

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE MINUTES**

June 9, 2008, 7:30 to 9:00 a.m.
200 McNamara Alumni Center

Committee Members Attending

Carlson, Margaret
Givens, Archie
Horsager, Kent
Himle, Karen
LaSalle, Tom
Mooty, Bruce
Phillips, Jessica
Reed, Maureen
Schulstad, Dennis
Tuzcu, Ertugrul

UMAA Staff Attending

Fisher, Diane
Hanley, Stacy
Rader, Bruce
Shortridge, Julie

University of Minnesota Alumni Association (UMAA) National President, Tom LaSalle, called the meeting to order at 7:40 a.m.

President's Report

President LaSalle informed the group that the memorandum of understanding (MOU) between the Alumni Association and the University has been signed. LaSalle mentioned that one of the provisions in the MOU was to appoint Vice President of University Relations (UR) Karen Himle to the executive committee. LaSalle welcomed Himle to the committee.

LaSalle asked for comments on the recent Annual Celebration and distributed comments received by the association. The feedback was extremely positive. Doris Taylor and Earl Bakken had delivered a wonderful message about the exciting research past and present.

Consent Agenda

LaSalle directed executive committee attention to the consent agenda which included the March 10, 2008 and May 6, 2008 executive committee minutes, financial statements as of April 30, 2008, approval authority of the FY08 audit report, advocacy committee report, approval of the UMAA representative to UGC Board, membership report and bi-monthly alumni survey results.

MOTION: Approve items on the Consent Agenda as submitted
APPROVED UNANIMOUSLY

FY09 Overviews

Margaret Carlson reviewed the FY09 goals and objectives. Goal 1 is to build the effectiveness of the organization as ambassadors for the University. This will be accomplished by visiting 40 communities in greater Minnesota through our Statewide Speakers Tour, calling state decision makers through the Legislative Network, addressing key issues facing the University such as LRT and fully implementing our brand identity.

Goal 2 will strengthen partnerships and traditions by celebrating alumni, student and faculty achievement, optimizing alumni engagement through collegiate units, geographic chapters, interest groups, and other programming and continuing to champion University spirit. Specific deliverables in this area will be a new university-wide alumni recognition event and a permanent display to recognize all recipients of the Alumni Service Award in the McNamara Alumni Center.

The alumni association is partnering with five University units to fund a new Homecoming Coordinator position to revitalize Homecoming in conjunction with the opening of the TCF Bank Stadium. In collaboration with Athletics and the University of Minnesota Foundation, the association is engaging alumni in Phase III stadium fund-raising.

The Alumni Association will continue the compacts with collegiate units and evaluate the success of this process. The Association will continue to support hallmark programs such as distinguished teaching awards, student scholarships, mentoring, and engagement of alumni through the collegiate societies, interest groups, chapter programming and the Annual Celebration.

Goal 3 will be to ensure the Association's financial and organizational viability by continuing to grow a vibrant membership organization, maximizing non-dues revenue opportunities for UMAA operations and continuing to focus on a strong organizational infrastructure.

An FY09 membership goal will be 58,500 with life memberships at 14,500. Bi-monthly surveys will continue to measure alumni attitudes and trends and member benefits will be meaningful.

The association will maximize non-dues revenue with the renegotiation of the credit card agreement and insurance program. A goal will be to procure at least two major sponsors and achieve revenue goals for magazine ads and travel program revenue. Organizational infrastructure will be maintained with a strong board, computer and data security and staff development

MOTION: Approve the FY Goals and Objectives
APPROVED UNANIMOUSLY

Diane Fisher, CFO, presented the FY09 Capital Budget.

MOTION: Approve the FY09 Capital budget
APPROVED UNANIMOUSLY

Diane Fisher presented the FY09 proposed Operating Budget. Fisher noted the \$442,280 budget deficit, and said that there are various options of how to address the deficit primarily from the revenue side, indicating that expenses have been trimmed as much as possible. Possible revenue generating options include a membership dues increase, use of discretionary invested funds, a policy on use of proceeds from a new credit agreement once it is negotiated, requesting additional operating support for the University, requesting funds from various University units for co-branded programming and events, requesting that the University Gateway Corporation increase the amount of the management fee paid to the three building owners, and re-evaluating core programming initiatives.

Sr. Director of Marketing and Membership Bruce Rader presented information related to membership dues trends and statistics from other Big Ten conference schools. Bruce Mooty asked about life membership fees at the other universities. Rader indicated that in general, where annual dues are higher, life member dues are also higher.

Committee members discussed a possible membership dues increase and concern was expressed that it would be detrimental to our membership numbers and the new brand campaign. Other members thought a dues increase was necessary. Further discussion continued on the Association's position on deficit spending and also re-evaluating the appropriate draw from endowments.

MOTION: Approve the FY09 Operating and Capital Budget along with the directives that budgeting solutions be evaluated, as outlined by the finance committee.
APPROVED UNANIMOUSLY WITH HIMLE ABSTAINING

CEO Report

Carlson reported that she and board members have been approached both privately and publicly by University leaders and key stadium fundraisers about the possibility of the Alumni Association contributing more to the stadium, and contributing to opening festivities at the stadium. Carlson indicated that both she and LaSalle believe that the Association is already doing its share for the stadium and provided a list of contributions made and assistance provided (attached). Mooty indicated that the Association provided a tremendous service to the U by stepping up first with a contribution and establishing the precedence that contributions be matched with academic scholarships.

Dashboard Report on FY08 Goals and Objectives

Carlson presented the "dashboard report." Nearly all the objectives have been completed or are in progress.

Light Rail Transit

Reed reported that she and Phillips spoke individually with President Bruininks about light rail transit. Phillips indicated that in her discussion, the president made it clear that the northern alignment and a tunnel under Washington are not viable alternatives and that an at-grade route on Washington may be the only option. The regents will vote later this week.

Reed pointed out that if the regents' vote to support the plan for an at-grade route on Washington Avenue, the University's official position will be at variance with the Association's official position as stated in its resolution (supporting a tunnel-only if it's on Washington Avenue.) Reed said that once the regents take action, the advocacy committee and executive committee will need to have a discussion about what our position should be on the light rail transit route through campus. Himle noted that how the University handles the light rail issue could have political ramifications for many years. She also stated that it was necessary to study all options to honor our public obligation.

McNamara Alumni Center planned addition

LaSalle gave a brief review of the planned addition to the McNamara Alumni Center.

Adjournment

LaSalle adjourned the meeting at 9:15 a.m.

Submitted by,

Julie Shortridge
Sr. Director of Communications

For Kent Horsager
Secretary-Treasurer

University of Minnesota Alumni Association's Contributions to the TCF Bank Stadium

\$1,000,000 which was the first major gift for stadium construction

\$500,000 scholarships to set a precedent for other donors to the stadium

\$100,000 third and final contribution to Driven to Discover, which University Relations will be using to brand the opening of the stadium with a new campaign designed by the Olson Group

Phase I fund raising by association volunteers:

- Tom LaSalle, president, was asked by President Bob Bruininks to approach the Shakopee Mdewakanton Sioux about a gift to the stadium, which resulted in a \$10 million contribution plus an additional \$2.5 million for scholarships
- Bruce Mooty, president-elect, was instrumental in helping secure gifts and sponsorships from the Mooty-Glaser families and foundations, Gray Plant Mooty and International Dairy Queen in excess of \$4.1 million to the stadium and \$1.25 million to scholarships and improvements at the Law School and Business School

Phase II fund raising by the association volunteers and CEO

- Association past presidents in leadership roles in fund raising efforts: Nancy Lindahl, Dave Mona, Linda Mona, Jerry Noyce, Andrea Hjelm, and Denny Schulstad
- \$330,000 raised by Denny Schulstad and Margaret Carlson's volunteer team
- \$200,000+ raised by Rick Beeson, board member, and Andrea Hjelm, past president

Proposed editorial/pictorial coverage of the stadium in *Minnesota* from July/August 2008 through November/December 2009

- Pro bono stadium brand ads being developed by Olson Group (likely)

Statewide speakers' tour and Minnesota chapter activities focused on stadium in FY09

- 30 of the 40 service club programs
- Minimum of six chapter events
- CEO's role as a speaker and contact with local media across Minnesota

Homecoming 2009 and Beyond and Game Day Traditions

- Lead role by CEO
- New homecoming week event: all-U Alumni Service Awards