

# Schutz American Schools of Alexandria Foundation (SASAF)

## **Minutes of the Meeting of the Board of Directors Conference Call May 13, 2018**

### 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

A quorum was declared.

### Adoption of the Meeting Agenda

The agenda was unanimously approved.

### Approval of the Minutes of the January 27, 2018 Meeting of the Board of Directors

The minutes were unanimously approved as written.

### Opening Remarks

Paul said that he would like to keep the meeting to one hour, focusing on communication, finances (including fundraising) and the July reunion.

### Communications

#### a. Website

Susan reported on updates to the site, including added photos. An on-going communications question is whether 1<sup>st</sup> class mailings should continue. Jane reported that the data base is becoming more complete and more accurate and it is now password-

protected. There was general agreement that protecting information is important, but at the same time, the objective is to help people connect. Paul said that Schutz School also asked for the database. After more discussion, it was agreed that we will keep access limited to specific requests for individual contact information and Paul will put this on the Portland agenda. He also indicated that we need to look at by-laws regarding privacy policy.

There was further discussion about snail mail. Costs could be reduced by using bulk mail rather than 1<sup>st</sup> class, but that requires more effort (sorting, permits, etc.). The consensus was to continue with 1<sup>st</sup> class mailings, as the objective is to keep people connected and some do not use electronic communication.

#### b. Wiki-Schutz Update

Steve reported that there is progress. He recently spoke with Charlotte Weaver-Gelzer, and Alice Meloy has sent three years of information to her. They are putting links together and scanning in documents and photos. Charlotte and Jason are working on placement and will add narrative. The goal is to have three years up and running by the reunion, even if it is not final. There will be enough structure to give a sense of the objectives of Wiki-Schutz.

Paul asked if the project is on budget, and Steve responded that there have been no payment requests yet.

### Financials

#### a. SASAF Financial Position

Steve reported that SASAF has about \$6,000 in annual expenses, operating costs and the scholarship. The current balance is about \$7,550 with reunion registrations. 2017 contributions equaled about \$2,400 and dues another \$1,360. So we are short of \$6,000 and need to address this deficit.

Paul indicated that \$1,500 should be the minimum for the Meloy Scholarship, so we really need to get to \$6,000. There are almost 100 registrants on the website, a base that might pay dues, but only half paid in 2017. Half (or more) of contributions came from one donor. We clearly need to fix this and should go to the membership and get feedback.

#### b. Fundraising

Paul proposed three aims: 1. Discuss ideas. 2. Develop a clear plan and name a team to stay on this. 3. Address the problem of unpaid dues. Be ready at the July reunion in Portland to lay it out and adopt a plan. Make it simple and appealing and seek wider participation.

There was agreement that meeting our financial needs/goals is doable. Paul will distill ideas into a workable plan and circulate specific methods, targets, and means of implementation.

Caroline asked we could make it easier to pay dues, apart from the website. Susan reported that up to this year it was included in Mail Chimp and the annual snail mail.

Paul suggested that a direct one-on-one appeal might be more effective. A personal email, perhaps from him, to site registrants and reunion attendees, assuming this is the likely core support group. Should such a letter also be on the website?

Jane agreed that a letter could not hurt, and Susan suggested that Mail Chimp could also send the letter. Caroline also agreed that a direct appeal for contributions is possibly more productive. Knowing what is needed and where the funds go helps people see how their contribution matters. Include a chart showing how much different levels of support contribute to the total needed. She agreed to draft something showing this to go in Paul's letter. Steve agreed that direct requests get more response than generic appeals.

People registered on the website combined with reunion attendees total about 130. That would be the initial target list for direct appeals for contributions. Jane indicated that Karen Ezell is the person to create the combined list.

#### July 13-15 Portland Grand Reunion

Caroline reported that she does not have the most recent numbers, but registrations are low, about 30, whereas 60-70 is more typical for the grand reunions. She is focused on having the best reunion possible and not on size. The weekend turns out to create a conflict for a significant number of people who have indicated they would like to come, but cannot. It was noted that the majority of Schutzites are still east of the Mississippi, so Portland is a reach.

Marilyn is working on registration and Ruth Sandilands is checking on transportation for the tour of Portland. Caroline will work on other activities, including glass blowing demonstrations, wine tasting is an option, and the Wiki presentation and discussion will take part of a day.

Paul asked what the smaller group does to finances. Caroline indicated that the ballroom rental is covered by a donation and meals are paid for in registration, so financially size is not an issue. There was no deposit on a bus for the tour, so there is flexibility there.

Paul agreed that plans seem about right. People will find things to do and will just want to visit with each other.

#### Other Business

Two Board members have terms ending. One has not participated. Caroline agreed to stay on, but not as an officer. Paul asked all to think about nominees who would be good additions.

#### Next Meeting of the Board

The next meeting will be at the Grand Reunion on Saturday morning, July 14. Paul will make arrangements so that those not attending can call in.

#### Adjournment

Paul adjourned the meeting at 5:00 EDT.

*Prepared by Jane Hall*