

Schutz American Schools of Alexandria Foundation (SASAF)

**Minutes of the Meeting of the Board of Directors
Conference Call
January 27, 2018**

Call to Order

Paul Clark, president, called the meeting to order at 3:03 p.m.

Determination of Quorum

Directors attending the meeting were:

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

A quorum was declared.

Adoption of the Meeting Agenda

The agenda was unanimously approved.

Approval of the Minutes of the December 2, 2017 Meeting of the Board of Directors

The minutes were approved as written upon a motion by Steve and seconded by Susan.

Opening Remarks

Paul said that the meeting would be limited to two agenda items and that he would like to keep the meeting to one hour. Steve to discuss his communication with Charlotte Gelzer-Weaver regarding the emerging Schutz wiki initiative and Caroline to report on the schedule and budget for the grand reunion in Portland July 13-15.

On-line "Wiki-Schutz" Initiative

Steve reported that there had been some mis-communication with Charlotte. The Board had approved the go-ahead and spending level. Charlotte did not understand this, which delayed the roll-out of the first wiki pages. The plan is now to have this done by March or later. He said that the database also came up as a question, and the board needs to make a decision about this.

Steve asked if there was a consensus to review the wiki after a year regarding what has been done and the level of usage, and then consider the level of continuing support. The funding was to support the wiki's development and testing, with a review of how to proceed in expanding the wiki.

Paul asked Marilyn to reiterate her question about the criteria for what constitutes "success" in terms of approving further expenditure on the wiki. She said that functionality and usage should determine whether to continue after the first year. Paul said that our criteria should be to guide how the wiki is developed and to work with Charlotte and her team on formulating the wiki to meet the expectations.

Caroline asked Steve if "ownership" extended to decision-making for the wiki, and if so whether this was clear with Charlotte. Steve confirmed both questions, the Board will do the review and will have the decision-making authority.

Paul noted that as a practical matter, the board controls the funding and so has the decision-making authority. He asked Steve if Charlotte acknowledged that the authorized spending limit was acceptable. Steve replied in the affirmative. Susan asked if the board's authorization covered one year or two years. Paul and Steve confirmed that the board authorized a one-year test with a funding limit of \$1,200. Susan asked that we should communicate this understanding to Charlotte.

Paul then asked the Board to consider the question of how the wiki's review will be conducted. He noted that Charlotte, Alice Meloy and Jason will be devoting a lot of effort and time and so deserve our support and gratitude, but that they have the option to cease their efforts at any time. If the wiki is not working, what could we do to make it work better?

Caroline said to be sure that there is an evaluation that includes the entire board. Susan said that there was no reason to delay the first level evaluation to a year past when the wiki is up. Marilyn observed that it will entail a process, and that this should be communicated to Charlotte as well.

Steve suggested that we do the review at the reunion in July. This would give everyone time to interact, and give them time to build more. Paul said that he has asked Charlotte if they want time on the reunion schedule, and she said yes. Susan recommended that we put a wiki session on the reunion schedule that we send out.

Paul noted that Charlotte and Jason have been thinking about connectivity with the website at a small expense. We need to find out what they have in mind. Steve said that they were planning a direct link.

Steve raised the question of access to the alumni data base. Jane noted that privacy is a major issue for people these days and that some might not want their contact data distributed. She proposed that Charlotte be given contact information for the specific people she wants to contact. The board agreed, and Paul asked that Steve suggest this to Charlotte and for her to make the request directly to Jane or to Susan.

Susan noted that there is a by-law concerning privacy, which might need updating, and that this issue should go on a future board agenda.

2018 Grand Reunion in Portland, Ore.

Caroline went over the proposed schedule and budget. Paul noted the need to add a wiki event to the schedule. He suggested the Saturday evening time-slot after the banquet, since everyone would be assembled. Caroline said that we will all be assembled for the Saturday afternoon general annual meeting, and that this might be a good time.

Caroline said that there are many events at Edgefield in the outdoor arena. There is an open-air concert Friday night and if we are outdoors we will hear the music. If someone wants to attend the concert, we can arrange tickets. She said that a common comment on the 2016 reunion was that it was tightly scheduled and there was not enough “hang time.” We will have the ballroom all day Saturday and could have tables and chairs arranged, use it for groups, displays.

On the matter of the reunion cost and the registration fee, Caroline explained that the cost driver is the catered meals on Saturday. The \$4,500 cost of the banquet room is offset by payment of catered meals. She noted that Edgefield has more expensive food than at the 4-H Center at the Washington DC reunion and the more people, the higher the cost, hence the registration fee has to be higher. Since we will have more people at this reunion than we did at Edgefield in 2016, we won't have to include the banquet hall cost in the registration fee. We had a generous anonymous donor for the 2016 reunion, which had the effect of subsidizing the meals. She said that the donor has made a similar contribution for this year's reunion, but since we may have double the attendance, the subsidy/donation will not go as far this year. She said that even with the subsidy, the reunion budget would require a higher fee this year and that this may be hard to sell. She noted that people attend the reunions for interacting with their Schutz friends and the higher cost may keep people away.

Steve asked about other incidental costs such as projectors and screen and transport. Caroline said that the reunion budget had these items covered. On the matter of buses, each holds 36-47. Paul suggested that we wait to book buses in June, when we will know the attendance. In D.C. most wanted to go on the tour, but Edgefield has a lot to do and more might want to just hang around. Caroline agreed that we might only need one bus

and see if people with cars are willing to help. She said that her budget estimate for everything indicates a registration fee of \$85 per attendee, assuming 70 attendees.

Jane asked about having a two-tiered pricing, one at \$85, and one at something like \$65 to ensure that people attend. Caroline said she liked that solution, but that we should plan on a shortfall of around \$1,400. Steve suggested that SASAF cover this difference. There is about \$7,400 in the checking account. Consider \$1,500 for the Meloy Scholarship, \$1,500 for contingencies, we could comfortably cover \$1,400.

Susan asked Steve if the SASAF funds balance was after deducting both the 2017 and 2018 Meloy Scholarship contributions. Steve said no. Paul noted that, even with the scholarship costs and the wiki cost, we could cover the gap of \$1,400 for the reunion, and that we also have our fundraising target of \$5,000 this year. Steve agreed.

Susan asked if the catered meal costs vary depending on the number attending. Caroline said that meal costs are set per person; the larger the group, the larger the total cost. There was discussion on how many might attend. Caroline noted that another issue is that some spouses came and did not register, but came to the banquet. We had to pass the hat and collect the cost. Paul noted that over \$1,000 was contributed on the spot. He said that he is more concerned about too high a price discouraging attendance, especially for people not on the West Coast.

Jane suggested a fee of \$65 for early registration, and \$85 for registration before the deadline. That would limit what the SASF would need to cover and would encourage early commitment. Caroline proposed the following: \$65 for early registration, \$85 after the deadline, and \$40 for family who want to attend the banquet, but not register for the reunion.

Susan proposed \$70 for early registration, and \$85 for those registering later. Digging into reserves is a concern with changes in the tax laws regarding the impact on charitable giving. The Board agreed to this proposal, with April 30 as the early registration deadline.

Deborah asked what the exact dates are of the reunion, and if there are rooms still available. Caroline said that people are expected to check in on the 12th and depart on Sunday, the 15th. She added that there are a few rooms still available at Edgefield, and that other nearby hotels are also an option. She noted that people need to mention Schutz when they call Edgefield.

Susan said that the dates and hotel information are provided on the website under 2018 Reunion. She added that mailing will also go out soon.

Tina said that she would like to contribute somehow, but that she would not be able to attend. She said she could help with fundraising ideas and could work on website design.

Caroline said that we need to have someone in charge of fundraising. Paul agreed and said he would work on soliciting volunteers. Caroline will talk to the reunion team in Portland about fundraising ideas.

Susan asked Caroline to complete the registration packet and send it to her and Karen Ezell.

Next Meeting of the Board

Paul said that he will call another meeting of the board in the Spring.

Adjournment

The meeting was adjourned at 4:18 p.m. EST

Prepared by Jane Hall