**Upper Arlington Alumni Association**

**Board Meeting Minutes of January 7, 2020**

A scheduled meeting of the Association was held at the Offices of the Upper Arlington Board of Education, 1950 North Mallway Drive, Upper Arlington, OH 43221 at 5:30 pm after due notice was sent to all Board Members.

The following were present: Board Members-Doug Trotter, Bill Hall, Ron Johnson, Jennie Ravary, Catherine Kennedy, Jack Graf, Sarah Eagleston, Beth Wroe and Gary Nack, Nic Fortkamp, Tony Callander, and Sam McCoy; Alumni Ambassadors, Will Reynolds and Abby Vitali; and Alice Finley and Megan Lewis Potts. President Bill Hall served as Chair of the meeting who determined that a quorum was present, convened the meeting, and proceeded with its business following the distributed agenda attached.

The minutes of the November 12, 2019 meeting were distributed to the members; then discussed without correction and therefore adopted as submitted.

The financial position of UAAA reflects $500.00 income received from two Black and Gold Patron memberships and expense of $96.00 during the reporting period. A copy of the financial report is attached.

**A)** 2020 Plans Presentation (see attached)

Overview, updating the new board members and understanding of where we’re going.

Bill engaged group in discussion of committee assignments. Discussion was how do we keep action moving by committee but also receive input from those who are not on a designated committee. Suggestion to use a program called Flack to engage other board members.

Non-board members can be on a committee. Board members can be on each other’s committees.

Next Steps are for committee chairs to recruit people for your committee, set goals, decide upon meeting schedules, and share with Board.

When you feel your committee needs Board input, then you can reach out to Bill and the rest of the Board. By the March meeting, all the committees should be developed and have their plan ready to present.

Question about budget. The only things we know what we’re going to spend money on is what we’ve done before, and we know what we need for those. The question is do we raise money prior, or do we have people pay to participate. Also not knowing exactly what we are going to pursue make it hard for us to budget.

**B)** Foundation Update-

See Website update.

Committees presented their reports to the Board as follows:

**C)** Image and Branding – Bill Hall explained that one of our priorities is to get a logo completed. Jodi Kennedy, who has worked with UAEF and UA Schools, is our consultant to develop the logo and tagline as well as how we will interpret it in different ways (website, newsletter, etc.). She will develop brand standards (fonts, colors, rules, etc.). The hope is that we will have her work to share in March.

**D)** Reunion – Megan explains that we will reach out to the chairs of the reunions for the upcoming reunion year. We will host a meeting for reunion hairs to share what they need to know as well as to promote the concept of class fund. There was a question regarding the timing of the meeting. It was recommended that we start earlier. This was well-received.

It was suggested that Mark Rickets be added to the Reunion discussion meeting. Jennie Ravary would also like to be on this committee.

**E)** Website – Alice explained that the website is 90% ready with the understanding that it will be a working site with the opportunity for continual updates and enhancements. Right now, there’s a temporary site. It is unclear if we’ll launch website before logo is completed, but we don’t know.

Board broke out into small groups to participate in the following:

**F)**  Brainstorming Session

Objective: Develop ideas to improve our image as expressed through our programs.

Format: 4 teams of 3 people; worksheet provided

Brainstorm: At least 2 ideas for each of the programs listed.

Group Debrief:

Alumni Awards:

* Have chairs blocked reserved for recipients.
* Air conditioning.

Reunion:

* Packet to help people plan.

Open House:

* Space for Art Takeover
* Need more staffing; uniformed outfit for those working.
* Student council could work the Open House.
* Have brochure or pins to hand out.

Award Program:

* Giving awards at the beginning of the Open House in the Auditorium.
* Making sure award criteria is clear and concise.

Communication:

* With the younger generation, Instagram, Twitter, etc. Alumni of the week.
* Meeting people where they are (a lot of other organizations that have UA alum; leveraging).
* In-person invitations.
* Board signage (leading up to events)
* Presence at State of the City
* Include information about how the high school is progressing in the
* In-service for us on social media platforms for Board Members

Other:

* Be proud of being on the UA Alumni Board.

There being no further business for full Board action, the Chair adjourned the meeting at 6:30 pm.

Catherine S. Kennedy

Catherine Kennedy, Secretary