

Lincoln Lynx Alumni Association
Board of Directors Regular Meeting
10:00 a.m.
March 18, 2017

Minutes Pending Approval

North East Branch Library - 6801 35th Ave. N.E.

Members attending (14): *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, Merchandise Chairperson Bev Washburn '57, 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 Toni McCormick '54, Class Rep James Raptis '80. One member attended virtually.*

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 Don Ford and seconded and approved.

C. Approval of Minutes

1. **February 18, 2017** The motion to approve the minutes was made by Tom Rankins and was seconded and approved.

D. Go Around - James Raptis acknowledged that just 6% membership rate shows opportunity and the need to recruit more classmates into LLAA. **Don Ford** is updating alumni data, he is making a notebook to share his 'how to' information with his successor, and emphasized that being a class rep is a lot more than submitting articles for the Totem II. **Bev Washburn** mentioned the class of '57 is planning their reunion and that Jack McKay has setup a web site. **Jackie King** is working on a class rep handbook and passed out an outline. She is sending out 3,700 post cards to the 'TMP and FRMR' classmates from classes of '65 to '82 at a cost of \$1,053 (*Seattle Mailing Bureau*). She received two lists from Seattle Mailing Bureau (note the other bidder, VistaPrint, would not supply the list of bad addresses which they had found). One list from SMB shows addresses where classmates had moved and either had a forwarding address or did not have a forwarding address. SMB will mail to those with new forwarding addresses. The other list of 116 home addresses of incomplete zip codes requires a lot more research. Linda Strock will update our database with the information provided in the two lists made by Seattle Mailing Bureau. **Sandy Smith** reported that Jack McKay is notifying about 500 classmates of the upcoming '57 reunion event. *SOS Port Townsend* did the mailing at a cost of \$270. She mentioned that Mary Johnson needs a ride to the Board meetings. Don Ford agreed to provide Mary Johnson with a ride to future meetings. **Jean Wren** said she likes the idea of a class rep handbook and the outline for the handbook. Her class reunion is next year and their battle cry is "Staying Alive for 75" (75th reunion). Eric Johnson at KOMO (Eric's Heroes) may include an announcement about this 75th reunion during one of his shows. Jean's son works at KOMO. **Tom Rankins** wants to sit down with someone to find out what 'all these emails are saying'. He receives an email whenever his '73 class data is updated.

E. Reports

1. **Treasurer's Report – Monica Weber** (for Lynne Emmons) Reviewed the Profit & Loss Budget for 2017 which had been emailed to participants prior to the meeting. The budget as shown was amended with two changes within the Membership Services-Expense category: the 'All Class Luncheon 2016-Expense' of \$0 was revised to 'All Class Luncheon 2018-Expense' of \$1,000 to cover the cost of reserving the Nile for the 2018 All Class Luncheon. The 'All Class Luncheon 2017-Expense' was changed from \$9,200 to \$9,000. The budgeted amount for the All Class Luncheon-Income (\$10,000) will then equal the All Class Luncheon - Expense (\$10,000).

Monica reminded the Board that the \$10,000 contributed to the Scholarship Fund in memory of Janice Wood Peterson '57 is in the operating funds and available for scholarship grants though, as Jackie said, adding \$10,000 to the scholarship grants (above the 2017 budgeted amount of \$26,000) for 2017 will put LLAA at an operating loss for the year.

2. Membership Report - Steve LaVergne Since the last meeting, there have been 132 dues paid. Most were paid via check (120) as versus PayPal (12).

3. All Class Luncheon Report (June 10) – Monica (for Linda Strock) Linda is going to meet with her committee including Linda Ricketts Brindle '66 (silent auction chair) soon. Linda is getting a schematic from the Nile to help her plan the arrangement of displays.

Jackie talked with Verna Rossevelt about projecting a random display of Totem pictures during the luncheon.

In response to a question about the entertainment for the luncheon, Monica said the Executive Board recommended using the fashion show (as described by Lynne Emmons in an earlier Board meeting) for the entertainment at the all class business meeting this fall. This is partly because Donald Stevenson '60 from the band Moby Grape has offered to play his guitar and sing a few tunes for the luncheon's entertainment. Steve LaVergne (one of Don's classmates) is coordinating this part of the luncheon's entertainment: sample tunes by Don Stevenson from YouTube

<https://www.youtube.com/watch?v=A8nkpzrw7FQ> and <https://www.youtube.com/watch?v=0Ad55ajHjis>.

The ***Parking/Shuttles*** position is still open. Notify Linda Strock or Monica if you can help.

4. Merchandising Committee Report - Bev Washburn She is ordering more black baseball caps because she ran out.. The logo on the cap will be more detailed. She plans to charge about \$25 per hat. Also she is planning to order 50 metal license plate holders.

5. Website Report – Judy Roe (for Linda Strock) Linda and Judy continue to remove invalid email addresses that were revealed during the last mass email. Judy emphasized that the ultimate solution is to have the class reps keep this data up to date for their classmates.

As mentioned by Monica in an email to the class reps, if a class rep sees an email with regards to an invalid email address being removed from the LLAA database, the class reps are instructed to call their classmate to get the valid email address and then the class rep needs to update the LLAA database with the correct email address or notify Judy Roe or Linda Strock who can do the update of the email address provided by the class rep.

Matthew of Handmade Designs changed the 'Alumni Master Report' web page to sort and select by maiden name if it exists.

He also reduced the size of the batches for mass emails from 500 per hour to 225 per hour to see if this helps prevent SPAM alerts. He is looking into the SPAM issues and examples of the emails which were marked SPAM were sent to him. There are many reasons why a mass email can trigger a SPAM alert, Matthew said 'spam email related issues can be protracted'.

F. Old Business

1. Class rep survey recommendations report - Monica Reported that Jackie continues to develop a handbook for the class reps. 'Go Around' the table was added to the top of the Board Meeting's agenda to ensure every class rep in attendance has time to talk to the Board. Monica is providing a suggestion box at each Board meeting.

2. Updated membership report and growth proposal - Don Ford (see below Attachments #1 and #2) Stressed that current LLAA members need to 'talk up the alumni association' and that a second class rep for each year is essential because then one of the class reps could be more dedicated to contacting classmates.

Terri '71 mentioned that several in her class have, in the past, divided up their database list and contacted classmates about joining LLAA. She also said Alice Tavern used to be a gathering spot for some LLAA alumni and one participant used to bring LLAA signup forms.

Don again expressed concern about the lack of alumni for the 'doughnut hole' period between 1982 (Lincoln closing) and 2020 (Lincoln reopens) and its potential impact on declining dues income.

G. New Business

1. **Approval of 2017 Budget – Monica** The motion to approve the budget **as amended** (see Treasurer's Report) was made by Steve LaVergne, seconded, and approved.

2. **Proposal to nominate Lynx athletic legends – Steve LaVergne** Helene Madison '31 was the 2016 Lincoln High nominee. She was an Olympic swimmer.

There were many questions such as: What is going to be the LLAA process? Will the nomination be done at the LLAA Board level or will there be many nominations submitted by each LLAA class rep? What are the criteria for selecting nominees? Who selects the final winner?

Quite a few names were proposed during the discussion (Don Coryell '42, Eddie Pepple '50, Norm Dalthorp '39, etc.). Monica advised the Board that they should eventually narrow the nominations to the top 3 (after getting as much input as possible).

Steve said he will report at the next meeting and download the nomination forms to bring to the meeting. The due date for nominations is May 1st and therefore the LLAA nomination process and selection needs to be finalized.

H. Other

1. **Dance programs from the 40's – Steve LaVergne** Showed the handmade dance programs that were contributed by the family of Diane Davidsen Mujagic '46. A display of these programs will be at the June 10th All Class Luncheon.

2. **Letterman Jacket – Monica** Displayed a Lincoln High letterman jacket that has been contributed to the association.

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

Minutes respectfully submitted,

Judy Armstrong Roe '64, Recording Secretary

UPCOMING SCHEDULE

Next Board Meeting – April 15, 2017 10:30AM Lake City Branch Library 12501 28th Ave NE, Seattle, WA 98125

REMEMBER TO TELL ALL YOUR CLASSMATES: SIGNUP NOW TO SAVE \$5

All Class Luncheon June 10th

6601 244th St SW, Mountlake Terrace

10:30 am – 2 pm

Ticket Price: \$30/pp before May 26th and \$35/pp after this date

Lunch: The Nile welcomes us back with a **scrumptious buffet of poached salmon, herb roasted chicken, wild rice, seasonal fruits & vegetables, salads, and of course, dessert!**

Signup form: [click here](#)

Attachment #1 (submitted by Don Ford)

HOW TO INCREASE MEMBERSHIP

ACTIONS TAKEN TO DATE

1. Postcard Mailing
2. Notices in Totem II
3. Other? Updating the data (numerous email and home addresses are not correct)

PROPOSALS ON THE TABLE

Solicit membership outside the alumni base (e.g., local businesses, community members, Parents of the 'NEW' Lincoln High School students under the rubric of SUPPORTER or ASSOCIATE MEMBERS...Details TBD. Aggressively market LLAA to graduating classes of the 'NEW' Lincoln High School, with a first year reduced membership fee.

OTHER ACTIONS WITHIN LLAA FOR CONSIDERATION

1. A 2nd Class Rep dedicated to contacting and inviting non-LLAA members of their Class to join.
2. Each Class Rep to make a pitch in their Totem II column encouraging readers to invite classmates with whom they are still in contact to join LLAA.
3. A presentation at the LLAA Annual Meeting with the aim of encouraging attendees to assist in recruitment of new members.
4. A presentation at The All Classes Luncheon similar to that of #3 above.
5. Class: demonstrating how to update alumni data

Attachment #2 (submitted by Don Ford)

Class Counts (1908-1982) Extrapolations

Synopsis: LLAA Secretary (Judy Roe) sent out a Report that I had requested entitled Class Counts to Board Members and Class Representatives. I have used the data contained in this Report to extrapolate some additional information, which, when used with the Report on GROWTH/MEMBERSHIP and SCHOLARSHIPS, should provide a clearer picture of the challenges facing the future of LLAA.

IMPORTANT CAVEAT: When working with data I am always reminded of 'The Parable of the Statistician' - Statistics are like a bikini; what they reveal may be very interesting, but what they conceal may be vital. Or, as Artie Johnson (Laugh In) used to say, "Very Interesting!"

For example, our figures are based on Class Size not the number of graduating seniors; there is a difference. Again, for example, my Class (1949) shows a Class Count of 616 but the Graduation Program lists 543 graduating seniors; that's a difference of 73 students.

Class Counts DO NOT take into account actuarial considerations. For example, my Class has 160 (26%) known deceased classmates (there may be more). This factor would also skew any extrapolations we might make, but they would probably be within an acceptable margin of error.

Historical Data

Over the course of 74 Years (1908 -1982) there were 27,129 students listed as Seniors. The smallest Classes were 1908, 11,12 & 15 listed with 3 Seniors, The largest was the Class of 1958 listed with 885 seniors. The average Senior Class size over this 74 year period was 367 Seniors.

Current Data

Currently we have approximately 1634 alumni as member of LLAA (based on data from the classes for which we have members ...1935 to 1982).

I calculated the percentage of membership for each class. For those classes with members in LLAA it ranged from a low of 1% to a high of 18% . The classes with the lowest percentages of LLAA membership tend to fall at the polar ends of spectrum. Bragging rights for the highest percentage of LLAA membership goes to the Class of 1956 with 133 members or 18% of the Class Count.

The approximate AVERAGE percentage of LLAA membership for Classes 1935 to 1982 is 6% . THIS MEANS APPROXIMATELY 94% OF LINCOLN ALUMNI ARE NOT MEMBERS OF LLAA!!!! (Subject, of course, to the Caveat mentioned above)