

Schutz American Schools of Alexandria Foundation (SASAF)
Board Meeting Minutes
Saturday, July 22, 2017
The Stultz Farm, Butler, PA

1. Call to Order

The meeting was called to order by Treasurer Steve Jamison at 9:45 a.m.

Board members in attendance:

- Stephen Jamison
- Caroline Kurtz
- Susan Knight
- Bill Pollock
- Mary Beth Neely

Also present: Charlotte Weaver-Gelzer

2. Determination of Quorum

A quorum of the Board was not present.

3. Adoption of the Meeting Agenda

The meeting agenda was approved.

4. Approval of the Minutes of the March 25, 2017, Meeting of the Board of Directors

The minutes of the previous meeting of the Board were approved through a motion by Susan, seconded by Caroline.

5. Opening Remarks

Steve recognized the absence of President Paul Clark due to a family emergency and acknowledged Paul's ongoing energy and vision that have contributed so much to the development of SASAF, including the organization website and the new WikiSchutz project in development. Steve thanked all who have contributed to same and pulled together the reunion in Paul's absence.

6. Communications and Community-Building

Website Status

Susan reported that the website is now functional for all the basic things we need it to do, and is experiencing more traffic and membership activity. Karen Ezell, the webmaster hired within the last year, is working out very well and has taken over all the posting, including the News from Schutzites (aka Dear Jean emails and letters from the Schutz community reposted). Paul has met with Karen, is very pleased with her progress, and continues discussions with her and others about the WikiSchutz project.

We are at the point in the website development that contributions can be incorporated quickly and new projects can be undertaken, such as a functional online map that will not only show where Schutz family members live all over the world, but also facilitate connections between members.

Other

There was a discussion about balancing the desire to connect with old friends in the community with concerns about privacy and potential hacking of personal information by outside actors with nefarious intent. Susan said there is a privacy policy in the by-laws that should be addressed. The board feels that member information should be protected by membership-only access and perhaps limited to names and towns linked to email addresses, so contact could be made, which was agreed to be a vital goal of the map. The board also wanted a searchable database for this kind of information, so searches could start from the map (i.e., geographically), but not be limited to finding people that way.

Bill suggested we refer people to the Schutz Facebook page, leaving security to be managed by Facebook. Some percent of the membership, however, are not on social media. Susan suggested we explore how to add additional cybersecurity measures to the SASAF website, such as purchasing software that would further protect some information and parts of the website, perhaps via an https mechanism. The board asked Susan to consult with Karen and look into this, obtain cost and other information, and to report back to the board.

Susan reported that she and the webmaster were working with database manager Jane Hall and mailchimp manager Amanda Johnson on the time-consuming SASAF problem of marrying our disparate databases. The organization is currently using two active databases, one being updated manually by Jane and one being automatically updated via website member input. The former is used for many applications as needed by the board and others, primarily for sending first class mailings. The mailchimp database is used primarily by Amanda to send out SASAF email messages to the community. The manual database is based on the original robust spreadsheet prepared and maintained by Jean Stultz, containing a wealth of information about the nature of people's connections to Schutz. Susan is working with Jean and Jane to update this kind of information. As an example, Jane has prepared a list of deceased Schutzites from information received through returned first class mail, as well as website searches, and Susan is preparing for Jean a paper version of the complete manual database for Jean's review and edits. The team is hoping the databases are all in Excel or compatible format and can be easily merged. One issue may be that the mailchimp database cannot update any field of information

that does not include an email address. First class mailings (e.g., via returned mail) rarely yield updated email information.

7. Finance and Budget

SASAF Financial Position

Steve reported that the SASAF account balance was \$8,272 prior to the reunion. This strong position is due largely to the receipt of a small number of large donations by the organization in the past year; these totaled \$3,300. There are 60 people on the active dues list; dues are set at \$30 this year, but some people have paid ahead from the time when dues were \$20. Steve said that snailmail dues appeals have resulted in a good response.

Mary Beth said her sister couldn't make PayPal work on the website. Susan and Mary Beth will put Karen in touch with Debby Neely to resolve any problems.

Fundraising Ideas and Plans

Susan reported on a recent discussion that she had with Paul and Steve about launching a donation campaign in addition to a dues campaign. The goal would be to emphasize that there are two ways to contribute to SASAF: paying dues, which is not tax deductible, and giving a donation to SASAF, which is tax deductible. Both can be easily done through the website. The board agreed that two different campaigns a year is a good idea, suggesting that (1) specific reasoning be included in fundraising (e.g., "We need \$ X for operating costs and \$ Y for our new WikiSchutz project...", etc.), and (2) perhaps one campaign could be by both snailmail and email and the other only by email to save on mailing costs. We can assess the effectiveness of the new donation fundraising campaign and tweak the methods and messages based on the donations received when we launch the donation campaign.

Charlotte suggested that dues and donations campaigns and similar outreach efforts be based on keeping the Schutz community vital and connected, with messages that emphasize that dues and donations support these goals. Everyone agreed.

Caroline pointed out that the Meloy Scholarship is currently being supported by a very few members. A discussion ensued about whether this scholarship—in its current form or otherwise—is a priority of the organization and the Schutz community as a whole. If not, then perhaps the effort should be reassessed by the board and membership.

8. Other Business

2018 Grand Reunion in Portland, OR

Caroline reported that the McMenemy's Edgefield Inn, the site of the 2016 reunion, has been booked, including the coveted ballroom—probably much to the consternation of would-be

wedding planners—and therefore the date for the 2018 event was set: July 13-15, 2018. The deposit has been paid and 15 rooms have been reserved for reunion attendees (this is the maximum block size allowed to be reserved.) She urged Schutzites to call early to make their reservations. Note--if early birds reserve rooms without referencing the reserved block, we can keep the reserved rooms for later reservations. The price is the same whether you book as part of the Schutz reunion or not. It was agreed that outreach for the 2018 reunion should happen quickly and emphasize early bookings. The hotel is a popular one! Susan will work with Amanda to get this done as soon as possible.

Caroline has called around about related activities, such a steamboat cruises for a more sedentary group activity or paddleboat and canoe rentals for more active individual adventures. It was suggested that a survey be sent to the membership to see which one(s) to pursue. Caroline will send Susan a list of activity options for such a survey to be created and sent out.

Meloy Scholarship

Steve reported on Paul's difficulties connecting with Massimo Laterza at Schutz School on the proposed changes to the Meloy Scholarship. It was agreed that Mary Beth will try to reach Head of School Baker again and Paul should reach out to the Principal (listed on the school website) with the goal of engaging one or more Schutz School personnel not only for decisions on the scholarship, but also for ongoing communications between the school and SASAF.

It was reiterated that the scholarship is not an SASAF/Schutz family community-wide activity if only 1-2 people are supporting it. We currently have little to no proof that even the new scholarship concept—much less the old scholarship framework—is supported by the membership.

Steve said the scholarship will be revisited in a future meeting.

WikiSchutz

Charlotte reported for Paul on the progress to date on having a website similar to Wikipedia for Schutz history and memories. The issue at this early stage is: Are people really interested in pursuing this?

The wiki is a repository of knowledge that the community contributes to and/or edits. A team moderates community-added information. Everyone can see and work in this wiki environment concurrently. On a hosting site anyone can view and registered users can participate in and contribute to content, while moderators/administrators control content by immediate viewing rights for releasing user information to user view. With a hosting site, we could choose whether anyone can make revisions or whether the site would be closed to text additions, but open to comments from anyone. Charlotte does not recommend a blogging site, which is limited to many people seeing the information.

The wiki software is free. There are 3-4 different formats, some more flexible than others with different functionality. Pictures are accepted and links can lead to other website pages outside the wiki. However, outgoing links are just that, and users cannot return to the wiki from an outside page.

Charlotte suggests the following plan to populate the wiki:

- A. The creation of the base information is most effective as a skeleton. (She and Alice Meloy are working with a web person, Jason, to organize the Schutz history materials. All the posted information must be typed in.) Charlotte proposes that Alice put in a summary history of every year of the school from 1924-1994-5. (More recent years are not included because that information available is thinner and mostly limited to financial data. The real meat is 1924-1975.)
- B. The names of Schutz students and staff would be listed, excluding the ground people. (The latter could be added separately by email moderators, but currently that information is thin and depends mostly on memory, as yearbooks did not name individual grounds people.)
- C. Registered users could comment.

Charlotte shared with the board via email link a sample of the proposed organization of the site.

The issues for the wiki include a copyright concern. If someone posts a picture, who has the copyright? This needs to be addressed if only to make sure the pictures are not lifted and used elsewhere. Another copyright issue is that some documents underlying the skeleton information are the property of the Presbyterian Historical Society (PHS). A board member asked if we could obtain permission from the PHS to use the information and Charlotte said yes. Was permission already granted by virtue of Charlotte and Alice having access?

There was a discussion about whether the wiki should be open or membership-controlled. Schutz School and the community foster and are based on an open and welcoming philosophy. Charlotte said the current SASAF website would link to the wiki. Susan said a goal of the wiki should be to encourage use of our website. The wiki will energize the interest level of the community in general.

Decisions to be made:

- Should we proceed to explore this WikiSchutz concept?
- Who will pay for hosting the wiki site and how much will it cost? (The current site was created by Jason as a test site.)
- What are the initial and ongoing maintenance costs?

It was proposed that the parameters for proceeding be referred to Paul to put into a resolution emailed to the board.

Board Nominations

Steve reported that five board members' terms were expiring in 2017: Amanda, Susan, Bill, Ed Nicholas and Kim Smith. Amanda, Susan, Ed and Bill have agreed to serve another term. Unless the board hears from Kim Smith, she will be retired from the board. It was noted that Bill has served on the board for 40 years.

Susan said she had asked Marilyn Watkins to consider being put into nomination for board membership.

9. Next Meeting of the Board

This item was not taken up by the board; it will be deferred to the president.

10. Adjournment

The meeting was adjourned by Treasurer Steve Jamison at 11:35 am.

Prepared by Susan Knight