

**MINUTES
OF THE OCTOBER 14, 2016
MEETING OF THE BOARD OF DIRECTORS**

I. Called to order: By President Jerry Papazian at 3:00 p.m. at the Washington, D.C. offices of Littler Mendelson. Personally attending: Beth Ambrose, Jeffery Clark, Chris Cobey, Peter Darby, Ali Davis, Jason Rae, Dr. Duane Taylor, Miles Taylor, Shelley Thomas. Attending by teleconference: Bob Borsari, Ellen Blakeman. Excused: Sean Tucker, Vance Morrison. A quorum was present. Jerry welcomed all to the annual in-person DC meeting of the Board of Directors, and the Directors provided self-introductions.

II. August 18, 2016 Meeting Minutes: The draft minutes were approved without change.

III. Committees and Committee Reports

A. Executive Committee

1. Washington Leadership Academy (Miles Taylor). Miles updated the Board on the staffing and initiation of the first class of the WLA. He reported a high level of enthusiasm among the faculty, staff, and inaugural class of WLA students. Miles explained that the Association is not providing financial support to the WLA, only encouragement to achieve the goal of greater civic engagement among youth. He explained the timetable and sites for tomorrow's Board visit to the WLA campus.

2. "Democracy's Messengers" (Miles Taylor and Papazian). The film is virtually complete; remaining are obtaining certain permissions and licenses for use of movie content. Engagement is progressing on reaching an agreement for screening by Public Television. Jerry hopes that the product will be screened and telecast sometime in the second quarter of 2017.

B. Finance Committee (Clark): Jeff had previously distributed to the Board the financials, including P&L. For the May 2016 Homecoming, budgeted revenues and expenses were \$56,000 and \$54,000, respectively; actual revenues and expenses were \$64,000 and \$62,000, respectively, showing a net profit of \$1,644.26. The Homecoming expenses were aggravated by room cancellations in the week or so before the event; had those not occurred, our next revenue would have been much better. Jeff said that although we had high donations this year because of Homecoming, it's critical to get the Association on a more firm financial footing, which will require dedicated and effective fundraising by the Association.

C. Events Committee Report and Discussion (Darby)

1. Homecoming 2016: As previously noted, we would have finished more in the black had not attendees cancelled in last week before event, thus triggering a room guarantee provision in our contract with the hotel. Peter was able to negotiate a resolution with the hotel which mitigated the impact of this penalty clause.

2. Future Events and Programs: For 2017, the Association will have two significant regional events: a Saturday, March 25, event at the Ronald Reagan Presidential Library & Museum in Simi Valley, California, and a second event at the Edward M. Kennedy Institute for the U.S. Senate in Boston (currently planned for Saturday, June 10). In addition, there are plans for the annual Smith lunch in October in the DC area, and there may also be events in on Capitol Hill, and in New York City, Northern California and Dallas (September). In the distant planning stages are a Texas trifecta (events at the two Bush, plus LBJ, presidential libraries), the Clinton library (Arkansas), a possible reprise of the Carter library event in Atlanta, a Chicago event, and a possible strategic planning retreat for the Board of Directors.

D. Membership/Marketing Report and Discussion (Blakeman / Davis)

1. Membership Development: Written reports of data were provided concerning located and unlocated potential members by class. Consensus was that Association membership could be expanded, perhaps greatly, with greater efforts to reach potential members.

2. Social Media: This vehicle has proven useful and helpful in involving page alums and potential Association members, especially from the more recent classes.

3. Class Whips: A report was distributed of those persons committing to date to serve as class whips. Those classes needing whips were noted, and requests made to recruit persons to serve in that capacity for those classes.

E. Long-Term Strategy Committee Discussion (Cobey)

1. Telephone participation and presentation by Dennis Mulhaupt, Managing Director, Commonwealth Partners. Mr. Mulhaupt gave an overview of the strategy needed for the development and implementation a successful fundraising campaign for a nonprofit organization such as the Association, and answered Board members' questions on tactics and strategies. The Board expressed it appreciation to Mr. Mulhaupt for

sharing his experience, insights, and recommendations on this subject of major importance to the Association.

F. Board Member Expectations (Papazian): Jerry shared a one-page draft of Board member expectations containing 11 functions and expectations. The draft and its specifics were discussed, and the Board expressed general approval of the concepts as stated in the draft.

IV. Open Discussion: None.

V. Next Board Meeting: Thursday, December 15, 2016; teleconference at 7:00 pm EST, 6 pm CST, 5 pm MST, and 4 PM PST.

VI. Meeting Adjourned: 6:00 pm EST.

Respectfully submitted,

Chris Cobey, Acting Secretary