

# Ohio State Rocky Mountain Alumni Club

Board Meeting

March 12, 2009

## Invitees / Attendees (X)

Name		Name		Name		Name		Name	
Christian Schwartz	X	Kathryn Wilson	X	Corinne Evege	X	Matt Gingrich	X	Gail McClurg	X
Mark Zeigler		Leann Gurney		Barbara Imes		Ben Storck	X	Michael Hanayik	
Bryan Evege	X	Valerie Gildea	X	Brittany Konvolinka		Brad Highland		Kristin Measamer	X
David Johnson		Maureen Quinn		Chris Bansek	X				

## Agenda / Meeting Minutes

Topic	Discussion	Follow ups / Vote Results	Owner / Due Date
Meeting Open	<ul style="list-style-type: none"> <li>▪ Agenda Review</li> </ul>		
General Alumni Meeting	<ul style="list-style-type: none"> <li>▪ Event is scheduled for Friday, June 12. This will be a dinner event.                             <ul style="list-style-type: none"> <li>▪ We should invite CO Springs club and their scholarship recipients as guests.</li> </ul> </li> <li>▪ Randy Gradishar will be speaker.                             <ul style="list-style-type: none"> <li>▪ Works in community outreach for Phil Long.</li> <li>▪ Speaker topics: paying it back to the community, announce the scholarship winners, announce some of our events.</li> </ul> </li> <li>▪ Matt will follow up with Randy on the following:                             <ul style="list-style-type: none"> <li>▪ Can we make Phil Long a sponsor in exchange for the commitment to have Randy's schedule confirmed?</li> <li>▪ Can he sign some things for the silent auction or for next year?</li> <li>▪ Can we do volunteer work with him?</li> </ul> </li> <li>▪ Is it an option to have his name associated with the scholarship? Kristin will follow up with Ohio State.</li> <li>▪ Katie is working on a flyer to advertise the event (paid for by OSU). This is projected to go out in April.</li> <li>▪ Additional volunteers needed for the planning committee.                             <ul style="list-style-type: none"> <li>▪ Valerie has volunteered to focus on sponsorships</li> <li>▪ Kristin and Chris have volunteered to focus on the silent auction</li> </ul> </li> <li>▪ Silent auction:                             <ul style="list-style-type: none"> <li>▪ Targeting 15-20 items</li> <li>▪ OSU Alumni Club will coordinate getting some items signed by Archie, RMAC just pays for the items and for shipping</li> <li>▪ College Traditions will provide catalogs that we can make distribute at the meeting – Corinne is managing the relationship and will ask them if they will donate too</li> <li>▪ Every Board member has been tasked with getting 2 items for the auction                                     <ul style="list-style-type: none"> <li>▪ Speaking points: we are collecting items that will be auctioned off for</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Follow up with Randy on various meeting related items</li> <li>▪ Follow up with Ohio State regarding ability to name the scholarship</li> <li>▪ Procure silent auction items – 2 items per Board member</li> <li>▪ Procure game watch location silent auction donations</li> <li>▪ Follow up with Graeters regarding putting a coupon on the club's web site</li> </ul>	<ul style="list-style-type: none"> <li>▪ Matt 3/20</li> <li>▪ Kristin 3/20</li> <li>▪ All Board Members 5/31</li> <li>▪ Game Watch Chairs 5/31</li> <li>▪ Katie 3/20</li> </ul>

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	<p>contributions to a scholarship fund; we will put your company name on the back of the program; this is not considered a tax deduction</p> <ul style="list-style-type: none"> <li>▪ Game Watch Chairs should request a minimum \$50 gift card from each location</li> <li>▪ Christian will coordinate obtaining a stack of Buckeye Bulletins to distribute</li> <li>▪ Centerpieces will be unique OSU items that attendees can purchase.</li> <li>▪ Graeters is excited to participate in big ten picnic or alumni meeting or both                             <ul style="list-style-type: none"> <li>▪ They will donate ice cream to the event (e.g., sundae bar).</li> <li>▪ Katie owns this relationship and will follow up to determine if we can put a coupon on our web site.</li> </ul> </li> <li>▪ Katie does not have any finance requests yet for the meeting but will let Ben know as soon as possible.</li> </ul>		
Elections	<ul style="list-style-type: none"> <li>▪ Gail will own setting up elections.</li> <li>▪ Plan to introduce candidates at the general alumni meeting, and then open up the online voting following it.</li> <li>▪ 1-2 weeks before the meeting, we will send out flyer gauging candidate interest.</li> <li>▪ Conduct online elections through June.</li> <li>▪ Announce new Board in the beginning of July.</li> <li>▪ Transition period to new board to follow.</li> <li>▪ We need clear role definitions and expectations.                             <ul style="list-style-type: none"> <li>▪ All Board members need to submit their job descriptions to Katie by the next meeting.</li> <li>▪ These will be reviewed at next meeting.</li> </ul> </li> <li>▪ Ohio State rejected the club's version of the Board charter.                             <ul style="list-style-type: none"> <li>▪ Christian will consolidate the bylaws (bylaws are everything we can change) and we will review/approve at next meeting.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Submit Board role definitions and expectations to Katie.</li> <li>▪ Consolidate bylaws for review at next meeting.</li> </ul>	<ul style="list-style-type: none"> <li>▪ All Board Members 4/9</li> <li>▪ Christian 4/9</li> </ul>
Scholarship Selection	<ul style="list-style-type: none"> <li>▪ Ordered 2 scholarships.</li> <li>▪ Both candidates are excited to come to the general alumni meeting</li> <li>▪ State of Colorado gave 4 scholarships – 2 from Colorado Springs and 2 from Rocky Mountain</li> <li>▪ <u>Future Consideration</u>: Is it an option to combine the 2 clubs for one endowment?</li> <li>▪ Press release for local outlets has been prepared. We will distribute it once Ohio State confirms the selections/candidate acceptance.                             <ul style="list-style-type: none"> <li>▪ Valerie and Katie have contacts / can help Kristin with distribution.</li> </ul> </li> </ul>		



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	<ul style="list-style-type: none"> <li>▪ They will let Kristin know by mid April.</li> </ul>		
Board / Club Communications	<ul style="list-style-type: none"> <li>▪ Need better communications with alumni, board, and club members.</li> <li>▪ As a board, we need to promote better communication and accountability.                             <ul style="list-style-type: none"> <li>▪ If someone needs help, they should ask for it.</li> <li>▪ If the clubs needs something, board members should respond.</li> </ul> </li> <li>▪ Suggestions for improvement:                             <ul style="list-style-type: none"> <li>▪ Conduct a board only social gathering to promote relationships</li> <li>▪ Prior to all board meetings, have all members submit a summary of recent club related activities and tasks.</li> <li>▪ Consider creating an RMAC Board list serve/yahoo group/Facebook page to promote ideas and communication</li> <li>▪ Bryan will put a link to the Facebook group on the Website.</li> </ul> </li> <li>▪ Email Communications:                             <ul style="list-style-type: none"> <li>▪ Bryan will develop a set schedule for communications</li> <li>▪ Valerie will be the central collection point for web site copy. She will collect the copy and massage it to make it ready for distribution.</li> <li>▪ Emails will be distributed 1 week after the Board meeting – the 3rd Thurs of each month.</li> </ul> </li> <li>▪ Marketing                             <ul style="list-style-type: none"> <li>▪ Yes we can sell banner space on the web site, but need to determine pricing structure.</li> <li>▪ Do we want to refresh the logo for the club?</li> <li>▪ Once the logo is updated, we can come up with marketing materials (e.g., business cards for Board members, flyers, etc.)</li> <li>▪ Valerie will write up ad copy for the web site seeking resource assistance:                                     <ul style="list-style-type: none"> <li>▪ Need a photographer, graphic designer, web person, etc.</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Add link to Facebook group on the RMAC web site.</li> <li>▪ Write ad copy seeking resource assistance.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bryan 4/9</li> <li>▪ Valerie 4/9</li> </ul>
Fundraising Ideas	<ul style="list-style-type: none"> <li>▪ Return stamp                             <ul style="list-style-type: none"> <li>▪ Company will buy a unique URL and track all the sales from it</li> <li>▪ Each stamp sold nets \$8 to the club; additional products sold net \$2 each to the club</li> <li>▪ We can put a link on our web site.</li> <li>▪ No cost to us – just effort to set it up.</li> <li>▪ <u>Vote:</u> Set up the return stamp fundraiser</li> <li>▪ <u>Vote:</u> Link opens to Ohio State products only                                     <ul style="list-style-type: none"> <li>▪ Options are to have link point to everything on the company's web site or just point to the Ohio State page</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Yes: 10</b>, No: 0, Abstain: 0</li> <li>▪ <b>Yes: 10</b>, No: 0, Abstain: 0</li> <li>▪ Follow up on adding a link to all products from the Ohio</li> </ul>	<ul style="list-style-type: none"> <li>▪ Corinne 4/9</li> </ul>

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	<ul style="list-style-type: none"> <li>▪ Corinne will follow up to determine if they can add a link to the full company web site from the Ohio State page</li> <li>▪ College Traditions rebate                             <ul style="list-style-type: none"> <li>▪ Special promotion code nets the club a 15% rebate on all purchases</li> <li>▪ Link to the College Traditions web site does not automatically populate the promotion code, however we can put the link on our web site and note in large font that you need to use the promotion code</li> <li>▪ No cost to us – just the effort to set it up.</li> <li>▪ <u>Vote:</u> Set up the College Traditions rebate</li> </ul> </li> <li>▪ Buckeye Trivia Book                             <ul style="list-style-type: none"> <li>▪ 50% of each book sold will go to our club</li> <li>▪ Books cost \$7.95-\$8.95 each</li> <li>▪ We can earn proceeds from all of their products sold (e.g., other school trivia books), not just the Buckeye book.</li> <li>▪ No upfront cost or minimum purchase required.</li> <li>▪ Order code is Colorado Buckeyes.</li> <li>▪ They will enclose a thank you letter on each order, and we can brand it.</li> <li>▪ <u>Vote:</u> Set up the Buckeye Trivia Book fundraiser</li> </ul> </li> <li>▪ Once all fundraisers are set up, we can research placing a free Marketplace add.</li> </ul>	<p style="text-align: center;">State page</p> <ul style="list-style-type: none"> <li>▪ <b>Yes: 10, No: 0, Abstain: 0</b></li>   <li>▪ <b>Yes: 10, No: 0, Abstain: 0</b></li> </ul>	
General Alumni Conference	<ul style="list-style-type: none"> <li>▪ University needs to know who / if we are sending a rep to the alumni conference</li> <li>▪ Christian will follow up to determine the deadline</li> <li>▪ Attendance needs to be at personal expense / desire to go.</li> <li>▪ There is no limit to how many we send.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Follow up on deadline for conference attendance</li> </ul>	<ul style="list-style-type: none"> <li>▪ Christian 4/9</li> </ul>
Meeting Close	<ul style="list-style-type: none"> <li>▪ Next meeting: Thurs 4/9 6:30 at Common Grounds</li> </ul>		