

**Lincoln Lynx Alumni Association**  
**Board of Directors Regular Meeting**  
**February 18, 2017 - Lake City Branch Library - 10:30 a.m.**

**Members attending (17):** *President Monica Fosmire Weber '73, Vice President/Class Rep Terri Lindeke '71, Financial Secretary Steve LaVergne '60, Recording Secretary Judy Roe '64, Database Chairperson/All Class Luncheon Liaison Linda Strock '62, Class Rep Jack McKay '57, Class Rep Tom Rankins '73, Jean Wren Class Rep '43, Totem II Editor Jackie King '67, Totem II Assistant/Member At Large Sandy Smith '57, Class Rep Don Ford '49, Class Rep Mary Johnson '40, Class Member Linda Ricketts '66, Class Co-Rep Verna Rossevelt '66, Class Rep Janette LaCross Lemme '59, Class Rep Dorothy Saunders '41, Immediate Past President/Class Rep Susanne Wells Rebman '65. Three of the seventeen participated via video conference. There was a quorum.*

**A. Call to Order - Monica Weber**

1. Welcome, sign-in, introductions
2. Flag Salute

**B. Adoption of Agenda - Monica Weber** The motion to adopt the agenda was made by Steve LaVergne and seconded and approved.

**C. Approval of Minutes**

1. **January 21, 2017** The motion to approve the minutes was made by Steve LaVergne and was seconded and approved.

**D. Reports**

1. **Treasurer's Report – Monica Weber** (for Lynne Emmons) Several items in the budget were highlighted: class of '55 donated \$3,014.49 to the scholarship fund, \$75 was contributed to the Juvenile Diabetes Research Foundation in memorial for Paul Soderlund, and the \$292.98 interest earned on an account at Heritage/WI Bank was actually accrued during 2016 though it is showing on the January 2017 Balance Sheet.

Janette Lemme asked why has the Postage Expense increased? Steve LaVergne explained that one reason is the fact he is mailing out the Totem II to new members (the members who are not renewing or have been absent for several years) and to a few non- members who may become a member after they see the benefit of receiving the Totem II. There were unexpected costs associated with the Post Card mailings and the Post Card mailings increased to support the emphasis on contacting the hundreds of member type 'TMP' who have never joined. It costs extra for return postage, some with the corrected address on them, which assists in our database information updates.

2. **Membership Report - Steve LaVergne** Since the last meeting there have been 92 dues paid. After Jackie sent an email which, along with other information, encouraged alumni to join there has been a good PayPal response with 22 joining via PayPal in the last week.

3. **All Class Luncheon Report (June 10) - Linda Strock** The graphic for the Totem II announcement (and possibly the Post Card mailing) was passed around. Jackie King will also provide a pdf version of the luncheon registration form to post on the website. The entire menu recommendation (entrees include poached salmon with tarragon aioli and herb roasted chicken with pineapple mango salsa) was read by Judy Roe. The price, late price, and late date were also presented: \$30 (late price \$35 if received or post marked after May 26<sup>th</sup>).

The Post Card mailing will include the capability to register for the luncheon as well as the capability to sign up for membership.

Verna Rossevelt offered to handle the **Archive Tables and Displays** however the **Parking/Shuttles** position is now open.

4. **Merchandising Committee Report - Bev Washburn** No report, Bev ill.

**5. Website Report – Linda Strock** Home addresses and email addresses are changing a lot. Instructions for the class representatives are being revised to include screen shots and simpler steps in the form of bullet points to assist them in updating the information of their classmates.

There was a concern expressed by Don Ford that an entire obituary was put into the database notes for a member of his class. When Suzanne Rebman was putting the obituaries in the database notes there were comments about using a lot of space for deceased information. However, Monica learned that there is ample space in our database to do so, and Ginny Munn continues to submit the obituaries as she finds them. It has been useful information for class reps, and members can look to the master list for their class and see this information.

## **E. New Business**

**1. Approval of Luncheon Recommendations (All Class Luncheon, June 10, 2017) – Monica Weber** The motion to approve the recommendations for the price, menu, late fee, late date, and advertisement was made by Tom Rankins and seconded and approved.

**2. LLAA Growth Proposal – Don Ford** He passed out two reports (see attached): one shows the total number of alumni in each class and the total number of dues paying members in that class and the other report is Don's LLAA growth proposal. Don requested that his proposals and the class counts be sent to the class representatives along with the minutes to allow the class reps to 'mull it over' and discuss possibly during the next Board meeting on March 18th.

He expressed surprise that the classes of the late '70's and '80's have relatively few members and he expressed concern that the lack of alumni for 1982-2020 will cause a significant drop in membership dues. For instance, the class of 1956 has a total of 728 alumni with 133 as LLAA dues paying members (18% are members) however the class of 1981 had a total of 387 yet has only 9 as LLAA dues paying members (2.3% are members).

Monica commented that there had been minimal effort in past years to contact these classes, and that it's the reason we targeted all the TMPs in those classes with the mailing last spring. It was also the reason much money was spent on the database as emails were not going out to the TMPs (people who had never been members). Much effort is now being made to find and update current contact info.

He pointed out the \$1035 negative balance for dues received so far this year and said this is a 'red flag'. A comment was made that many people join or renew when registering for the Luncheon or at the Luncheon.

**3. Proposal to Amend Scholarship Language – Don Ford** See Don's attached report.

**4. Recommendations of Survey - Jack McKay** He mentioned that a key concept derived from the survey results is the need for continuous organized communication with the class representatives and that they want information about what they are supposed to do and why they should attend the Board and All Class meetings. Jack recommended:

- consent agenda for ½ of the agenda so the Board can get thru the agenda faster (consent items are read before the meeting and are already agreed upon *without more discussion*)
- friendly handbook for the class reps (i.e. what to do and who to contact)
- annual meeting of new class reps to orient them
- annual survey of class reps to track/respond to what is important to them
- discussion during Board meetings should focus more on the class representatives talking to the Board about their issues ("class rep reports")

Monica Weber wants to continue having open discussions during Board meetings and wonders if participants will read the agenda packet in advance. The written reports mean more work for the Board members. Monica conveyed that she understands Jack's recommendations and wants to seek some changes.

Jackie King reminded the Board that she already sends a welcome letter and 'how to' information to new class reps. She is willing to make changes such as add contact information.

The decision was to send Jack's recommendations to the Executive Board for further consideration.

**5. Scholarship Committee: Additional People Needed – Monica Weber**

- a. **Evaluate Applications** Don Ford volunteered to join the committee
- b. **Send *Monthly Acknowledgements of Donations*** Jean Wren volunteered to send the acknowledgements out *monthly*. Monica agreed to print off the cards for Jean to use.

**6. Website Updates by Class Reps – Monica Weber**

- a. **Email Changes in Notes** The notes now will include the prior email address whenever the email address is changed. This is to ensure that the prior/invalid email address won't be added back to the member's record.
  - b. **Zdec Info (deceased members)** The membership information will now be kept for deceased members so contact information for family members will still exist. Nothing is sent out to Zdec otherwise.
7. **Other items** - Approval of the 2017 budget will occur next month after Lynne prepares and sends the 2017 budget proposal to the Board.

**F. Adjournment 12:00** - Meeting adjourned

*Respectfully submitted,*

*Judy Armstrong Roe '64, Recording Secretary*

**Next Board Meeting - March 18, 2017 10:30AM NE Branch Library (6801 35th Ave NE)**