

Lincoln Lynx Alumni Association Board Meeting

January 19, 2019 – University House – 12:30PM

Pending Approval

Attendees (20): President Jack McKay '57, Vice President Suzanne Lundquist '63, Financial Secretary Steve LaVergne '60, Treasurer and Class Rep Lynne Emmons '72, Recording Secretary Judy Roe '64, Merchandising Chair Bev Washburn '57, Class Rep Mary Johnson '40, Totem II Editor and Class Rep Jackie King '67, Class Rep Barbara Curtis '63, Class Rep Dixie Hughes '57, Class Rep James Raptis '80, Totem II Co-Editor Sandy Smith '57, Darrell Posch '62, Past President Marie Avis '69, Class Rep Wayne Porter '65, Class Rep Don Ford '49, Class Rep Ron Jostol '51, Class Rep and Co-rep Monika Lirio and Jeff Taylor '79, Historian Verna Rossevelt '66. **In accordance with the by-laws, there was a quorum of at least 10 members.**

Link to detailed reports and additional information (NOTE: the page numbers identified below are within this document):

[January 19, 2019 Pre-Meeting Information Packet](#)

A. Welcome and Introductions

B. Approval of Regular October 20, 2018 Board Meeting Minutes (see page 33 of pre-meeting information packet in the above link)

Motion by Jackie King seconded by Beverly Washburn, to approve the LLAA minutes for the October 20, 2018 Board meeting. Passed.

C. Executive Committee Report, January 12, 2019 (see page 39)

D. Class Representatives and Past Presidents (see page 4)

E. Class Representative Reports Don Ford '49 has 14 alum signed up for their 70th reunion, Dixie Hughes '57 has found it helpful to create a file of classmates with sort by married name since this is the name she often sees in the emails sent to her, Jackie King '67 is editor for the spring issue of Totem II and is again seeking a replacement for the Totem II editor position, Barbara Curtis '63 learned recently that her class of '63 is involved with the June 8th All Class Luncheon and she was pleased to hear from a grade school friend who will be featured in Barb's next Totem II column, Marie Avis '69 is having fun on a committee that is planning their 50th reunion, Monika Lirio '79 mentioned there were a few get togethers (classes from the 70's) at the Blue Star Café and Pub and Monika is helping with the 40th reunion for class of '79: they are seeking an Elk to establish the connection to the Shoreline Elks. Ron Jostol '51, who is an Elk, offered to help Monika Lirio contact the Shoreline Elks.

F. Other Reports

- 1. Update on the Distribution of Totem II for December 2018-Jackie King** (see page 5) Jackie King has prepared a detailed job description and is looking again for a new Totem II editor.
- 2. Update on Association Membership Data-Judy Roe** (see page 5) A few updates were presented: the total count in the database is 28,136 alumni, 1452 are dues paying members, 4601 have email addresses, 161 requested no contact.
- 3. Update on Renovation of Lincoln High School** (see page 5 and page 28) Jack McKay focused on the photos for the Common Area and mentioned the new large logo (he is proposing LLAA donate a large logo) could possibly go in the Commons Area at the top of the stairs. The logo is described in item 12 of his long-range plans on page 28.
- 4. Update on December Financial Report-Lynne Emmons** During 2018, LLAA came out ahead in income by over \$7000: dues and luncheon income were more than predicted, scholarship giving was up. During the year, some money was moved from checking into an interest bearing savings account. Jack McKay asked "How much of the asset money is for scholarships?" Lynne Emmons mentioned about 55% is for scholarships. [Click here for link to detailed report.](#)

5. **Update on Emailing for Engagement-Jack McKay** (see page 7) Compared to the industry average open rate of 20%, the 50% open rate on the 4000+ emails sent to alumni is quite good.
6. **Update on a LLAA Thank You Card-Jack McKay** (see page 8) These thank you cards are available from Jack McKay on request. They are not the same as the scholarship donation thank you cards that are sent out monthly. Monica Weber has the template for the scholarship thank you notes which Suzanne Lundquist will do in the future after the January batch. Suzanne Lundquist will contact Monica Weber.
7. **Update on the Paver Project-Steve LaVergne** (see page 8) Alumni interest in the pavers is increasing. The number ordered so far is 214. Of the \$75 paid for each paver, \$50 goes towards the scholarship fund.
8. **Update on the Image-branding of LLAA-Barbara Curtis** (see page 9) Draft 1 will be ready in two weeks and it will go to the Image-Branding Committee for input. Later, Barbara mentioned the “short and long-range plans” presented by the President (see page 26) may be incorporated into the image-branding objectives.

G. Discussion and Action

1. **Should the 2019 Officers, Chairs, and Committee Members Be Accepted?** (see page 10) Jackie King requested these changes: Totem II Editor and Totem II Assistant (Jackie King and Sandy Smith) are temporary appointees until replacements are approved, Sandy Smith is Member at Large/Database Committee.

Motion by Don Ford seconded by Lynne Emmons, to approve the officers, chairs, and committee members as amended. Passed. The passed vote was RESCINDED with regard to the Scholarship and Nominating Committees. Another vote is required for the next Board meeting after the chairs of the Scholarship and Nominating Committees have been selected.

2. **Should the Nominating Committee Appointments for 2019 Be Accepted?** (see page 11)

The President suggested these alumni for the Nominating Committee: Suzanne Lundquist, Bonnie Lambing, Monika Lirio, and Jim Taylor. Action was delayed because the chair has not been selected. The committee needs to meet and select the chair person.

3. **Should There Be a Hall of Fame Project with Budget?-Terri Lindeke** (see page 12) Action was delayed because the Board needs more information from Terri Lindeke.

4. **Should the Following Class Reps Be Approved?-Jackie King**

Motion by Don Ford seconded by Verna Rossevelt, to approve Jackie King '67, Cheryl Brush '77, Wayne Porter '65, Monica Weber '73 as class reps. Passed.

5. **Meet and Greet with Refreshments**

6. **Should There Be a Budget for the LHS Alumni Opening Publication?-Beverly Washburn** (see page 12) Several of the items they are mulling over for inclusion in the publication: history of LHS and championships, map of LHS floors, faculty names, alumni membership signup form, and paver ordering form.

Motion by Don Ford seconded by Sandy Smith, to approve the maximum budget of \$500 for the LHS Alumni Open House publication. Passed.

7. **Should There Be a Budget for the LHS Alumni Open House Activities (Tuesday September 24, 2019, 4:30-6:00)?-Beverly Washburn** (see page 13) The event is being organized by Ruth Medsker 's team and the alumni are the guests: for instance, 17 students from neighboring high schools have been selected (as the design team) and probably will show alumni around. It is important to emphasize the open house is *for alumni*. Monica Weber is arranging for the refreshments.

Motion by Sandy Smith seconded by Lynne Emmons, to approve the budget of \$500 for the LHS Alumni Open House refreshments.

- 8. Should the Scholarship Application and Website Be Updated?-Jackie King** (see page 13) The changes to the application form and guidelines have been completed. The change to the face page in the website which must be completed by the web hosting service, HMD, is not complete. Monica Weber is communicating with HMD.
- 9. Should an Art Design Contribution to the New High School Be Considered? – Wayne Porter** (see page 14) Michael Reagan class of '65 offered to make a sketch of Abraham Lincoln as a contribution to LHS with the condition that the sketch is placed in a community area (not someone's office). Michael Reagan has a Facebook page and is quite famous partly because of his ongoing efforts to honor "Fallen Heroes". Beverly Washburn plans to talk with Michael Reagan and invite him to a Board meeting.
- 10. Should the Budget for the LLAA Merchandise Be Increased?-Beverly Washburn** (see page 14)
Motion by Don Ford seconded by Sandy Smith, to approve the budget of \$4200 (a slight increase from 2018) for the 2019 LLAA merchandise budget. Passed.
- 11. Should the President's Website Be Continued?-Jack McKay** (see page 14) The President agreed to no longer make reference to his personal website in future emails.
- 12. Should the Paver Order Form Be Updated to Allow Donating Funds to Other LLAA Projects?-Jack McKay** (see page 15)
Motion by Don Ford seconded by _____, to approve updating the paver order form with the option of donating funds to LLAA projects other than/or in addition to the LLAA scholarship fund. Motion died: no second.
- 13. Should There Be Guidelines for The Use of the LLAA Debit Card?-Jack McKay** (see page 14) No action at this time by the Board. It was reported that, during the Executive Committee meeting on 1/12/19, former Treasurer Jackie King indicated that typically just the President and Treasurer have the debit cards and this information (who and how debit cards are to be used) could be added as guidelines in the by-laws for later approval by the Board.
- 14. Should the LLAA provide a Certificate of Appreciation for New LLAA Members?-Jack McKay**
Motion by Don Ford seconded by Jackie King, to approve providing the certificates of appreciation for new members paying membership dues. Failed.
- 15. Should the President Be Permitted To Have a Separate Email Provider Account (in addition to the one already provided by the web hosting service, Handmade Designs) for LLAA Postings?-Jack McKay** (see page 16)
Motion by Dixie Hughes seconded by _____, to approve the budgeted amount of \$480 for an annual account with email provider, Constant Contact, to be used by the President for emails such as a monthly newsletter to all LLAA with email accounts. Motion died: no second.
After further discussion, the Board decided to reconsider the motion.
Motion by Don Ford seconded by Dixie Hughes, to approve the budgeted amount of \$480 for an account with email provider, Constant Contact, to be used by the President for a one year trial period to send emails such as a monthly newsletter to all LLAA with email accounts and send emails to class reps/Board members. Passed.
- 16. Should the Class Representatives Be Offered Additional Assistance?-Jack McKay** (see page 23) No discussion at this time by the Board.
- 17. Should the Officers and Chairs Undertake a Long-Range Strategic Planning Process?-Jack McKay** (see pages 24-28)

18. Should the President's Proposed Long-Range Prioritization Process Be

Accepted?-Jack McKay (see pages 24-28 for *detailed* descriptions) The Board took no action at this time. Items 17 and 18 of this agenda were combined into one discussion during which Jack McKay reviewed his "***short and long-range plans***" summarized below:

- Alumni engagement: create (via a current email technology, Constant Contact) a monthly newsletter and send to all alumni with email addresses.
- Alumni engagement: follow-up with alums who have clicked on various items in the emails.
- Alumni engagement: redesign the LLAA website to be more "user friendly".
- Alumni engagement: consider sending Totem II (pdf format) to all with email address.
- Class Representatives engagement: provide class representatives with needed data to encourage easier engagements with classmates.
- Scholarship application process: enhance the scholarship application and assistance service within the next six months.
- Membership dues: develop a "more assertive" push process to notify (on a monthly basis) alumni when their dues payment is due.
- Presidential term and succession: reconsider the term of the LLAA President (currently two years) and make it be for one-year with the option to serve two years. The Vice President would be in a succession role and have the obligation to serve as the next President.
- Image of LLAA: continue the development of the image branding project.
- Hall of Fame: consider the Hall of Fame as an ongoing annual process of seeking nominations with a minimum of 50 alums listed within two years.
- Engraved pavers: consider the "Alumni Walkway-Pathway to the Future" to be an ongoing project with the goal of 1000 pavers within three years and the paver order form provide the option for alumni to donate additional funds beyond the \$75 to go to other LLAA projects separate from the scholarship fund.
- Lincoln High School logo: provide a 6 foot logo as a gift from the LLAA fund (approximate amount for the gift is \$5000) to be placed on a large wall space in the new LHS.
- Officer commitments: implement a process whereby if the officer has 3 unexcused absences from LLAA Board meetings they will be disqualified from further service.
- Disrespect of colleagues: implement a meeting conduct code whereby if during a LLAA meeting there is inappropriate respect and courtesy, that person may, at the President's discretion be immediately dismissed from the meeting.

19. Should There Be A Survey of Class Representatives, Officers, and Chairs?-Jack

McKay The purpose is to determine "How can we help you?".

Motion by Lynne Emmons seconded by Jackie King, to approve conducting a survey of LLAA class representatives, officers, and chairs. Passed.

20. Should the 2019 "Profit and Loss Budget Overview" Report Be Accepted?-

Lynne Emmons

[Click here for link to detailed report \(see last two pages\).](#) Some changes were listed: Membership Management amount of \$480 for the Constant Contact account will be implemented, \$200 will be moved from Meeting Expenses to Miscellaneous Events-Expense because refreshment costs for the regular Board meetings will be less than originally planned. Meeting Expenses becomes \$400 and Miscellaneous Events-Expense becomes \$700.

Jackie King reviewed the various benefits of having a sponsorship level of \$1500 for the Wallingford Parade this year.

Motion by Lynne Emmons seconded by Jackie King, to approve the 2019 Profit & Loss Budget Overview Report as amended. Passed.

- 21. Should There Be Revisions to the Articles of Incorporation and By-Laws? Don Ford and Jack King** Tabled until next meeting due to time constraints. Don Ford suggested this agenda item be moved to the top of the agenda to ensure it can be discussed at the next meeting.
- 22. Should the Scholarship Application and Guidelines Be Accepted?-Jackie King** The scholarship guidelines and application form will be shown at the next meeting. Again, it was suggested this item should be at the beginning of the agenda with 20 minutes allowed for discussion. Tabled until next meeting due to time constraints.
- 23. Should There Be An Evaluation Form for the Meeting?-Jack McKay** Due to time constraints, no action.

Adjournment: 3PM

Respectfully submitted,
Judy Armstrong Roe '64, Recording Secretary

Next Regular Board Meeting

Saturday, February 23 - 12:30 pm

University House Across Interlake from Lincoln High - Entrance on Stone Way