**Upper Arlington Alumni Association**

**Board Meeting**

**March 10, 2020, 5:00 – 6:30**

**Central Office or Call‐in: 605‐313‐5111 Access code 472471#**

1. Call to Order (5:00pm)

2. Role Call: Catherine

In Attendance:

* Tony Callander
* Nic Fortkamp
* Bill Hall
* Catherine Kennedy
* Sam McCoy
* Jennie Ravary
* Beth Wroe
* Will Reynolds, Ambassador
* Abby Vitali, Ambassador
* Alice Finley, Exec Dir
* Megan Potts, Ass’t Dir

Absent:

* Sarah Eagleson
* Jack Graf
* Gary Nack
* Doug Trotter

3. Approval of Minutes of January 2, 2020 Board Meeting

1. Catherine motions to approve minutes.
   1. Megan seconds.
   2. All approved.

4. New Logo: Jodi Kennedy

1. Logo shared and brand standards reviewed.

5. Financial Report & 2020 Budget: Megan & Catherine

1. Financials (See attachment)
   1. Everything looking great. Everything has gone up. Board has not spent the Auld fund yet.
   2. One Golden Bear Patron.
   3. Some expenses: branding, stickers, and binders.
2. Budget (See attachment)
   1. We’d like to walk away making about $200 for Open House. Otherwise, income comes from Patron program.
   2. Estimated numbers (hypothetical) for committee expenses.
   3. Patron income is also estimated.
   4. We have 12,000, so even if we don’t make a penny, we’ll be okay (obviously, we would like to make money!).
   5. Haven’t decided if we’d do a raffle again for the Golden Bear Bash.
   6. We also make money off of every sale of merchandise through The Awesome Company.
   7. We are at 1500 for technology, but we haven’t
   8. Palm card has information about
      1. Motion to approve budget: Catherine
         1. Second to approve budget: Tony
         2. All approved

6. Committee Reports (5:25pm)

1. Open House – Tony
   1. Thanked Megan for putting everything together and running it.
   2. Have UAHS band, Alumni band (hopefully), school store open, Distinguished Alumni Award, Educator Hall of Fame. Table set up where people can see what’s going on.
   3. Biggest thing is we need volunteers to help.
      1. Signup genius and push out through social media, email and website.
   4. July 3, 1 – 4. Need help setting up. Setup starting at 10am. Temporary layout and will have a tour map (Megan has done). Police office on site.
   5. Have had a lot of discussions about food. There’s an opportunity to provide water and cookies and take donations.
2. Hall of Fame ‐ Tony
   1. We don’t run the event and don’t want to, but we want to create a partnership. Tony met with Tony Pusatari.
   2. Talked about a visual arts and performing arts hall of fame as well. Megan has put him in contact with Alicia McGinty. They already have an honor society for artists, and they bring back a former artist to talk to the students.
   3. Add service…see where we can plug in because there are already so many
3. Communications ‐ Catherine
   1. See attachment
   2. Push out nominations for Athletic Hall of Fame any time of year.
   3. Need to do a hard copy mailer for older classes.
4. Reunions – Gary & Megan
   1. Put together a notebook for all the reunion chairs. Includes everything they need to know about planning reunion, Open House, UAAA, UAEF, class funds, etc.
   2. We sent out a Google form for them to share with us what they’d like to talk about during the meeting.
5. Website – Alice & Megan
   1. Website is LIVE!!!
   2. [www.bearalums.com](http://www.bearalums.com)
   3. Send edits! Catherine sent edits.
   4. Catherine and Will to push out through social media.
6. Youth Initiative – Nic or Sam
   1. See attachment
   2. Trying to create purpose for both Ambassador Program and Associate Board Program. Delineate why someone would join either.
   3. Went through and tried to spell out what they would do, why they were involved.
   4. Why: This generation knows how to promote themselves more than any other. And they all understand their own personal brand. This is an opportunity to build their personal brand to support our community.
   5. Ambassador
      1. Goal is two Juniors and two Seniors. Start small and then build.
         1. Build resume
         2. Build skills
         3. Networking
   6. Associate
      1. College and beyond
         1. Build resume
         2. Build skills
         3. Networking
   7. Timeline: Roll out after IDEA Day: push out social media, etc.
   8. Next step is a meeting with Alice and Bill to prepare for that roll-out.
   9. Including Ambassadors in this committee.
   10. IDEA Day: alumni can sign up to volunteer; Alumni can sponsor it as well
   11. Alice would like for this committee to plan something to do with the seniors before they graduate.
7. Awards – Beth
   1. Switched up definitions a little bit.
   2. Request to Alice and Megan to put a banner on home page of website to nominate for awards. Nominations are due May 5, 2020.
   3. Beth reviewed the purposes of the awards.
8. Social – Jennie
   1. No update
9. Patron Program ‐ Bill
   1. Primary fundraising
      1. Right now, push the two levels that we have.
   2. Would like to have a brainstorming session to expand program.
      1. What in exchange for different levels of giving?

7. Other Business (6:15pm)

1. Student update
   1. Abby tells us about IDEA Day.
      1. Bill shares about the Auld Fund and whether we could use that fund to support IDEA Day. Auld fund is supposed to benefit students. $571.03 that could be used.
      2. Asked for money to pay for a bus to take students to Wendy’s Gymnastics (10 – 20 students). Would be a good way to promote the UAAA. Bus is $245 round trip.
         1. Motion to spend $300 from the Auld Fund to go to IDEA Day
            1. Beth seconds
            2. All approve
   2. Will tells us about Art Takeover
      1. They turned the LC into an art space. There were themes. Painted and created different things that they’ll display. They want people to send proposal about what they’d like do.
      2. We would like to paint our UAAA logo somewhere.
   3. Bill explains that we have formed an exec board of the three officers in addition to Megan and Alice to keep work moving forward in between board meetings.

8. Adjourn (6:30)

Class Reunion Meeting 6:45 – 8:00: optional for board members, except for who it’s not.

2020 Meetings:

Jan 7 ‐ Board Meeting 5:00 – 6:30 Mar 10 ‐ Board Meeting (Reunions) 5:00 – 6:30 May 12 ‐ Board Meeting 5:00 – 6:30 Jul 3 ‐ Open House 1:00 – 4:00 Sep 15 ‐ Board Meeting 5:00 – 6:30 Nov 12 ‐ Board Meeting (New board members, officers) 5:00 – 6:30