



**MINUTES
OF THE OCTOBER 17, 2014
MEETING OF THE
BOARD OF DIRECTORS**

**Board of Directors
2014**

Jerry Papazian (H '72)
President

Beth Ambrose (H '91)
1st Vice President

Chris Cobey (H '67)
*2nd Vice President and
Interim Treasurer*

Vance Morrison
Secretary (S '56)

Ellen McConnell
Blakeman (S '72)

Bob Borsari (S '58)

Jeffery Clark (S '69)

Peter Darby (H '83)

Ali Davis (H '91)

Jason Rae (S '04)

Joe Stewart (S '53)

Duane Taylor (H '78)

Miles Taylor (H '05)

Shelley Thomas (H '90)

Sean E. Tucker (H '84)

Staff

Bill Peard (H '02)
Director of Development

I. Called to order: By President Jerry Papazian at 3:02 p.m. EDT at the offices of Littler PC, Washington, DC and via teleconference. Participating: Beth Ambrose, Chris Cobey, Bill Peard, Vance Morrison, Ellen Blakeman, Bob Borsari, Jeffery Clark, Peter Darby, Ali Davis, Jason Rae, Duane Taylor, Shelley Thomas, and Sean Tucker. Excused: Joe Stewart and Miles Taylor. Jerry welcomed everybody and thanked Leroy Thomas for taking individual and group photos of the Board members prior to the meeting. He introduced Sean Tucker, House Page 1998, to the rest of the Board. Sean explained he was happy to be able to assist and lives in Ohio. Jerry next thanked Peter Darby for making hotel arrangements for out-of-town Board Members, thanked Chris Cobey for providing the room and refreshments for the meeting, introduced Ellen's guest, Sheila, and Aaron Chang who, as a former Page and event planner, has offered to assist with the 2016 Homecoming events. Finally, Jerry reviewed the new Board Roster, provided with other meeting materials, and requested all review for accuracy and get any changes to him.

II. August 21, 2014 Meeting Minutes: Approved by voice vote.

III. Committees and Committee Reports

A. Executive Committee (Papazian):

1. House Page Program Update (Papazian): There has been no change since the last Board meeting in August.

2. Page Documentary (Papazian): The current version of the documentary was shown during the Ken Smith luncheon and after the Board meeting this date. Jerry provided the following status report to the Board:

- Video is 95% done. It still needs some licensing agreements for certain imagery in order to show it publically.
- The Indiegogo campaign to raise funds for final finishing costs, such as licensing fees, is underway and Board members have contributed \$5,000 to date. The goal is \$15,000.
- The current version has been shown to Regional Event attendees and now the Board.
- The committee will seek initial showing for the highest viewership such as PBS, the first choice.
- The Board discussed the following points:
 - The documentary could be shown at various film festivals such as Salamander in Middleburg, VA, and entered for an Academy Award.

- Should we end with something like “If you care, please write your Congressman?”
- Any advocate is a good advocate.
- Jerry noted that Congressional leadership has not said “No” to the charter school concept but their concerns center around how to protect the Speaker from any liability of a page program.
- There are many constraints now on Senate Pages such as no cell phones.
- Many Congressmen have no Page experience; after this fall’s election, as many as 75% of those in Congress will have served four years or less.

B. Finance Committee (Peard/Cobey):

1. **Treasurer’s Report:** (Cobey): Following Bill’s resignation to perform development tasks, Chris Cobey assumed Interim Treasurer. Chris provided a current Profit & Loss Sheet and Balance Sheet to the Board and discussed their entries. He noted a \$5500 loan to pay expenses associated with producing the Page Documentary video that will be paid back from the Indiegogo campaign. The Association appears to be in good financial health and expenses are under control. Chris also provided copies of the 2013 Income Tax return, Form 990. Jerry announced the joint mailing was delayed but went out last week and income from that is anticipated as each previous mailing has produced income.

C. Events (Homecoming) Committee (Darby/Papazian):

1. **Regional Events (Darby):**

- The day’s (October 17th) Ken Smith Memorial Luncheon was a success with 30 attendees and a well-received showing of the latest version of the draft Page Documentary video. The Board meeting recorded in these Minutes was followed by a Board and Guests Dinner at the nearby Daily Grill and a special Capitol tour on the next day with 90 attendees.
- Peter provided a written report of 2013, 2014, and proposed event activities as follow:

Past Events:

2012-13

- _ *May 2012 – DC Homecoming*
- _ *September 2012 – Chicago Luncheon*
- _ *June 2013 – Boston*
- _ *June 2013 – Washington – Fundraiser Dinner Joe Stewart*
- _ *September 2013 – Dallas/Rangers Game*
- _ *October 2013 – Washington - Ken Smith Luncheon and Congressional Cemetery*

2014

- _ March 2014 – Los Angeles/Nixon Presidential Library
- _ May 2014 – Dallas / Rangers Game
- _ June 2014 - Atlanta / Carter Presidential Library
- _ June 2014 – Chicago / Pritzker Museum
- _ June 2014 – Washington / DC United Game
- _ September 2014 – Washington / Hill Happy Hour
- _ October 2014 – Washington / Ken Smith and Capitol Tour

Proposed 2015 and Long Term Events:

- February 2015 – Boston
- March 2015 – Washington / Happy Hour on Hill
- April 2015 – San Francisco Area
- May 2015 – Presidential Library Event – Clinton
- June/July 2015 – New York City
- July/August 2015 – Washington Happy Hour
- September 2015 – Dallas / Texas Ranger Event
- October – DC Board Meeting Luncheon and Saturday Event
- Jan/Feb 2016 – Washington / Happy Hour on Hill
- **May 2016 – Homecoming**
- October – DC events?
- Most events were well attended, with a high number of 65 at the March Los Angeles event at the Nixon Library.
- Ali requested event planners provide information about each event along with photos and a summary for the newsletter, and to Peter and Jerry for their information.
- The political cartoonist at the June Chicago event drew depictions of attendees and provide some for the newsletter.
- The Board discussed the following points:
- Events should be open to all former Pages and provide opportunities for recruiting new members.
- There is a possibility for creating “virtual events.”
- We may be able to begin charging a bit more (10%?) for regional events and provide percentage of proceeds to the Association.
- Some events are free with a request for donations; this has worked well.
- Success of events depends not only on the venue and program but the day of the week and all are better if a Board member is directly involved in the planning and execution.
- Board members who have suggestions for regional events are requested to contact Jerry and Peter.

2. Homecoming (Darby): Peter provided a copy of the 2012 Homecoming flyer for reference.

- The next Homecoming will be 2016 Memorial Day weekend.
- It is initially planned to follow the 2012 overall schedule of events.
- Three hotel proposals are being considered, the George, the Liaison and the Hyatt, all at Capitol Hill.
- Vance will try to arrange a US Supreme Court tour and symposium as in 2012.

- A happy hour at the Billy Goat Tavern was suggested, perhaps prior to the Friday class reunion dinners.
- In 2012, the registration fee was \$50 but the final dinner was \$150 per person. The Board discussed the possible negative effect of such an expensive dinner on younger former Pages. The committee will attempt to lower the dinner cost.
- Volunteer help will be needed and regional volunteers may be available if approached.
- The Board discussed shifting the event days for various reasons, such as the big dinner earlier in the program, flight fares for different days of the week, work days off, event sites closed on weekends for special tours, decade class reunions, and other considerations.
- Skipping the formal dinner, with perhaps a reception instead, was suggested but Jerry said he hoped we could make a different impression by providing special tours and attendance at a formal dinner where we can get everyone's attention and all can feel a part of a single, cohesive organization.
- Two-tier pricing was discussed to entice younger attendees, such as lower registration costs for those less than 30 years old.
- The committee will need to negotiate well and make trades in arriving at an affordable hotel contract. The Board determined that lower food cost was more important than room cost.
- Bob suggested that the Association needs to determine what enticements will cause people to join and develop more attendees. People attend because they know others they know in the same school class will be there. He suggested Class Captains to develop unique activities for that class. All agreed personal connections are very important.
- The Board also agree that there may be as many as 500 attendees at the 2016 Homecoming. Providing for parties/events for each decade will be considered.
- Board members who have suggestions for Homecoming are requested to contact Jerry and Peter.

D. Membership/Marketing Committee (Blakeman/Davis):

1. Website (Blakeman): Ellen and Ali demonstrated the new website design and provided the Board a written copy of the design characteristics and navigation capabilities. She discussed the following points:

- Board members were requested to provide Ellen with updated biographies for the *current* website.
- The committee will determine who is to update the website and how often (perhaps 6 weeks).
- The webmasters need to know what interesting things former Pages did; newsworthy promotions/assignments; eyewitnesses to history; memorable Members of Congress.
- Someone will need to be designated to edit the inputs.

2. **Social Media** (Rae/Thomas/Davis):
 - Shelley envisions “Page to Page” recreation of events.
 - We may need to pay to obtain a larger audience.
 - Goal: Four posts per month, such as upcoming events. The board was provided a handout with actions under consideration.
 - The Committee does not recommend Association involvement yet in Twitter or Linked-in, but will concentrate on Facebook.
 - There is already a network of Page media users.
 - The committee requested and the Board agreed to support the Committee’s plans and actions.
3. **Membership** (Committee): The following were discussion and action items:
 - New members will receive a letter and a pin.
 - The committee suggested a pilot program for Board members to call new members to welcome them to the Association. The message is: “Thanks; know you will enjoy your membership; here are some upcoming events; do you have any questions; and please call me if you need further information.”
 - The Board approved a subcommittee to explore the design and utility of Membership certificates, perhaps just for Life members, but not for membership ID cards.
 - Bill provided a handout to the Board with a list of his six-month fund raising goals:
 - Expand our annual paid memberships from the current 200 to 500. This encompasses joint \$75 memberships, \$50 memberships, and \$25 memberships. This will be accomplished through encouraging lapsed members to renew their membership and attracting new members.
 - Expand life members from the current 92 to 115.
 - Convert 15 life members into larger donors of \$1,000 or above.
 - Expand mailing address contacts from 5,500 to 7,000 valid, current addresses.
 - Expand email contact from 2,900 to 4,000 valid, current emails
 - Obtain up-to-date career/job information for at least 1,500 alumni
 - Establish a modest parent initiative, and attract 50 parents to contribute at small, introductory levels.
 - Develop a database segment identifying at least 600 parent names and addresses.
 - Develop a reserve of 5-10 well-developed stories for future newsletter articles focusing on experiences during page service and also interesting post-page experiences of alumni members.
 - The Board discussed the difficulty in separating parents’ addresses from their former Pages’ addresses and a proposal to pay Life Membership over a 5-10 year period (we needs funds up front).

- 4. Newsletter** (Davis): Ali discussed the following points:
- Spring and Fall issues will be produced.
 - The difference for producing members-only vs. all Pages issues is about \$2000 (mostly printing and postage)
 - Bob asked: What is the incentive for membership? Duane responded that we should highlight mentoring; emphasize connection; and highlight the need for local and national collective civic responsibility.
 - Five to ten percent of listed members move away every 6 months, based on returned newsletters.
 - Every newsletter has generated income – more than its cost so far.

E. Long-Term Strategy Committee (Cobey): Chris provided the Board a written memorandum report of this committee's activities this year and discussed the following points:

- Factors affecting long term strategy include continued declining membership due to House and Court Page program cancellations but with eventual stabilization of membership.
- Primary attraction for current and potential members is our social events.
- Mentorship is an important but secondary attraction.
- We need to assess on an ongoing basis why people join and leave the Association.
- The best opportunity to expand the Page experience is development of the DC charter school concept.
- Consider opinions of member of the US Association of Former Members of Congress (web link provided).
- Consider strategic partnership with other civic-minded organizations.
- The board discussed mentoring benefits; the content of a survey; members addressing experiences and civic involvement at school campuses; recognition of peers; spotlighting members in the newsletter; and desirability of charging more for admission to events for non-members.
- *Finally, Jerry announced that he will send an email with follow-up items for Committee Chairs the following week (20 October).*

IV. Dates for 2014 Board Meetings (Papazian): Third Thursday of the Month

V. Next Board Meeting (Papazian): **Thursday, December 18, 2014**

VI. Meeting Adjourned: 1755 p.m. EDT.

Respectfully submitted,
Vance Morrison,
Secretary