

Upper Arlington Alumni Association
Board Meeting Minutes of September 10, 2019

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 5:00 pm after due notice was sent to all Board Members.

The following were present: Board Members-Doug Trotter, Bill Hall, Ron Johnson, Jennie Ravary, Beth Wroe, John Kost, Catherine Kennedy, Jack Graf; and Alice Finley and Megan Lewis Potts. Absent were: Sarah Eagleston and Gary Nack. There is one vacancy. President Doug Trotter 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 June 4, 2019 meeting were distributed to the members; then discussed without correction and therefore adopted as submitted.

The financial position of UAAA has improved since our last report with the excess revenue over expense from the July Open House. The sale of old Norwester year books and raffle tickets pushed it over the top. A copy of the financial report is attached.

Committees presented their reports to the Board as follows:

A) Open House- Chair-Beth, Members-John, Sarah, Ron, Jennie

Alumni Day Open House was discussed for the record. The raffle made \$450.00+/. The concessions did not contribute financial support to the treasury but was close to break even for the first time. In the future the candy can be eliminated and more salty items added to the light and dark soft drinks and water.

Beth Maisenbacher made a plea for the establishment of class funds in the UA+ed. Staff will check on its success.

The decade tables were very successful in generating e-mail addresses to be entered in our data base.

The UA School store also did well and it could be asked for financial results

B) Bear Bash- Alice, Megan.

There were a total of 1450 tickets sold- a sell out due to food availability. Tremont Center has again been booked for 2020.

The 50/50 raffle tickets sold by UAAA to benefit the UA+ed Foundation totaled \$2050.00. The winner donated 50% of his winnings therefor the total raised was \$1,535.00+/. The smiley face stickers were a marketing success. Some type of cashless purchase system would be helpful in the hands of ticket sellers since many attendees do not carry cash. It was discussed that the effort to raise this money may exceed its benefit and that perhaps another method to raise fifteen hundred dollars should be investigated. While this may be successful at Alumni Day; it may not be at the Bash.

Tables for new residents would be helpful in order to encourage socialization. Stickers identifying the schools that their children attend or that with which they identify would facilitate these on-site interactions.

Ron has accepted organizing a committee to plan the grand finale Open House in the old School. It may be held in either July 2020 or 2021. This should be a gala and provide the opportunity for involvement from outside the Board.

C) Homecoming Football Event- Megan and Amy Rice

Yabo Taco's, 3051 Northwest Blvd from 5pm to 7pm is the location. All food and beverage will be purchased from Yabo's by each attendee. It is a gathering event at no cost the UAAA. The UA football game starts at 7pm and tickets can be purchased at the gate.

This event is inspired by the Class of 1969 football weekend celebration and is a first for the UAAA. Megan will bring a generic banner. Amy will request the patio in good weather.

UAAA will attempt to borrow a bear for attendee photo-ops from the celebration. Alice is checking.

Catharine will ramp up the social media and re-postings by the Board are encouraged.

Megan will blast out an email announcement to the e-Tap roster.

A sign in register to capture contact information will be provided by Amy. Perhaps an electronic method could also be made available to facilitate the role.

D) The Class of 1970 is publicizing the Steven Hinshaw presentation at First Community Church on 9/19/19 and we will add social media reach for the class.

E) Image and Branding- Chair-Gary, Board Members-Bill, Jack, with Alice, Megan, and Jane DeSantis Matyac, Brenda Rickets Rizzo

Doug reported that there can be little progress with the tasks pending the upcoming decision on the data base management system for the UAAA.

Alice will check on new logo development with the school contractor. Input from the committee will be sought as this moves forward. It was noted that in such matters we need to be inclusive.

F) Outreach and Communications- Chair-Bill, Board Members- Catherine, Jack, with Alice, Megan and Mary Cameron

All Board members are encouraged to review this link <https://www.caylor-solutions.com/10-alumni-event-marketing-hacks/> which discusses the authors idea about the 10 things alumni associations should do.

Adding two High School Ambassadors to Board to the UAAA was adopted at the June meeting. Attached is a draft outline of its functionality and suggested purposes.

The school has recommended a Junior for the first position and will be interviewed by Alice. The Senior will soon follow.

Adding an Associate Board within the UAAA was adopted at the June meeting. Attached is a draft outline for organizing this group and it will be assigned to a subcommittee to further development.

The vigorous investigation of available web site and data base options will continue with all methodologies being discussed. A clarification of the UAAA ability to fund its new software has been approved by the UA+ed Foundation Executive Committee.

E-school view, a prospective vendor, has apparently dropped out of contention and will be approached one final time. Alice has one more investigation prior to the sub-committee making a recommendation to the UAAA Board.

Pending the outcome of the Association Software selection; the Committee encourages continued UAAA efforts to promote the purposes if the UA+ed and the UAAA.

G) Nominating-Chair-Bill, Member-Sarah

Bill asks each Board Member to submit the names of 3 candidates for nomination for the upcoming year end vacancies by October 25, 2019. Attached are suggestions for finding a nominee, expectations of a Board member and a nomination form.

The method of selection will be for the Nominating Committee to prioritize the needs of the UAAA Board and suggest the qualifications of each nominee to meet them. The Board will rank each in order to determine who would be first asked to participate. In that order they will be offered the position and when all filled; no further requests will be necessary.

The Officers of the UAAA for 2020 must be selected at the final scheduled meeting of the year. Please inform the Secretary Jack if you desire to run for President, Vice President, Secretary, and Financial Reporter. The last two may be the same person as they have been in 2019.

The Chair asked if there was any new business to come before the meeting. There being none, he announced the next and final scheduled meeting would be November 12, 2019, 5pm at the Board Offices with the agenda to be distributed in advance which satisfies the notice requirement for such meeting.

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

Jack R Graf Jr

Jack Graf, Secretary