**Upper Arlington Alumni Association**

**Board Meeting Minutes of March 19, 2019**

A scheduled meeting of the Association was held at the Offices of the Upper Arlington Board of Education, 1950 North Mallway Drive, Upper Arlington, OH 43221 at 6:00 pm.

The following were present: Board Members-Doug Trotter, Bill Hall, Ron Johnson, Jennie Ravary, Beth Wroe, Gary Nack, John Kost, Sara Eagleson, Catherine Kennedy, Jack Graf; and Alice Finley and Megan Lewis Potts. Absent was: Margareta Finelli,. President Doug Trotter served as Chair of the meeting who determined that a quorum was present, convened the meeting, and proceeded with its business following the distributed agenda attached.

The minutes of the February 5, 2019 meeting were distributed to the members; then discussed without correction and therefore adopted as submitted.

The Chair welcomed new Board Member Catherine Kennedy who was appointed by electronic vote to complete the term of Carolyn Casper. It was noted that under the Bylaws, Catherine remains eligible for an additional two terms of appointments. The meeting proceeded noting that due to her recovery Margareta is still unable to participate. The Board wished her continued recovery.

The attached financial report of UAAA funds held by the UA+ed Foundation was distributed and reviewed.

Committees presented their reports to the Board as follows:

**A)** Image and Branding- Chair-Gary, Members-Bill, Jack Alice, Megan

The attached bullet points will be used for the first committee meeting to be held on April 11, 5:30- 7pm in the Central Office Board Room. The committee includes UA graduate volunteers Jane Matyac and Brenda Rizzo.

Logo review and enhancement will be the first task. It should connect to the UA Foundation and the System positioning of Serve, Lead, Succeed. It must make the brand meaningful and recognizable as do the examples included. Student input can be arraigned by Alice when requested as study progresses. Involving Kapstone may be a possibility.

**B)** Outreach and Communications- Chair-Bill, Members- Catherine, Jack, Alice, Megan

The first coordination meeting will be held on March 28 at the UA Library. Mary Cameron has volunteered to participate. The group has potentially three main topics to discuss and resolve. Outreach- how to engage existing alumni and soon to be alumni after graduation. Communication- Evaluate and enhance our website (Bearalums.com), social media, and print as needed. Technology- determine the proper platform for our data base without duplicating the Foundation.

In the interim, Ellen Clark has agreed to continue in her role with our website and has changed its Membership page to the attached in accordance with our bylaws. The site can not be modified without risk of crashing so further changes are problematic. Ellen will continue to forward incoming emails to Megan.

The committee will determine a methodology for creation of a new website that will be fully integrated with our database once determined. Both outside standalone developers and package programs will be evaluated. Deliberations must resolve timing, responsibilities, ownership, consistency with brand, and priority of content development.

While we have the credentials for Facebook, we do not control the UA presence on Linkedin but it can be acquired. Instagram, Pinterest and twitter and others as acceptable platforms must also be considered with a method developed to evaluate their success and to maintain them as well.

Preliminary investigation indicates that there have been perhaps 34,000 graduates since 1923 but that the Foundation Data base (eTapestry) has 14,000 while Bearalums.com has 9,000 of record. None of these contact lists have been scrubbed for duplication nor confirmed for validity. It may be that “MySql” cluster have a method to resolve these issues in lieu of time-consuming brute force elimination.

**C)** Recognition Events/Open House- Chair-Beth, Members-John, Sarah, Ron, Jennie

The UAAA Open House will be held on Saturday, July 6, 2019, opening at 1pm and closing at 4pm. Set up can be the night before and that morning. Two or three coordination meetings will be held prior to the event in order to develop a site plan, band location, carved BEAR raffle at $5 and 5 tickets for $20, and Distinguished Alumni Awards.

The 5-year class reunion coordination meeting will be held at 7pm tonight using the attached information sheet. The attached post reunion questionnaire will be requested from each reunion committee to begin a data base of successful reunion elements for future distribution.

**D)** Nominating-Chair-Bill, Member-Sarah

The Committee will conduct is business as time approaches for completing a slate of candidates.

The Chair asked if there was any new business to come before the meeting. There being none, he announced the next meeting would be April 30, 2019 at the Board Offices with the agenda to be distributed in advance.

There being no further business for full Board action, the Chair adjourned the meeting at 7:04 pm.

Jack R Graf Jr

Jack Graf, Secretary