

Schutz American Schools of Alexandria Foundation (SASAF)

Minutes of the Meeting of the Board of Directors Conference Call September 1, 2019

Call to Order

Paul Clark, president, called the meeting to order at 4:04 p.m. EDT

Determination of Quorum

Directors attending the meeting were:

Paul Clark
Mary Beth Neely
Steve Jamison
Susan Knight
Bill Pollock
Caroline Kurtz
Jane Hall
Marilyn Watkins

A quorum was declared.

Adoption of the Meeting Agenda

The agenda was unanimously approved.

Approval of the Minutes of the November 18, 2018 Meeting of the Board of Directors

The minutes were unanimously approved as written.

Communications Report

Susan noted that they did not do any mailing this past year as there was no reunion. Communication was handled by posting incoming items on the website. New Schutz history pages were added to the SASAF website, coordinating with the wiki-Schutz website. She has received a few inquiries on connecting to wiki links. Karen will work with Charlotte and Jason to respond. More historical information is going up on wiki-Schutz. Susan has a suitcase of materials and information from Jean Stultz from several years ago that she will review for

posting. Many more Kalams are up. If any have editions that haven't been posted, please send/lend them to us so that they can be shared.

Paul noted that we have been getting positive feedback on wiki-Schutz. Bill and Steve said there was great progress. We need to encourage people to check it out. Paul will send a note to Charlotte and Alice to thank them for their continuing work. He had been hoped that there would be a dynamic feature where responses and contributions of personal memories could be captured. Bill noted that what has gone up so far is from earlier years and as other years are added, there may be more people who want to reflect.

Financial Report

Steve reviewed his submitted report. The annual budget runs to around \$4,500 including \$1,500 for the Meloy scholarship grant, so our general operating cost is about \$3,000. Dues received have been around \$1,000 per year. So far this year, we have about \$600 in dues. We have about 10-12 more who typically send checks. PayPal ensures consistency even though we have to pay the 3%.

Communications cost for 2018 was much higher as we were getting the wiki-Schutz site set up. Costs will likely be \$1,500 - \$1,700 for this year for both Karen and Jason.

The current bank account balance is \$7,737.55, of which \$1,535 will be paid for the 2019 Meloy Scholarship. Donations to the Meloy Scholarship fund received last year covered SASAF contributions for 2018 and 2019. There have been no donations for 2019.

Last year we had a major "challenge" grant of \$2,000. The response to match the grant was outstanding. We received just under \$2,895. Total donations for 2018 tallied just over \$9,000, including \$4,500 from an anonymous donor to help finance the 2018 Oregon reunion. This indicates that people are willing to contribute when they know there is a need. The fundraising will be necessary to keep us where we need to be. How do we best go about that?

When making a large donation it is better to contribute a large amount by check as PayPal takes 3% for handling the transaction.

Susan suggested getting more people on autopay for paying dues. She noted that, once set up, you get an email to remind you. It is the easiest way to count on dues coming in. In the past, asking for dues was bundled with reunion emails. This year, she will send out a separate email noting all the ways you can pay. If helpful, Karen will set it up for or with individuals if anyone has difficulty with PayPal. There was discussion about Karen's cost and time spent guiding individuals about Pay-Pal.

Paul suggested a goal of 100 individuals to pay dues, which would cover our annual expenses. He proposed to set a target for this year, going from 20 to 50 people who are auto-paying dues. He said that it helps if people who have paid are listed. Generally, Board members agreed that this was a good motivator. Susan and Karen will get something out soon and then again in late May or June.

Steve said we need to offer something to people to encourage dues payment. He recognizes that this requires someone doing additional work. One idea is to send out an email with a question whose answer can be found in wiki Schutz or on our website. The number of times was discussed as we do not want email fatigue. Four was determined to be a workable number. It was agreed that we need to do something to make the dues email show people what they are getting for their dues. Marilyn suggested that we choose a certain time per year that we focus on dues payment, possibly July. It was suggested that we always include the links within the email. This would be for wiki-Schutz, the web site and for PayPal.

Fundraising

Paul expressed that he was grateful that everyone responded last year. If we do this right either on an annual basis or less frequently, he believes that we will be able to make something work, noting that tax-deductible donations may over the long run be the better way meeting out funding requirements. We need a method that is regular and sustainable; we don't have to invent something new every time. Caroline said that matching works. Steve agreed that a challenge fund approach appears to be the best method for fundraising. He said that matching gives a timeframe for donations and some sense of participatory responsibility. He noted that many are not in a strong position for donating and that it would take 10-15 to meet the need, without people feeling used. Last year 23 people participated in the challenge appeal.

There was a discussion on how to handle the donations issue. Paul would be willing to commit on an ongoing basis as part of a core group of donors that would contribute to an annual challenge fund.

Susan noted that the web site has an avenue for donations. She will talk with Karen to see if there is a way to get people to donate monthly or annually. It was noted that having the entire Board participate and letting everyone know of our commitment is a good idea.

The Board agreed with the idea of putting together the match. Steve noted that not everyone on the Board would be expected to contribute in an equal amount. We don't want anyone to feel pressured. The amount each Board member contributes does not need to be known. Paul suggested that an annual fundraising target be set by the Board and that Steve could "pass the hat" at the Board level that would then establish the challenge amount. The challenge ratio presented to the membership could be set to meet the annual target.

Susan noted that November is a good month to do this and put the membership appeal deadline for the end of the year.

Steve and Paul will confer to devise some sort of plan and set a timeframe for the next fundraiser.

Other Business

- a. *2020 Reunion in Emerald Isle, NC:*

Paul and Susan are getting started with plans. The plan is to rent a number of properties within walking distance of Paul's beach house. Several homes would be rented on an incremental basis, as the reunion registration increases. The houses will be rented for a week and people can come for as long as they like. A formal agenda will be made for Thursday through Saturday, with people departing on Sunday.

Paul noted that participants at the 2018 Oregon grand reunion seemed to think it was a good idea. Rents are about half in off season and availability is good. Mary Beth said the off-season would be best, but Spring better than Fall to avoid hurricanes. The Board agreed to schedule for the month of May.

Rent and food are the primary expenses for the week. People can manage food on their own during the week and then have some shared communal meals during the week-end of activities – pot-luck, catered, perhaps a picnic on the beach. There are plenty of restaurants, as well. There are two regional airports within 30 minutes of Paul's home. Other than housing, the biggest cost will be travel, as is usual for attending reunions.

Sue and Paul will put together a plan and share it with the Board. Paul's intention is to get 2-3 properties rented to start the process.

b. Schutz School Resident Alumni Mentoring Initiative:

Paul reviewed the communications that have been held between Tom Bower and the School on setting up a resident alumni program at Schutz. Paul noted that the Bowers propose that they initiate the program with a semester-long stay and would thereafter hand-off the program to SASAF. Neither Steve or Paul have made a commitment on behalf of SASAF.

Bill noted this this appears to be an effort to resurrect the previous system of recruiting teachers and administrators to assist at the School and that several alumni have gone to Schutz for blocks of time. He noted that he and his wife Carolyn had been at the School when Tom and Jean Bower were there in the 1970s. He feels that this should be the School's responsibility. Steve agreed.

Caroline said that the Bowers and the School need to know that we are a loosely structured organization and could have no responsibility for people who might be interested. She said that the previous system for alumni volunteers working at the School ended decades ago and the difference in this case is that it appears to be a more structured program.

Paul noted that the Bowers idea is different from his earlier idea for recruiting Schutzites to visit the school in groups for specially designed, short-term events such as seminars and/or other activities to augment students' educational and life-of-the school experience, but his idea and the Bowers' plan are not mutually exclusive. Paul believes that there would be people interested in participating. Discussion on the initiative should be an item for the 2020 reunion.

Following discussion, it was determined that:

- SASAF would not formally sponsor the program. We can see if individuals might be interested in furnishing applications to Schutz School.

- The School will be responsible for defining requisite qualifications and vetting/selecting candidates.
- We cannot take any responsibility for individuals who volunteer.
- Our only formal role would be to advertise the program with Schutz alumni and furnish names and background information to the School.

Paul will get back with Tom and let him know of our discussion. We will be happy to facilitate the recruitment of volunteers, explore with Tom and the School interest in arranging supporting activities, but we will not commit to having the program handed over to SASAF.

c. Annual SASAF Meeting:

Paul noted that, since we are changing the reunion format to every other year, we need to meet the bylaws requirement for an annual meeting this year, which is pro forma for the most part. We can schedule another Board meeting later in the Fall and get word out that this will serve as our 2019 annual meeting. It was also suggested that we could change our by-laws. Paul said he believes that Delaware-registered corporations by rule require annual meetings, but he will investigate the legality of modifying the by-laws to dispense with annual meetings and hold the meetings concurrent with reunions.

d. Board nominations:

The Board terms of Tina Sharif and Deborah Martin expire this year. Paul requested nominations for the up-coming annual meeting.

Next Meeting of the Board

Next board meeting will be no later than mid-October.

Adjournment

Paul adjourned the meeting at 5:20 p.m. Eastern time.

Minutes prepared by Marilyn Watkins with input from Susan Knight