

Board Meeting Minutes
August 21, 2017 at 6:00 p.m.
Camarillo Chamber of Commerce Conference Room

Board members present:

1. Gladstone Bucknor
2. Matthew Corse
3. Barbara Davey
4. Sarah Giroux
5. Mark Garcia
6. Amanda Gordon
7. Nichole Ipach
8. Melody Kimball
9. Saxon Knauss
10. Rob Krauss (via Phone)
11. Leah Lacayo
12. Allison MacDonald
13. Melissa Mirkovich-Scholes
14. Bert Partida
15. Ernie Villegas
16. Natalie Yanez

Board members absent:

1. Gary Cushing
2. Matt Furmanski
3. James Jackson
4. Dan Wolowicz

Special Guests/Staff present: Tania Garcia, Steven Guetzoian, Ritchie LeRoy

1. **Welcome** (Kimball) – Meeting called to order at 6:00 p.m. by AFA President, Melody Kimball
 - a. New Board Members & Staff Introductions
 - i. The following new Board Members were introduced: Matthew Corse (Wells Fargo), Leah Lacayo (Past Board Member), and Melissa Mirkovich-Scholes (Sage Publications).
 - b. All Board Member Introductions
 - i. Remaining Board Member introductions.
 - ii. Going forward, all Board invites will be sent via Microsoft Outlook.
2. **Approval of Minutes, June 12, 2017** (Kimball). Quorum of Directors was present. Bert Partida motioned, Allison MacDonald with the second. 14 in favor, 0 opposed, 2 abstentions.
3. **President's Report** (Kimball)
 - a. **Draft Annual Report Review 2016-17 and 2017-18 Goals.** The goal of reaching 600 Alumni was not met; however, Alumni giving (\$) was successful in large part to the A&FA Board. All other goals were met, which include providing services to Alumni (60% vs. 50%), Communicating and Engaging (FB likes from ~1,000 to just over 1,600), Encouraging

Alumni Philanthropy (\$49k versus \$45k goal), and Maintaining Financial Stability (~\$100k positive balance at year-end).

Looking ahead to the next fiscal year, the following goals were highlighted: i) raise \$50,000 in alumni gifts – the Board is currently at \$49k with one gift of \$25k, ii) continue partnership with Dr. Jenkins class for student engagement, iii) ensure that ticket prices and sponsorship cover 100% of the event expenses for all alumni major events – part of the strategic plan goal, iv) meet with 2 alumni per week, v) make it standard practice to incorporate stewardship plan for each event or program, and vi) increase Facebook likes to 2,000; and rejuvenate LinkedIn page, which should add value to socially active alumni.

- b. Committees.** Condensing the number of committees due to the high number. All committees are to be retained with the exception of the Programs & Events and Dodger Day. The Board is exploring the idea of ‘virtual committee meetings’ through Google Hangouts as a method of limiting travel and creating more participation.
- c. Presentation of Bylaws & Constitution Changes.** The Board Members should read the proposed Bylaw and Constitution changes prior to the next Board meeting. Changes need to be presented 30-days in advance. Recommended changes to ‘Committee Chairpersons’ is to strike the maximum of three consecutive years as chairperson for implementation beginning 10/16/17. Additionally, the Board is recommending condensing the number of committees into eight (8), altering the ad hoc committees, and changing the language pertaining to amount of years a student member can serve from one (1) to two (2).
- d. Dissemination of MOU, Article 15, & Operations Flow Chart.** Each Board member was provided with an Operations Flow Chart outlining the AFA’s Authority to Operate, Governance, and Committee Deliverables. Each Board member should familiarize themselves with the items outlined in the chart to include Article 15.
- e. Board Social/Retreat and Happy Hours.** Expected to be a 3-4 hour event from approximately 5 p.m. to 9 p.m. with a tentative date of November 3rd 2017. This event needs to occur prior to December 1st in advance of the budget. In addition, as an option, Board members will be meeting for Happy Hour after each Board meeting.
- f. Communication Methods.** The preferred method of communicating is text or email. It is imperative that Board members are timely in their responses.
- g. Paper vs. Digital.** The Board voted unanimously to go completely digital with all material.
- h. Roberts Rules of Order.** The Parliamentary Procedures were provided to each Board Member. The tutorial shall act as a guide on how to properly and effectively conduct a meeting. Items to note are motions and ranking of motions, order of making motions, point of information, and understanding a quorum. Used properly, the process should encourage respectful dissenting opinions. It is vital to encourage student reps to engage in order to foster their growth.
- i. Student Representatives.** Student representatives have not been appointed by the President yet as our Student Affairs team is having some challenges identifying candidates. They however recommended that we bring on board their Senator of Alumni programs. The Senator however is a Senior and that goes against our bylaws. After much discussion, it was determined that the board consensus was to have a back dated vote to approve this one exception to the bylaws to allow the Senator to be a representative.
- j. New Roster Review.** Roster review was passed around and updated by each Board Member in an effort to update preferred communication methods.

4. Treasurer’s Report (Krauss)

- a. **2016-17 Year End Financials.** Budget is more aligned and on target due to the fine-tuning of expense related items.

5. Action Items – None

6. Committee Reports (Chairs)

- a. **Communication & Marketing (Wolowicz - absent)**

- i. Newsletter Intros/Newsletter Stats. Several alumni have agreed to help AFA on open rates and click rates.

- b. Finance (No Report)

- c. Fundraising (No Report)

- d. Nominations (No Report)

- e. **Scholarship Taskforce (Kimball).** All Board members are encouraged to be at the event on September 8th 2017 to meet the recipient(s). \$6,000 in scholarships awarded since 2014.

- i. Thank You Letter

- f. Strategic Plan (No Report)

- g. **Wine Team (Davey).** First meeting was last Wednesday (August 16th). Wine event location has been narrowed down to four (4) locations that should be unique and fun. Expecting 175 attendees this year. Event will be on June 14th 2018. \$16,000 was raised which met the goal.

7. Student Report (No Report)

8. Faculty Report (Furmanski). No Report (absent)

9. Alumni Director Report (Garcia)

- a. **Alumni Giving Numbers 2016-17.** 24 donors year-to-date totaling \$1,700.

- b. **Alumni Surveys.** Will more than likely take a full year to implement but the plan is to partner with the Cal State system in hopes of gaining perspective on University culture.

- c. **Board of Trustees Meeting.** Board of Trustees meet several times a year and run the Alumni system. Kevin Cruz '08 alum invited to present.

- d. **Reinstate Weekly Emails.** In an effort to communicate events and keep everyone in the loop.

- e. **2017-18 Event Calendar.** Formulated and provided by Melody to outline all events through June 2018.

- f. **2017-18 Calendar.** See above

10. University Report (Ipach). Largest class of incoming students – 7,000 part-time. One of the fastest growing universities in the CSU system. Finished 1st year with new President, Dr. Beck. President Beck has been very pleased. She is asking campus for strategic initiatives such as i) Working to identify strategic initiative over 5-years. ii) Impact on community – educating students. iii) Large

adjustment on how the University budgets – process started last Spring.

Alumni in Santa Barbara are very interested in networking and it would be a good idea to bring them into our network.

Scholarship Reception – Important for Alumni to show up and talk with the recipients in an effort to help build 'self-efficacy'. If possible, bring an alum to the reception.

11. Open Comments

- a. Back to School Night in D.C. -9/12/17 (Tania).** All CSU campuses. Generally 3-5 alumni attend with Jana Plat representing CSUCI.
- b. Dodger Day – 9/9/17 (Bert).** No sold out as 20 tickets remain. No transportation provided this year. Smaller group than prior year. Out of the three (3) sections, only loge is remaining.

Meeting ended at 7:20 p.m.

The next Alumni & Friends Association Board Meeting will occur on Monday, October 16, 2017 at 6:00pm at the Camarillo Chamber of Commerce Board Room.