PowerPoint deck in advance of the meeting, as well as a written report. He reported that several whips have already contacted him, and some have already created Facebook pages. LinkedIn can be a very powerful tool for searching for alums. Tim will be generating tips and suggestions for setting up the Facebook pages, and effective methods of searching for "lost" alums.

Jerry reminded that we need new or changed information gathered in this process to be transmitted to Jeanne to update the Association database.

G. Fundraising Committee

Jerry reported on locating a company to find complete information on potential members based on the Association's available partial information ("appends"), and just got some leads today on two possible companies for this purpose.

We are digesting information on fundraising from a comparable organization on the fundraising process and case statements. We want to concentrate first on trying to obtain contact information for the existing 5,000 appends in our database.

IV. Open Discussion/Adjournment

Next events are the Smith luncheon and our annual in-person Board meeting in October at the Liaison Hotel on New Jersey Avenue in the District.

Jerry adjourned the meeting at 4:49 p.m. PDT.

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

Friday, October 13, in person, in Washington, D.C., following the Smith luncheon; *Thursday*, December 14

Respectfully submitted,

Chris Cobey, Secretary

DRAFT