

THE MINNESOTA ALUMNI ASSOCIATION  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
July 25, 1972  
7:30 a.m. - Alumni Office

Minutes

John Carroll presiding.

ATTENDANCE

Members of Executive Committee Present:

Harry Atwood	Dr. Hugh Monahan
Franklin Briese	George Pennock
Gerald H. Friedell	Thomas Swain
Geri Joseph	Ed Haislet
Oscar Knutson	

Members of Executive Committee Not Present:

Carl Platou	Barbara Stuhler
Wallace Salovich	

Franklin Briese indicated that he had had lunch with the Executive Director and had gone over the various alumni accounts and that he had some understanding now of the finances of the Association. He indicated that the quarterly financial statement had been sent to all members of the Executive Committee and that the finances seem to be in proper order; that he recommended approval unless there were questions.

TREASURER'S  
REPORT  
APPROVED.

Likewise, he indicated the MAA books will be audited on or about July 30, 1972 and completed about the 1st of September.

AUDIT SET FOR  
JULY 30th.

Franklin Briese then asked the Executive Director to report on the meeting of the Investment Committee held May 25, 1972. At this meeting, chaired by James C. Harris, first action was to review income generated by the Endowment Fund to see how much could be given to the Operating Fund. After discussion, the committee agreed on the payment of \$5.00 for each Alumni Association life membership in 1971-72. The investment

INVESTMENT  
COMMITTEE  
MEETING REPORT  
(May 25, 1972).

policy was reviewed and after considerable discussion by all members, it was agreed to consider the portfolio on a total return concept rather than income only to meet cash needs. Actions were then taken according to policy set.

President Carroll then indicated he wanted to discuss the changeover of alumni records from the Alumni Office to the Development Office. He felt there was a great deal at stake on this whole procedure and felt that the Executive Committee must be completely informed as to facts, issues, and possible actions. There was a good deal of discussion and questions and the Executive Director was asked to prepare the facts of the matter and send them to members of the Executive Committee as soon as possible.

THE PRESIDENT'S  
REPORT

President Carroll said that he felt there was some feeling that this might be a possible start of the elimination of the Alumni Office per se and a takeover by the Development Office, and it was time that the Alumni Executive Committee and Board found out what the University wanted the Association to do, how we could do it better. And if they didn't feel we had any place - if the Association wasn't really needed - then probably the Alumni Association should be discontinued. He felt that the Alumni Association needed to do more for the University if it possibly could, do everything possible to help the Athletic Department (sell tickets and support it), help the Regents and the President, and support the University's legislative request.

After discussion, it was felt that these matters should be discussed by John Carroll with President Moos, some of his administrative officers and the Regents and get some answers.

President Carroll then asked the Executive Director to give the June membership report. All Executive Committee members were given copies of the report which indicated that on June 30, 1972 membership was 23,273- a gain of 148 members over the prior month but a loss of 170 members as compared to June 30, 1971.

MEMBERSHIP  
23,273 as of  
June 30, 1972

There was a discussion on membership and how membership could be increased, what some other schools are doing. This year the Board will be brought into the membership program. The Executive Director also hopes to have a consultant take a look at the MAA membership programs and come up with recommendations for new programs.

The Quarterly Insurance Report was made and is as follows:

QUARTERLY  
INSURANCE  
REPORT

LIFE PLAN

Number of Insured Members	1294
Number of Family Units	164
Annualized Premium	\$ 129,052
Volume of Insurance	\$19,505,000
Paid Claims This Policy Year - 3 (10-1-71 to 7-1-72)	\$ 40,255

HOSPITAL MONEY PLAN

Number of Insured Members	613
Annualized Premium	\$ 79,008
Paid Claims Past Policy Year-111 (6-1-71 to 6-1-72)	\$ 25,893

ACCIDENTAL DEATH PLAN

Number of Insured Members	59
Annualized Premium	\$ 4,522
Volume of Insurance	\$ 4,550,000
Paid Claims This Policy Year - 0 (5-1-72 to 7-1-72)	

All figures are current as of July 1, 1972, and include all insurance paid to date.

John Carroll raised the question, are we causing problems with any of our alumni because of our insurance programs? Franklin Briese and Harry Atwood indicated that it might have been a problem when it was started ten years ago, but certainly wasn't any problem now; that this was a common practice among most associations and organizations; that it was a good way to obtain and hold members.

Attendance was up for the 68th Annual Meeting. It was a very good program but the time schedule got out of hand and the program was too long. The Executive Committee members thought the hotel did an exceptionally fine job in holding the affair and that the food was good.

68TH ANNUAL  
MEETING

Alumni Holidays, Inc. of Chicago was recommended by the Executive Director and approved as the Rose Bowl tour agent for 1972-1973. Each year the Big Ten office asks that each of the Big Ten alumni offices indicate their Rose Bowl travel agent even though for most groups it is purely an academic practice.

ALUMNI HOLIDAYS  
NAMED ROSE BOWL  
TRAVEL AGENT  
1972-73.

John Carroll then asked the Executive Director to report on the Alumni Club. He reported that on June 13 he had met with the I.D.S. people on the lease, that I.D.S. met all perimeters and regulations as had been determined by the MAA Executive Committee and Board the perimeters being that the rent should not be more than \$90,000, that a penalty clause allowing the Alumni Association to cancel their lease not be more than \$130,000 with amount decreasing each year.

REPORT ON  
ALUMNI CLUB  
(CONFIDENTIAL)

It was decided that there should be a lease as well as an operating agreement. The lease figures are: It will cost \$10.00 a square foot plus \$1.455 per square foot for operational costs (air conditioning, heating, electricity, etc.). Also, I.D.S. will spend \$20.00 per square foot (\$154,000) to install a public address system, music, light, heat and air conditioning controls convenient for the manager, proper club entrance, proper electric and telephone outlets throughout the club, service bars and partitions.

THE LEASE.

(CONFIDENTIAL)

The Alumni Association will take care of the furnishings - carpeting, drapes, office furniture, tables, chairs, lounge furniture - as well as supply its linen and china; also, will have to pay for maintenance.

As regards the penalty clause, if the lease is broken, the Association will pay the lessor \$130,000 if the termination occurs in the third year of operation; \$113,000 if the termination occurs in the fourth year; \$97,000 if the termination occurs in the fifth year; \$90,000 if the termination occurs in the 6th, 7th or 8th lease years; \$80,798 if the termination occurs in the 9th lease year. After that there is no penalty.

The MAA indicated they would spend up to \$200,000 for furnishings which will be the job of the Alumni Office. At a prior meeting of I.D.S. people, at the request of the Executive Director, inasmuch as I.D.S. was going to use a consultant for layouts and designs for their half of the 50th floor operation, it was asked that they submit a design for the Alumni Club. I.D.S. people agreed. Likewise, they agreed to submit a design concept for linens and silver. This part will probably be in the operating lease.

It took a long time to get a draft of the operating agreement. As soon as it was received a meeting was held (Thursday, July 20). The operating lease has to do with food, food pricing, beverage, beverage pricing, and service. Inasmuch as the Association will bring in the market and then turn the market over to I.D.S., I.D.S. will serve food and liquor, imput by the MAA is negligible and difficult because while I.D.S. agrees to give us the same quality service, food and prices as they serve in their restaurant, it means that the Association has to take the operating side pretty much on faith. Inasmuch as they have to make their restaurant be a success and the alumni club is supposed to get the same quality food, service and price, it shouldn't be a problem and it won't be a problem with the people who are presently operating Food Services for I.D.S., i.e. Don Clayton and his group. The only problem would be if they are no longer there.

THE OPERATING  
AGREEMENT.

(CONFIDENTIAL)

Another change which had been agreed upon previously but was not in the operating lease was that if I.D.S. does not operate the restaurant on the 50th floor of the I.D.S. Center, nor one of its subsidiaries, that the Alumni Association has the right to cancel immediately or within a period of two years.

The opening date has been pushed back because of the strike and the opening date now will probably be February or March, 1973. OPENING DATE  
FEBRUARY OR  
MARCH.

I.D.S. is responsible for insurance, both "dram" and liability. However, the Alumni Association will have to take out liability insurance to protect itself.

After some persuasion, I.D.S. agreed to handle billing and credit.

Actually, there are no real points of disagreement, just some slight changes, all of which were accepted. I.D.S. will submit both a new lease and new operating agreement to the Association very shortly. If everything in the lease is as has been agreed upon, then legal counsel for the Association should be brought into the picture. It was moved that, inasmuch as Joe Maun has been the unofficial legal counsel for the Association for a number of years, he should be the Association's legal counsel on the lease and operating agreement at the same price as he has been charging. It was so voted.

The calendar for the 1972-73 Board Meetings was approved as follows:

SCHEDULE OF  
BOARD MEETINGS.

Tuesday, October 17, 1972	Fall Meeting
Tuesday, January 16, 1973	Winter Meeting
Tuesday, April 17, 1973	Spring Meeting
Tuesday, June 5, 1973	Annual Meeting (scheduled tentatively for Radisson Hotel South)

All Board meetings are to be held at the Campus Club, Coffman Memorial Union, 5:30 p.m. with Dinner at 6:30 p.m.

July 25, 1972

The schedule of the Executive Committee meetings		SCHEDULE OF EXECUTIVE COMMITTEE MEETINGS.
Wednesday, September 6, 1972	7:30 a.m., Alumni Office	
Tuesday, October 17, 1972	4:00 p.m., Campus Club prior to Fall Board Meeting.	
Tuesday, November 21, 1972	7:30 a.m., Alumni Office	
Tuesday, January 16, 1973	4:00 p.m., Campus Club prior to Winter Board meeting	
Tuesday, March 20, 1973	7:30 a.m., Alumni Office	
Tuesday, May 22, 1973	7:30 a.m., Alumni Office	HOME COMING PEPFEST SCHEDULED FOR OCTOBER 19
Other dates approved were:		
Thursday, October 19, 1972	Homecoming Pepfest Luncheon	
Saturday, November 18, 1972	Legislative Workshop 9:30 a.m. Campus Club.	LEGISLATIVE WORKSHOP NOVEMBER 18.

As regards the delegation dinners, it was felt the dates were too early and that they should be held in December after the MAA Executive Committee and Board has had a chance to be briefed on the University's legislative program. John Carroll said he would check on it and would make a recommendation as to dates at the meeting of the Executive Committee on September 6.

Upon motion duly made and seconded, the meeting adjourned.

MEETING  
ADJOURNED.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

By

  
ED HAISLET  
EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

ADDENDA  
Executive Committee Meeting  
July 25, 1972

The following committee appointments were approved  
for the 1972-73 year:

ASSEMBLY COMMITTEE ON STUDENT AFFAIRS

Robert S. Glaser, '58AA, Minneapolis  
Expires 1973.  
Richard M. Hyllestad, '67AA, '68BS,  
Minneapolis - Expires 1974.

COMMITTEE  
APPOINTMENTS  
APPROVED  
1972-73

ASSEMBLY COMMITTEE ON INTERCOLLEGIATE ATHLETICS

Wallace E. Salovich, '50BBA, '56MHA,  
Wayzata - Expires 1973.  
Donald C. Benson, '50BA, Minneapolis  
Expires 1973.

UNION BOARD OF GOVERNORS

Minneapolis - Barry B. Bridges, '70IT,  
Minneapolis - Expires 1974.

St. Paul - Mrs. Roy Munson, '46BS, '54MA (HEC)  
Lakeland - Expires 1973.

INVESTMENT COMMITTEE (Holds Constant)

James C. Harris, '47MBA, Chairman, Minneapolis  
Hermon J. Arnott, '24BA, Minneapolis  
Wallace L. Boss, '28BSBus, St. Paul  
Franklin Briese, '28LLD, St. Paul  
Robert S. Davis, '35BBA, St. Paul  
Terrance Hanold, '36LLB, Minneapolis  
Clifford C. Sommer, '31BBS, Edina

ALUMNI HONORS COMMITTEE (Holds Constant)

Curtis L. Carlson, '37BA, Minneapolis  
Harry Heltzer, '33METE, St. Paul  
Irene Kreidberg, '30BBA, St. Paul  
John A. Moorhead, '30BA, Minneapolis  
John Pillsbury, Jr., '40LLB, Minneapolis



PAST PRESIDENTS COMMITTEE

Oscar R. Knutson, '27LLB, St. Paul, Chairman  
Expires 1973

All Past Presidents

UNIVERSITY SCHOLARSHIP COMMITTEE

Mrs. Carol Ostrow, '44BSN, Minneapolis, Expires 1973.  
Fred Dresser, '55AA, Minneapolis, Expires 1974.  
Dr. Linneus Idstrom, '38MD, Minneapolis, Expires 1974.

COMMITTEE ON SOCIAL POLICY

Kenneth E. Broin, '49BBA, Minneapolis, Expires 1973.  
Mrs. James G. Miles (Laura Haverstock), '47LLB,  
Wayzata, Expires 1974.  
David R. Brink, '40BA, '41BS, Minneapolis, Expires 1975.

COMMITTEE ON EXTENSION AND COMMUNITY PROGRAMS

Robert W. Fischer, '42MBA, Minneapolis, Expires 1973.

*Ed Jensen*

THE MINNESOTA ALUMNI ASSOCIATION  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
September 20, 1972  
7:30 a.m. - Alumni Office

Minutes

John Carroll, Presiding.

ATTENDANCE

Members of Executive Committee Present:

Franklin Briese	Wallace Salovich
John Carroll	Barbara Stuhler
Gerald Friedell	Ed Haislet
Carl Platou	Janet Widseth
Dr. Hugh Monahan	

Members of Executive Committee Not Present:

Harry Atwood	George Pennock
Geri Joseph	Thomas Swain
Oscar Knutson	

John Carroll called the meeting to order. Under Communications was reported that Carl Anderson, former regional board member residing in the Eastern Region, had died and the Executive Committee asked that the proper resolution be prepared and sent to Mrs. Anderson.

COMMUNICATIONS

The information requested by the Executive Committee on alumni records and the job of the Association has been sent out by the Executive Director. John Carroll discussed this briefly and then went on to report on the meeting with President Moos. Harry Atwood, George Pennock, and he had met with President Moos, Jim Peterson, Bob Odegard, and Don Brown at which time John Carroll asked President Moos what function the MAA could perform indicating that the Association could be very helpful in many ways. It was indicated that the Alumni Association should direct its program mainly to fund raising and in assisting the Development Office in that area.

PRESIDENT JOHN  
CARROLL REPORTS  
ON MEETING WITH  
PRESIDENT MOOS

Mr. Carroll indicated a very unsatisfactory meeting in that it seemed that the whole feeling was that the Association should be a part of the Development Office and subsidiary to it. He then talked of the need of the Alumni Association to render a greater service and help to the University and that its program should be re-vitalized to make this possible. He talked of some of the ways this might be done. A good deal of discussion followed on the whole role of the Alumni Association and possible changes - the present and the future of the Alumni Association.

It was voted that John Carroll proceed to define and suggest a program of action for the Alumni Association to give greater support to the University and so the alumni voice will be more apparent.

The discussion touched upon many points of the agenda including the Alumni Club and office space problem. The Executive Committee heard a report by the Executive Director on the office space; that is, Mr. Brinkerhoff, Vice President for Finance and Planning, has demanded that one room of the present alumni office space be given up to the Foundation and Development Office. After ascertaining the needs of the Association, the Executive Committee voted unanimously that no space could be given up by the Association because present office space is just barely adequate to meet the needs as now exist. The Executive Director was to report this to Mr. Brinkerhoff.

ALUMNI OFFICE  
SPACE PROBLE

Franklin Briese indicated that the August statement shows the Association's finances in good condition. He indicated that in a discussion with the Executive Director some time ago about the duties of the Treasurer, he found that every five years an actuarial study was made on life membership to determine the exact amount of funds necessary to send the Alumni News to life members. He offered to have this done through his office and asked that pertinent information be sent to him. He indicated it had been sent and the report is in process at the present time.

TREASURER'S  
REPORT

ACTUARIAL ST  
BEING MADE

The Executive Director reported that he had been contacted by the Internal Revenue Service as regards an audit of the Association and especially as regards their classification as a non-profit organization. The Executive Director had several discussions with the agent who is a specialist on tax-exempt organizations. He found him to be very sympathetic to the kind of organization and its work. The agent pointed out that all exempt organizations have to pay tax on any unrelated business that makes money. The agent felt that only the insurance program was unrelated income and therefore taxable; that the other business of the Association - the magazine, tours, and advertising - were probably related to the social function of the Association which the Bureau of Internal Revenue has ruled as a part of the 501(c)(3) exemption status. He felt that we would have to pay tax on the insurance income for the year 1970 in the amount of \$5,500. The agent indicated that there are several ways the Association could incorporate so that it wouldn't have to be taxed in any way and suggested that we explore the various possibilities. He thought, however, that the (C)(6) Trade Association classification would be more practical for our particular purpose.

He then indicated that the Alumni Club would probably have to come under a different classification because it couldn't be operated under the present classification but he suggested we maintain the non-profit corporation that had been used before. If we did run a Club, we would, of course, have to pay the taxes.

The Executive Director pointed out to the agent as regards the group life insurance program that there is a statement in the group life insurance application wherein the individual assigns the dividend to the Minnesota Alumni Association as a gift to the Association. The IRS agent said if this was true, it was possible that the MAA would be exempt from taxation on the insurance program. The agent was given a copy of the insurance application.

The Executive Director was then asked if he had informed Joe Maun on this matter and he reported that he had but had not received any letter from the IRS agent as yet. John Carroll asked the Executive Director if he felt disturbed by the IRS audit and the answer was "no" and that he felt that the audit was fair, and actually a friendly audit and that the Association would probably come out of it very well. The problem is the group life insurance program and that is debatable as of the present moment.

It was noted that the MAA audit was being held up now because of the IRS audit.

As regards the Alumni Club, for the last eight weeks the Executive Director has been unable to get a corrected copy of the lease or a first copy of the operating agreement although agreement has been reached on both. Chuck Hall, Vice President for IDS Properties, has resigned. The Executive Director is working with Bob Hovelson, IDS President, who is handling the lease directly himself. Mr. Hovelson told the Executive Director to work with Don Clayton on the operations agreement and layout. Mr. Hovelson said the lease would be available in a day or two so action can be expedited.

ALUMNI CLUB

John Carroll appointed a committee on By-Laws especially to bring in a new amendment to the By-Laws as regards the election process. He named Gerald Friedell, Chairman, and Dr. Virgil J. P. Lundquist and Franklin Gray (MAA Past Presidents) to the committee.

COMMITTEE ON  
AMENDING BY-  
APPOINTED

It was noted there were changes of meeting dates of the Executive Committee from January 16 to February 6 with the Executive Committee meeting at 4:00 p.m. prior to the MAA Board Meeting.

EXECUTIVE CO  
MEETING DATE  
CHANGED FROM  
JANUARY 16 T  
FEBRUARY 6

It was reported that there still is interest on the part of President Malcolm Moos for an Alumni Center. This whole matter should come up for discussion soon.

ALUMNI CENTE

The dates for the Legislative Delegation dinners need to be set. As regards legislation, it was reported that only Iowa and Wisconsin of the Big Ten groups have active legislative programs, probably because of their tax exempt classification.

The next meeting of the Executive Committee is October 17, 4:00 p.m., Campus Club, with the Fall Board Meeting at 5:30 p.m., dinner at 6:30.

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY



by  
ED HAISLET  
EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Meeting of MAA Board of Directors  
October 17, 1972  
6:00 p.m. - Campus Club

John Carroll, presiding.

ATTENDANCE

Members of Board of Directors Present:

Margaret Arnason	Melva Lind
Donald C. Benson	Dr. Kenneth Manick
Barry Bridges (CM)	Shirley Munson (CM)
Noel Carlson	Dr. Hugh Monahan
Sandra Carter	Ardis Nelson
Robert Cerny	Carl Platou
Fred Dresser (CM)	Wallace Salovich
M. Julain Erlandson	Jack Stromwall
Dr. Stanley Galuszewski	Barbara Stuhler
George Gibbs	Thomas Swain
Dr. Edward Jankus	John Taylor (CM)
Oscar Knutson	Milton Wick
Irene Kreidberg	

Members of Board of Directors Not Present:

Fred Agnich	Geri Joseph
George Arneson	Joseph Karesh
Harry Atwood	Stephen Keating
Franklin Briese	Iantha LeVander
Charles Britzius	Greer Lockhart
Ethelyn Bros	Harold Melin
Marilyn Chelstrom	Richard Messing
Al France	Patrick O'Halloren
Gerald Friedell	Onalee O'Hearn
Terrance Hanold	George Pennock
John Hass	James Remes
Leonard Heisey	Troy Rollins
Jerry Helgeson	Richard Schneider
Charles B. Holmes	Dr. Edward Segal
Richard Hyllested	Henry Somsen
John Jacobson	Donald Sonsalla

Special Guests

Vice President Stanley J. Wenberg  
Paul Giel  
Cal Stoll

MAA Staff Present:

Dorothy Anderson	Richard Thomas
Douglas Currence	Janet Widseth
Robert Ronay	Ed Haislet

John Carroll welcomed everyone to the meeting and indicated that the Executive Committee had just finished their meeting earlier in the afternoon; that he had met with Vice President Stanley Wenberg and would comment later on that meeting and on some of the things that had happened at the Executive Committee meeting; that special guests present were Cal Stoll, Head Football Coach, Paul Giel, Athletic Director, and Stanley Wenberg.

WELCOME BY  
PRESIDENT  
CARROLL

He then asked for self-introductions so everyone would know who was there and would get to know each other.

SELF-  
INTRODUCTIONS

President Carroll then asked Wally Salovich to introduce Paul Giel. Paul talked briefly about the problems the Athletic Department is facing, the job ahead, and the need for help. He then introduced Cal Stoll. After a very fine presentation, Cal Stoll indicated that the job of rebuilding a football team could be done, but only with the help of everyone and particularly the Alumni Association.

PAUL GIEL AND  
CAL STOLL TALK  
TO BOARD

John Carroll indicated that the Alumni Office was working very closely with the Athletic Department on a special outstate program. After thanking Paul and Cal for being present, President Carroll proceeded with business before the Board.

The Executive Director, reporting for Treasurer Franklin Briese, read the Quarterly Financial Statement ending 9/30/72 for operating cash, operating savings, certificates of deposit, and life endowment fund. The Association is in good financial condition. The report was approved.

TREASURER'S  
REPORT  
APPROVED

The Executive Director went on to say that the membership is down about 1,300 from a year ago but this is partially due, he felt, because of the new computer setup not as yet operating correctly; that the Association is slightly behind annual dues of a year ago.

MEMBERSHIP  
REPORT



The Actuarial Study made through the courtesy of Franklin Briese was reported. It showed that the life membership fund, at a 5% interest rate, would require funding of \$102,326; at a 7% interest rate, the figure would be \$115,968. In view of the fact that the market value of the investments is \$350,000.00 Mr. Briese indicated the fund permits a considerable increase in the number of life members.

ACTUARIAL STUDY

As had been reported, the Bureau of Internal Revenue audited the Alumni books for the year 1970. The Association has a 501(C)(3) exemption status (charitable, educational). Under a 1960 IRS ruling, social activities of such type organization, even though profit might be forthcoming from said activities, are non-taxable. Therefore, such things as merchandising, alumni tours, and advertising would not be taxable. On the other hand, insurance income would be taxable.

BUREAU OF  
INTERNAL REVENUE  
AUDIT

The Executive Director pointed out to the IRS agent that the Group Life Insurance application assigns dividends to the MAA and dividends were therefore gifts to the Association and not taxable. The agent indicated if this was true, the Association probably would not be taxed on insurance income. A call received October 4, 1972 indicated that the IRS would accept the Association's return as filed for the year ending 6/30/70 which means no taxes will be due on insurance dividends for that year and that for the 1970 year the Association has a clean bill of health.

The Fall tour to Athens was very successful both in terms of accommodations and arrangements, as well as satisfaction by alumni. Income was \$3,657.52 with expenses of \$2,712.03 for a profit of \$945.47. The Association is not trying to make money on these trips, but has to be sure to cover expenses. The trip filled up so soon that the ordinary amount of advertising space was not necessary and that is the reason why a surplus resulted.

ATHENS  
FINANCIAL  
STATEMENT

The Executive Director reported on the insurance programs as follows:

Life Plan - number of insured members 1,305; number of family units, 178; annualized premium \$143,619; volume of insurance \$20,225,000; claims paid last policy year \$50,568.

QUARTERLY  
INSURANCE  
REPORT

Hospital Money Plan - number of insured members 579; annualized premium \$74,883; claims paid this year \$7,560.

Accidental Death Plan - number of insured members 61; annualized premium \$4,693; volume of insurance \$4,750,000; claims paid this year, 0.

Auto - number of insured members 31; annualized premium \$7,857; claims paid, 0.

President John Carroll talked about the Alumni Club and said that the person they have been working with on the lease had resigned from IDS and that he and the Executive Director had met with Mr. Whiteman and Mr. Hovelson on the lease; that IDS was supposed to have the lease ready by the date of the Executive Committee meeting; that it wasn't ready (however, another meeting had been scheduled for this week); that the differences concerning the lease and operating contract are very few and layout of area would be finished very soon.

ALUMNI CLUB

President Carroll asked Vice President Stanley Wenberg to comment briefly on the job of lobbying. Stan talked for about ten minutes on the lobbying process, after which President Carroll asked the Vice President to briefly outline some of the things he thought the Alumni Association could be helpful with. He mentioned the help that outstate chapters could give; that some of the Board members could be very helpful by appearing in support of specific legislative requests; that the constituent groups could be very helpful in supporting the legislative request pertaining to their various colleges.

COMMENTS BY  
VP WENBERG

President Carroll indicated that the Legislative Workshop would be held Saturday morning, November 18, 9:00 a.m., at the Campus Club, and urged that all Board members be present; that President Moos and his administrative team will make a presentation of the University's legislative request to the legislature; that this is the one chance for Board members to really get to know the University legislative request. He then talked briefly on how to make the alumni more important to the University and said this theme would be developed as the year progressed; that the Association could lend real help to the University in many ways.

PRESIDENT'S  
REPORT

On completion of his remarks, there being no additional business, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY



by  
ED HAISLET  
EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
October 17, 1972  
4:00 p.m. - Campus Club

John Carroll presiding.

ATTENDANCE

Members of Executive Committee present:

Gerald Friedell	Barbara Stuhler
Oscar Knutson	Thomas Swain
Carl Platou	Ed Haislet
Wallace Salovich	Janet Hart Widseth

Members of Executive Committee Not Present:

Harry Atwood	Dr. Hugh Monahan
Franklin Briese	George Pennock
Gerri Joseph	

The Minutes of the Executive Committee meeting of September 20 were approved as sent out.

A letter of September 21 from Vice President James Brinkerhoff to the Executive Director was read concerning MAA Office space at 2610 University Avenue in which he indicated that due to the fact that the Alumni Fund office had moved, the Space Office wanted to look at the use of remaining space. After discussion, the Executive Committee requested that the Executive Director frame a resolution indicating the MAA's need for 3,200 square feet now occupied in order to house present staff and accommodate three new staff members that will be added during the year, probably on a part-time basis; that the Executive Committee wanted to express their appreciation to Vice President Brinkerhoff for agreeing not to take any space from the present Alumni Office and for keeping in mind the interests of the Association in any new space reallocation.

A letter was read from Vice President Wenberg's office concerning the breakdown of document showing of the \$409,000 total allocated to the

COMMUNICATIONS

FROM VICE PRES.  
JAMES  
BRINKERHOFF

Alumni Office for 1971-73, \$40,125 of that sum was for the Alumni Fund for 1972 and \$49,193 for 1973 or a total of \$98,318 allocated to the Fund. In view of the fact that as of July 1, 1972, the Alumni Fund was transferred to the Development Office, a request was made to the proper University authority to have Alumni Fund budget figures transferred to the Development Office and not be included as a part of the Department of Alumni Relations' budget.

FROM VICE  
PRESIDENT  
WENBERG'S  
OFFICE

The Executive Director read a letter from Harry Heltzer in which he enclosed his personal check in the amount of \$166.44 to cover the renewal of the guarantee maintenance agreement for the 3M "209" Copier in the Alumni Office

FROM HARRY  
HELTZER

The Executive Director, reporting for the Treasurer Franklin Briese, read the Quarterly Financial Statement ending 9/30/72 for operating cash, operating savings, certificates of deposit, and life endowment fund. The Association is in good financial condition. The report was approved.

TREASURER'S  
REPORT  
APPROVED

The Executive Director went on to say that the membership is down about 1,300 from a year ago but this is partially due, he felt, because of the new computer setup not as yet operating correctly; that the Association is slightly behind annual dues of a year ago.

MEMBERSHIP IS  
DOWN - REASON  
PROBABLY NEW  
DATA PROCESSING  
SYSTEM

The Actuarial Study made through the courtesy of Franklin Briese was reported. It showed that the life membership fund, at a 5% interest rate, would require funding of \$102,326; at a 7% interest rate, the figure would be \$115,968. In view of the fact that the market value of the investments is \$350,000.00 Mr. Briese indicated the fund permits a considerable increase in the number of life members.

ACTUARIAL  
STUDY

As had been reported, the Bureau of Internal Revenue audited the Alumni books for the year 1970. The Association has a 501(C)(3) exemption status (charitable, educational). Under a 1960 IRS ruling, social activities of such type organization, even though profit might be forthcoming from said activities, are non-taxable. Therefore, such things as merchandising, alumni tours, and advertising would not be taxable.

AUDIT, BUREAU  
OF INTERNAL  
REVENUE

On the other hand, insurance income would be taxable.

The Executive Director pointed out to the IRS agent that the Group Life Insurance application assigns dividends to the MAA and dividends were therefore gifts to the Association and not taxable. The agent indicated if this was true, the Association probably would not be taxed on insurance income. A call received October 4, 1972 indicated that the IRS would accept the Association's return as filed for the year ending 6/30/70 which means no taxes will be due on insurance dividends for that year and that for the 1970 year the Association has a clean bill of health.

President John Carroll talked about the Alumni Club and said that the person they have been working with on the lease had resigned from IDS and that he and the Executive Director had met with Mr. Whiteman and Mr. Hovelson on the lease; that IDS was supposed to have the lease ready by the date of the Executive Committee meeting; that it wasn't ready (however, another meeting had been scheduled for this week); that the differences concerning the lease and operating contract are very few and layout of area would be finished very soon.

ALUMNI CLUB

President Moos and Vice President Brinkerhoff both are anxious that the Alumni Association continue their efforts for an Alumni Center on the East Bank; that there was renewed interest by the University in the Center. The Executive Committee was brought up to date on the matter which, in essence, was need of an alternate site of proper size and location from that of Fourth Street. A resolution will be sent to Vice President Wenberg, with a copy to Vice President Brinkerhoff, indicating that the Association is ready to proceed; that the first step is for the Association and University to get together on a site which is both large enough and properly located. The Executive Committee asked that after the Executive Director prepares a resolution, check it with Gerald Friedell who will spearhead the MAA Committee charged with getting the project underway.

ALUMNI CENTER

The Fall tour to Athens was very successful both in terms of accommodations and arrangements,

as well as satisfaction by alumni. Income was \$3,657.52 with expenses of \$2,712.03 for a profit of \$945.47. The Association is not trying to make money on these trips, but have to be sure to cover expenses. The trip filled up so soon that the ordinary amount of advertising space was not necessary and that is the reason why a surplus resulted.

ATHENS  
FINANCIAL  
STATEMENT

The Executive Director reported on the insurance programs as follows:

QUARTERLY  
INSURANCE  
REPORT

Life Plan - number of insured members 1,305; number of family units, 178; annualized premium \$143,619; volume of insurance \$20,225,000; claims paid last policy year \$50,568.

Hospital Money Plan - number of insured members 579; annualized premium \$74,883; claims paid this year \$7,560.

Accidental Death Plan - number of insured members 61; annualized premium \$4,693; volume of insurance \$4,750,000; claims paid this year, 0.

Auto - number of insured members 31; annualized premium \$7,857; claims paid, 0.

The By-Laws Committee, chaired by Gerald Friedell, was to meet during the week so that the proposed amendment to the By-Laws as regards a new election procedure can be worked out in time to be considered at the Winter Board meeting.

BY-LAWS  
COMMITTEE  
TO MEET

Harry Heltzer, member of the University Honors Committee, resigned because of press of work. Clifford C. Sommer was recommended as replacement by President John Carroll.

CLIFFORD SOMMER  
APPOINTED TO  
HONORS COMMITTEE

The Executive Director indicated there has been a 4% increase in the Second Class postage which will cause a deficit in the postage budget for the year.

POSTAGE  
INCREASED ON  
SECOND CLASS  
MAIL.

As regards coming events, Homecoming Pepfest Luncheon October 19 is sold out; the Legislative Workshop is scheduled for November 18 at which time the University administrative team will

STANDING ROOM  
ONLY FOR HOME-  
COMING PEPFEST  
LUNCHEON.

brief the Board, chapter presidents, and constituent presidents on the 1973-75 legislative request.

LEGISLATIVE  
WORKSHOP  
NOVEMBER 18.

President Carroll indicated that he had had a meeting with Vice President Stan Wenberg as to what the Alumni Association could do in the way of support of the University's legislative request - use of state chapter organization to help change image of University - informing alumni groups of University request and budget problems - informational materials that should be sent to chapters, etc. As regards lobbying, Vice President Wenberg felt a number of Executive Committee and Board members might from time to time appear in support of special phases of the University program. President Carroll talked of other possible means of support and indicated that Vice President Wenberg would keep the Board informed of other functions that he thinks the Association could be helpful with the legislature.

There being no further business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY



by  
ED HAISLET  
EXECUTIVE DIRECTOR

Next meeting of the Executive Committee - note change of date and place from November 21 to December 5, Minnesota Club, 4:00 p.m., just prior to Ramsey County Delegation Dinner.

Winter Board meeting, February 6, has been changed from the Campus Club to the Minnesota Club, St. Paul, 6:00 p.m.



The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
December 5, 1972  
Minnesota Club - 4:00 pm..

Minutes

John Carroll presiding.

ATTENDANCE

Members of Executive Committee Present:

Franklin Briese	Barbara Stuhler
Gerald H. Friedell	Ed Haislet
Wallace Salovich	Janet Widseth

Members of Executive Committee Not Present:

Harry Atwood	Dr. Hugh Monahan
Geri Joseph	George Pennock
	Carl Platou
	Thomas Swain

John Carroll opened up the meeting with a discussion of the procedures as regarded the Ramsey County Delegation Dinner which would follow the meeting at 6:00 p.m.

DISCUSSION OF  
RAMSEY COUNTY  
DELEGATION  
DINNER.

The Minutes of the Executive Committee meeting of October 17, 1972 were approved as sent out.

EXECUTIVE  
COMMITTEE MINUTES  
of 10/17/72  
APPROVED.

Franklin Briese indicated that the MAA Quarterly Report terminology did not reconcile with the monthly statements. He went on to explain terminology and said there should be more detail on the Quarterly Report.

REPORT OF  
TREASURER.

The Audit for the fiscal year 1972 was gone into and on motion duly made and seconded, the Audit was approved as well as the Quarterly Report.

AUDIT.

The Executive Director reported that membership was down some 2,000 from a year ago; that he wasn't really sure of these figures because of the records and that the records were causing undue trouble. Non-graduates of the University

MEMBERSHIP  
REPORT.

are now on the records and the office has been getting complaints from the chapters and constituent groups that the mailings are going to non-University people while the graduates are not getting mail; that duplicates are being sent out, etc. There was serious discussion about records because it was pointed out that membership is the lifeblood of the Association and if membership is affected, income is affected, and the whole financial stability of the Association is in jeopardy. The Committee asked the Executive Director to bring in a report by February 6 as to whether or not he thinks the Data Processing program is effective enough to be continued or whether the Association should do their own Data Processing separately.

As regards the Alumni Club, the point was raised as to whether the lease had been signed and it was indicated that it had not been returned by IDS but that an agreement had been made and was being reviewed by various departments of IDS Properties and that signed copies would be in hand very soon. The question was raised as to whether the lease had been reviewed by counsel and the answer was that it had been.

Because of time, further discussion on the Club was postponed in order that an in-depth discussion could be held on the recommendations of the Executive Director as to layout, dues, initiation fees, publicity, promotion and mailings, interior design consultant, tentative budget, etc. A special meeting is to be called to consider the Club recommendations.

Gerald Friedell reported on his meetings, as regards an Alumni Center site, with Vice President Brinkerhoff. He reported the University has approved a site for the Alumni Center on the property on Oak Street and Washington Avenue - some 560 feet by 140 feet adjacent to the Stadium. It was felt that this was a very acceptable site, near the hospital and health services complex, adjacent to the stadium, to parking, and to the exit and entrance of the freeway.

ALUMNI CENTER  
REPORT.

The idea of an alternate site was raised and the matter was discussed as to whether or not the named site would be given to the Association or whether the Association would have to purchase it, or what the financial involvement would be. Gerald Friedell was asked to talk to Mr. Brinkerhoff about (1) the financing of the site - what was involved, and (2) what the cost to the Association would be. It was the unanimous feeling of the Executive Committee that the lease charges should be very minimal if any.

The Executive Director was asked to locate on a map the alternate site talked about and send this to Chairman Friedell; i.e., at present, the site of the International House on the East River Road. Mr. Friedell will talk to Mr. Brinkerhoff about it. If possible, Mr. Friedell is to report back to the Executive Committee at it's meeting February 6.

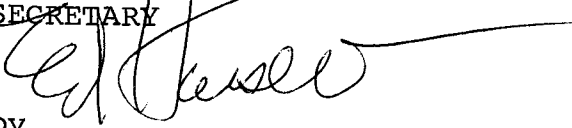
Gerald Friedell, as Chairman of the By-Laws Committee, indicated that the charge to the Committee had been accepted and that recommendations for the change of procedure for elections which would make possible only one slate (instead of the present two slates) was ready for presentation to the Full Board at the February 6 meeting. The Executive Director was asked to announce that change in By-Laws to the Board. However, changes in By-Laws do not require action other than that by the Board.

REPORT OF  
BY-LAWS  
COMMITTEE.

The meeting adjourned at this time in order that the members of the Executive Committee could go out and welcome the incoming Ramsey County delegation.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

  
by  
ED HAISLET  
EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
Special Meeting  
December 21, 1972  
7:30 a.m. - Alumni Office

Minutes

John Carroll presiding.

ATTENDANCE

Members of the Executive Committee present:

Harry Atwood	George Pennock
Franklin Brieese	Wally Salovich
Gerald Friedell	Barbara Stuhler
Carl Platou	Thomas Swain
Ed Haislet	

Members of the Executive Committee not Present:

Geri Joseph  
Oscar Knutson  
Dr. R. Hugh Monahan

The Minutes of the Executive Committee meeting of December 5, 1972, were approved as sent out.

MINUTES OF  
EXECUTIVE  
COMMITTEE OF  
12/5/72 APPROVED.

The death of Wendell T. Burns, '16BA, President of the Minnesota Alumni Association from 1959-60, was noted with regret and a resolution duly approved to be spread on the Minutes with copies to be sent to the family.

DEATH OF  
WENDELL T. BURNS,  
MAA PRESIDENT,  
1959-60.

President Carroll indicated the reason for calling the special meeting was to go over the recommendations of the Executive Director on the Alumni Club as regards classes of memberships, membership promotion, and budget estimates.

REASON FOR  
SPECIAL  
MEETING.

The first item considered was membership and the various classes of members were duly noted as well as fees and billings. It was agreed that all billings will be on an annual basis for both resident and regular membership. The first four classifications were approved without change:

Resident-Charter, Non-Resident Charter, Regular Membership-Resident, and Non-Resident Regular Membership. The dues, initiation fee, and cost to join remain the same.

Membership Recommendations Approved as follows:

<u>Class of Members</u>	<u>Dues Yearly</u>	<u>Dues Monthly</u>	<u>Int. Fee</u>	<u>Cost To Join</u>	<u>Billing</u>
Resident-Charter (enrollment period only)	\$100	\$ 8.34	\$30 Waived	\$100	Annual
Non-Resident Charter (Enrollment period only)	10	0.84	10 Waived	10	Annual
Regular Membership Resident	120	10.00	30	150	Annual
Regular Membership Non-Resident	12	1.00	13	25	Annual

CLUB MEMBER-  
SHIP CLASSIFI-  
CATION AND  
FEES APPROVE

As regards the other membership classifications--VIP, Friends of the University, and Special (which includes the Big Ten and State Colletes)--there was a question as to how much should be charged and it was decided to approve the classifications but only after the other mailings have been made. The motion will come up another time for discussion.

There was discussion on a complimentary classification. In the eight years of operating the Alumni Club, there were no complimentary memberships issued. Guest cards were issued by the Alumni Office to alumni visitors from outside the metropolitan area, usually good for a day or two, at the most, a week. Every other year, guest cards have been issued to members of the Minnesota Legislature for the 90 day period of the legislature. Regents and University administrators did not receive complimentary memberships. In discussion that followed, it was felt this policy should be reviewed, but for the present, it was agreed that guest cards would be available but limited to not more than one week; that the policy at this time is no complimentary memberships to be given. It was pointed out by the Executive Director that it is awfully easy to give memberships away, but that the Association must make it financially on memberships and

NO COMPLI-  
MENTARY  
MEMBERSHIPS.

must have a minimum of 1,200 paying members on a continuing basis to keep the Club financially solvent, and that complimentary memberships should not be given except on a guest card basis.

Hours were not specified. It was felt that the hours should coincide with the hours set by the IDS restaurant on the 50th floor.

NO HOURS  
SPECIFIED.

The membership promotion program for the first eight items plus item 13, were approved. All campaigns are for members of the Association or non-members. Also approved was a letter to female graduates in the metropolitan area. The first mailing will be to those who have retained their equity in the Alumni Club, and will be a good indicator of how the membership campaign will go. Only 2,000 members will be accepted until such time as the load can be determined.

MEMBERSHIP  
PROMOTION  
APPROVED.

Membership Promotion Approved

- |   |        |
|---|--------|
| 1. To those who have an equity & amount   | 800    |
| 2. To former Club members   | 1,800  |
| 3. Editorial and picture-ALUMNI NEWS (cover)  |        |
| 4. Monthly page in ALUMNI NEWS  |        |
| 5. Letter to all members in Minnesota (NR)  | 4,000  |
| 6. Letter to all members outside Minn. (NR)   | 3,000  |
| 7. Letter to all members in five county<br>Metro area (r)   | 12,000 |
| 8. Chapter letter, full list, Minnesota (NR)  |        |
| Chapter letter, full list, outside (NR)   | 10,000 |
| 9. Board member letter to friends and<br>classmates - list  | 500    |
| 10. Board member letter - VIP membership, list  | 200    |
| 11. Flyers and campaign for Northstar Center,<br>IDS complex--get list of tenants   |        |
| 12. Campaign -- State Colleges  | 75     |
| Campaign -- Big Ten   | 3,500  |
| 13. Campaign by constituent group -<br>non-members, metro area, up to 10,000<br>per year, for professional use, give<br>charter member cost | 10,000 |
| 14. Individual faculty, administration,<br>department heads--special letter, charge<br>bills, Club facilities.                              | 3,500  |
| 15. Special contact campaign - metro area -<br>25 people, 10 members each   | 250    |
| 16. Letter to alumnae in metro area   | 17,000 |

Budget Estimate Approved  
May 1, 1973 - April 30, 1974

ESTIMATE OF  
 INCOME  
 APPROVED.

Income Estimate

Resident Charter Members 1,200 @ \$100		\$120,000
Non-Resident Charter Members 200 @ \$10		2,000
Regular Resident Members (after May 1, 1973) 100 @ \$120 dues	\$12,000	
100 @ \$30 initiation fee	<u>3,000</u>	15,000
Regular Non-Resident Members (after May 1, 1973) 50 @ \$12 dues	\$ 600	
50 @ \$13 initiation fee	<u>650</u>	1,250
VIP - Friends 50 @ \$144 dues	\$ 7,200	
50 @ \$66 initiation fee	<u>3,300</u>	10,500
<u>Special</u> Big Ten 20 @ \$120 dues	\$ 2,400	
20 @ \$30 initiation fee	<u>600</u>	3,000
State Colleges 10 @ \$120 dues	\$1,200	
10 @ \$30 initiation fee	<u>300</u>	<u>1,500</u>
	TOTAL ESTIMATE	\$153,250

NOTE: At present, about 800 MAA members have an average of \$30 equity in the Club or \$24,000. How many will convert to membership at \$100 a year rather than \$42.00 is probmactical. Those that do take out membership will be at a fee of \$100 minus their equity meaning it will be twelve months before they pay the full membership fee. If they do not convert, then the Association must absorb the amount of equity through membership which reduces income by that amount. This is one of the reasons membership has been somewhat off the past year, as 500 members took out their equity in MAA membership. There is no way of estimating the number who will convert and this part will not be on the budget estimate because the first year we must obtain a minimum of 1,200 new resident members at full price no matter what.

One can speculate that of the 800, 50% will keep membership at an average fee of \$70 or \$28,000 of membership income. If that is the case, the other 400 would then take their equity out in membership at a deficit of \$12,000 to the Association. It all depends on the number who convert and hopefully it will balance out.

As regards the estimate of expenditures, a question was raised on cleaning. The Association assumes the first \$4,000 of cleaning cost and IDS assumes the next \$3,000 and after that, the Association again. The question was raised, how was the \$3,000 air conditioning and electricity figure arrived at? The answer was that it was an estimate given by the IDS people who felt that this would be about the average cost. However, the item is a soft one and only experience will show the exact cost.

ESTIMATED  
EXPENDITURES  
APPROVED.

Estimated Expenditures Approved

IDS

Rent @ \$10 per square foot (7,043 sq. ft.)	\$70,430.00	
Leasehold Improvements (@\$1.4555 sq. ft.)	<u>10,677.57</u>	
Twelve Months Total (or \$6,723.13 per month)		\$80,677.57
Cleaning	\$ 4,000.00	
Air Conditioning & Elect.	3,000.00	
Escalation clause @ 5%	<u>550.00</u>	<u>\$ 7 550.00</u>
TOTAL I.D.S.		\$88,227.57



The estimated expenditures for the Club Office were approved.

CLUB OFFICE  
APPROVED.

Manager	\$12,000	
Hostess	7,200	
Secretary	5,000	
Telephone	750	
Computer Service (\$50 per month)	600	
Audit	500	
Insurance, Liability & Workman's Comp.	350	
Newsletter (6 times a year)	700	
Monthly billings (20,000)	<u>2,000</u>	\$ 29,100.00
TOTAL EXPENDITURES		\$117,377.00
Monthly		\$ 9,778.00

MAA Budget Estimate of Promotion Costs:

PROMOTION  
COSTS  
INVOLVED.

1. <u>Membership Campaign</u>		
50,000 brochures	\$ 900.00	
50,000 statements	233.00	
50,000 postage @ 1.7¢	850.00	
4,000 postage @ 8¢ (billing)	320.00	
50,000 labels	300.00	
50,000 addressing, stuffing mailing	447.50	
50,000 letters	1,075.00	
50,000 envelopes (#10)	568.00	
50,000 envelopes (#9 reply)	<u>568.00</u>	\$5,261.50
2. <u>Newsletters</u>		
6 times a year (12,000) postage labels @ 3.22¢ each addressing	\$ 386.00	
Printing	150.00	
Envelopes (#10, one color)	<u>108.00</u>	\$ 644.00
3. <u>Monthly Billings (20,000)</u>		
Statement - Printing		
Postage - Envelopes		<u>\$2,000.00</u>
TOTAL, SPECIAL PROMOTION		\$7,905.00

Promotion costs should come out of Club income if possible; otherwise from Capitol Expenditures Fund.

John Carroll asked the Executive Director to talk about the need to change the IRS classification of the Association. At the present time the classification is "educational, charitable" and the only advantage is that any funds given to the MAA is a tax benefit for those who give. However, it was pointed out by the IRS that the classification does not really suit the purposes of the Association and there are other non-profit classifications that would allow benefits to accrue to members. Question: Would this in any way hinder fund raising by the MAA and their fund raising for the University? The answer was that even when the Alumni Fund was a part of the office, all money was directly channeled via the University, not the MAA, and that any money given to the Association could be channeled through the Development Office and back to the Association. This would cause no problem. The Association should be able to make money, if possible, in order to help sustain their program. Under the present classification, any profit becomes unrelated income and is taxed at the rate of 22% for the first \$25,000 and anything over that is taxed at the rate of 48%. The Executive Director was asked to put information on this matter out in a memo to the Executive Committee and this should be done as soon as possible.

NEW  
CLASSIFICATION  
FOR  
ASSOCIATION.

John Carroll commented on the Ramsey and Hennepin County Delegation Dinners. He felt the turnouts were good, that they were friendly meetings, but felt that some of the new legislators would have liked to have had more information and more discussion. John Carroll did point out to the legislators that the Minnesota Alumni Association could be helpful with information on the University, but that the Association was not the University, and could be a real resource to legislators. The question was raised whether there should be anyone from the University administration at these meetings.

REPORT ON  
RAMSEY AND  
HENNEPIN COUNTY  
DELEGATION  
DINNERS.

The Executive Director reported that tentative arrangements have been made for the Executive Committee to meet with the Board of Regents on January 11, but arrangements have not been confirmed as yet.

TENTATIVE  
MEETING WITH  
REGENTS  
JANUARY 11.

There being no further business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

By   
ED HAISLET  
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION

MEMORIAL RESOLUTION

December 21, 1972

RESOLVED that in behalf of the entire membership of the Minnesota Alumni Association, the Board of Directors adopts this resolution in tribute to the memory of Wendell T. Burns, for his many years of loyal and unselfish service to the Association, and to his alma mater, the University of Minnesota.

Wendell Burns was a member of the Board of Directors of the Association from 1954-1960, during which period he served as treasurer, second and first vice president, and as National President. He was a highly respected authority in the field of investment marketing, and gave unstintingly of his expertise during his long service as a member of the Association's Investment Committee.

For his professional attainment and for his leadership in civic and cultural affairs, the University gave Mr. Burns its highest award to an alumnus, the Outstanding Achievement Award, in 1959.

Be it further resolved that a copy of this resolution be spread upon the official minutes of the Board of Directors, recording their profound sorrow at his passing, and that a copy be transmitted to Mrs. Burns conveying to her and to her family, the sincere sympathy and heartfelt condolences of the Board.

Be it further resolved that copies of this resolution be transmitted to the President of the University and to the members of the Board of Regents.

---

Executive Director

---

President

*Be read  
12-21-72*

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

MEETING OF EXECUTIVE COMMITTEE WITH BOARD OF REGENTS  
January 11, 1973  
6:00 p.m. - Minnesota Club

Minutes

All Executive Committee members were in attendance with the exception of Harry Atwood who had a company dinner. All the Regents were in attendance with the exception of Dan Gainey and L. J. Lee. After a social hour, dinner was served at 7:00 p.m. with the meeting starting about 8:00 p.m.

John Carroll welcomed everybody and said the purpose of the meeting was to get input from the Regents as to what they think the Alumni Association can do and how they think the Association can help them more. He called upon the Executive Director to talk about the Alumni Club and answer questions for the Regents. Chairman Carroll then called upon the various Regents to give their feelings.

Malcolm Moos paid tribute to the Regents and to the outstanding Board members of the Association.

Fred Cina felt that the alumni could help on a legislative program and phases and felt that we should contact legislators individually and collectively.

Josie Johnson indicated that the University is one big family but that the alumni are more in touch with the public and know how people feel about the University more so than others. They need information, and to become involved and contribute, even though some of the public may be angry.

George Rauenhorst touched upon the need for continuing education programs and about the Earl Brown Center. John Carroll said he would like Mr. Rauenhorst to come before the MAA Board some time and talk about the continuing education programs.

Loanne Thrane said the University has been in retrenchment, there is misunderstanding; they need help and have to have a "hard sell" this year on the University's program.

Dr. Huffington said the Alumni Association should help people understand the administration and Board of Regents and help with legislative problems, assuring people that the legislative request is a "bare bones" request, and that we should talk to legislators.

John Yngve felt it was disturbing that everyone seems to be the "devil's advocate" and that no one seems to have faith - that we must have faith in the people serving (the Board of Regents, faculty, alumni, etc.), and without this faith, we cannot get the job done.

Fred Hughes praised President Moos on the fine job he is doing.

Les Malkerson indicated that we needed each other.

Elmer Andersen indicated that we need to create a greater credibility with the legislature and they certainly needed the Alumni Association, and he thought that the Association should:

1. Circularize notice of the alumni meetings to the Regents - some of them would attend.
2. Alumni Public Service committee should be set up. The committee would communicate between legislature and the people of the districts and see that the facts are gotten out.
3. He indicated that he felt that once the committee was established, the Regents and the Executive Committee (MAA) should meet monthly and go over plans and programs and how it is progressing. He feels that a monthly meeting would be very helpful.

Chairman Carroll then described the duties of the Executive Director and the kind of work that he is doing and then described the work of the Development Office and their work and indicated that the two Executive Directors should work together as they were both together in the Development program of the University.

He then gave each of the MAA Board members thirty seconds to introduce themselves, after which the meeting adjourned.

Respectfully submitted,

  
ED HAISLET, EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
February 6, 1973  
4:00 p.m. - Minnesota Club

Minutes

John Carroll, presiding.

ATTENDANCE

Members of Executive Committee Present:

Harry E. Atwood	George Pennock
Franklin Briese	Barbara Stuhler
Gerald H. Friedell	Thomas Swain
Geri Joseph	Ed Haislet
Oscar Knutson	Janet Widseth

Members of Executive Committee Not Present:

Dr. Robert Hugh Monahan  
Carl Platou  
Wallace Salovich

Guest: Vice President James Brinkerhoff

The Minutes of the Special Meeting of the Executive Committee on December 21, 1972 were approved as sent out.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING OF  
12/21/72  
APPROVED.

Franklin Briese reported that the Association is in first class financial shape, no real changes have been made, everything is in order. He reported also on meeting of the Investment Committee of January 17, 1973. He indicated the portfolio was reviewed and it was agreed that the cash and accumulated income be temporarily invested in U.S. Treasury Bonds due in 1973, and that the entire portfolio be reviewed at the next meeting of the Investment Committee in the Spring. On motion duly made and seconded, the total report was accepted.

REPORT OF  
TREASURER.

INVESTMENT  
COMMITTEE  
REPORT.

The Executive Director reported on the membership. Membership is down to 22,000 members. However, income is up \$5,000 over a year ago. There seems

to be a discrepancy of about 1,800 members who are not shown, and the Alumni Office is working with the data processing people to find out if there are any errors. One by one the holes are being plugged and correct membership figures hopefully will soon be available.

MEMBERSHIP  
REPORT -  
MEMBERSHIP DOWN

The Executive Director then reported on the Alumni Club indicating that layout had been approved. However, because of the pre-fabrication of the kitchen equipment that is required, the date for the opening of the Club will not be before September 1, 1973. Campaign materials are being prepared, printing and supplies being ordered. The period of enrollment will be May-June. He reported he had already received about 400 letters and probably more phone calls on the Club and that in spite of the fact that money was not asked for, 38 non-resident memberships have been sent in and 11 resident memberships. Franklin Briese felt that this could be a tremendous financial success if handled right, and this seemed to be the consensus of most of the members of the Executive Committee.

REPORT ON ALUMNI  
CLUB.

Jerry Friedell was then asked to report on the Alumni Center and Jim Brinkerhoff, guest at the meeting, was introduced. Jerry said he had met with Jim Brinkerhoff for lunch that noon and that the preferred site on the East River Road was not available and the only site seemed to be the Washington Avenue site; that he and Mr. Brinkerhoff felt that they should proceed with the fiscal package and bring it before the Alumni Board by July 1.

REPORT ON  
ALUMNI CENTER.

The question was then raised, could the Association have the ability to bond? If not, was it available through the University?

Vice President Brinkerhoff was then called upon. President Carroll asked him to speak about the interests of the University in the Alumni Center. What does the University want the Association to do? Does the University want the Alumni Center? What is the University willing to do financially?



Vice President Brinkerhoff then went into the background from the time when he came to the University - the Fourth Street site which was supposed to be the Gateway to the campus, the dissatisfaction of the Alumni Office with the site, asking for alternate sites. He said that his office then identified two sites - one a private property (Harris), the other preferred site on the corner of Washington Avenue and Oak Street. He thought that the corner of Washington Avenue and Oak Street was the number one location - next to Memorial Stadium, next to Health Sciences, fits into the present traffic problem without penetrating the campus, on the route of all existing mass-transit systems. He felt that this location could be easily gotten to by anybody in southeast Minneapolis by walking and that it was an ideal location. He went on to say that there are a great number of people visiting the campus every day that are now housed downtown in motels and hotels all over the city and it would be a great service to the University if these people who come to the University could be housed on campus, plus the great number of conferees who, likewise, are on campus for professional business. He felt there might be extra conference facilities in the building (for the University's use).

Mr. Brinkerhoff went on to say that the Regents viewed the Alumni Center as a business proposition which would benefit both the University and the Association. The University expects to get paid for the land; it is producing income now and in order to give land to the Association, they would have to give land likewise to the students and any other groups that might ask. He indicated that he thought the title of the building might eventually revert to the University and he likewise felt that the Association shouldn't hold fast to the idea that the building be called or named "The Alumni Center."

John Carroll asked, what does the University want to pay, if anything? What is it worth to the University to have this kind of facility? What about present alumni facilities? Would the University pay rent for alumni facilities in the building?

How anxious is the University that this be done? Likewise, George Pennock wanted to know whether the University felt they had an obligation to help the Association in doing a better job. He thought this was part of the original discussion but hadn't heard anything about it for a long time.

Mr. Brinkerhoff said that the University's contribution would be allowing the Association to build on University land, but on a straight financial deal. However, the University would be willing to negotiate. The facility would take care of the transient housing problem, and a liquor license on campus is unique.

Franklin Briese thought a feasibility study would have to be done before we could work out a financial package. John Carroll appointed a special committee to work out a financial package consisting of (Chairman) Harry Atwood, assisted by Franklin Briese and confer with such people as necessary - Jerry Friedell, Jim Brinkerhoff, the MAA Executive Director. The Committee would confer with hotel contacts such as IDS, Kahler, Holiday Inns, Ramada, Curt Carlson, etc. to see their interest.

COMMITTEE FOR  
FINANCING  
ALUMNI CENTER  
FORMED.

John Carroll thanked Jim Brinkerhoff for his presentation and for being with us during the afternoon. He then asked the Executive Director to give the report on the Nominating Committee. Also, to give the Quarterly Report on Insurance which showed: Life Plan - 1,242 insured members; number of family units - 170; annualized premium - \$136,000; volume of insurance, \$18 million; claims paid, \$15,000. Hospital-Money Plan - 510 insured members; annualized premium of \$63,000; paid claims of \$16,000. Accidental Death Plan - 62 insured; annualized premium \$4,750; volume of insurance of \$4,850,000. Auto Insurance - number of insured, 113; annualized premium of \$28,250. Figures are as of January 1, 1973.

REPORT ON  
NOMINATING  
COMMITTEE.

QUARTERLY  
INSURANCE  
REPORT.

The Executive Director then reported on the recommendation of Joe Maun concerning certain types of exempt organizations under Internal Revenue codes 501 (C) (6-7-8-9). Presently the Alumni Association is a tax-exempt organization

February 6, 1973

under Section 501(C) (3) as a corporation organized and operated exclusively for charitable and educational purposes. No matter which classification, there is a tax on all unrelated income of the organization. Joe Maun's conclusion was that unless the Bureau of Internal Revenue indicates that the unrelated activities of the MAA are possibly threatening the Association's Section 501(C) (3) tax-exempt status, the Association would probably be wise to continue to maintain its exempt status as an educational and charitable organization under Section 501(C) (3).

REPORT ON  
RECOMMENDATIONS  
CONCERNING CHANGE  
OF ASSOCIATION  
STATUS.


The Executive Director also indicated that he had talked to Mr. Les Brunschen who is in charge of the tax-exempt organizations for the Bureau of Internal Revenue in this area. Mr. Brunschen said the same thing - that we could reclassify, but all the tax-exempt classifications are still liable for non-related income; that we would be better to stay with our present classification.

The recommendation that we do not change the present classification and pay income tax on non-related income if necessary was accepted.

There being no other business, upon motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

By   
ED HAISLET  
EXECUTIVE DIRECTOR

SPECIAL NOTE:

The dividends assigned to MAA by individual policy holders of the Group Life program for the fiscal year ending Oct., 1972 was \$50,332.00.

INSURANCE  
DIVIDEND  
1972.

Hospital Money Plan - check to cover first three years of policy - per formula - \$7,538.20.

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Winter Board Meeting  
February 6, 1973  
6:00 p.m. - Minnesota Club - St. Paul

Minutes

John Carroll, presiding

ATTENDANCE

Members of Board Present:

Margaret Arnason	Dr. George W. Janda
Harry E. Atwood	Geri Joseph
Donald C. Benson	Oscar R. Knutson
Franklin Briese	Iantha LeVander
Charles Britzius	Greer Lockhart
Betty Danielson	Dr. Kenneth Manick
M. Julian Erlandson	Onalee O'Hearn
Patrick O'Halloran	Patricia Partridge
Dr. Warren Hunt	George Pennock
Richard Hyllested	Jack Stromwall
John Jacobson	Barbara Stuhler
	Dr. Robert Hugh Monahan

Members of Board Not Present:

Fred Agnich	Harold Melin
George Arneson	Richard Messing
Sandra Carter	<del>Dr. Hugh Monahan</del>
Robert Cerny	Ardis Nelson
Marilyn Chelstrom	Carl Platou
Alfred France	James Remes
Gerald Friedell	Dr. Troy Rollins
George Gibbs	Wallace Salovich
Terrance Hanold	John G. Schutz
John K. Hass	Norman Silver
Gerald Helgeson	Henry Somsen, Jr.
Leonard C. Heisey	Donald Sonsalla
Lynn Hokenson	Thomas Swain
Charles Holmes	Dr. John L. Walch
Joseph Karesh	Milton Wick
Stephen Keating	
Melva Lind	

Committee Member Present: Dr. Linneus Idstrom

Special Guests:

Regent George Rauenhorst	Robert Odegard
Vice President James Brinkerhoff	George M. Robb
Vice President Stanley J. Wenberg	Russell Tall
David J. Berg	

Staff Present:

Ed Haislet  
Janet Hart Widseth  
Dorothy Anderson

After a prime rib dinner, John Carroll gave the welcome naming John Jacobson of Fort Lauderdale as coming the farthest. He indicated that the special program of the evening was the presentation of the University's legislative request by the University's legislative team headed by Stan Wenberg, but that before that there were several items of business that would be brief but necessary. He then asked for the approval of the Minutes of the Executive Committee meetings of October 17, December 5 and December 21. The Minutes were approved as sent out.

MINUTES OF MAA  
EXECUTIVE  
COMMITTEE  
MEETINGS OF  
10/17/72,  
12/5/72 and  
12/21/72  
APPROVED.

The Executive Director reported on the Alumni Club indicating that the Alumni Club was progressing and that final plans had been approved, but that due to the necessity of pre-fabrication of kitchen equipment, the opening date of the Club would not be until September 1, 1973.

REPORT ON  
ALUMNI CLUB.

OPENING DELAYED  
UNTIL SEPTEMBER

John Carroll then explained that the Chairman of the Committee on the Change of By Laws was not present and that the Executive Director would make the report to the Board. The Executive Director explained that the change in the By-Laws was to change the election procedure of the Association from selection of ten nominees for the Board of Directors each year with five being elected, to only five nominees with the five to be elected not by the membership at large, but by the membership attending the annual meeting of the Association each year in June.

CHANGE IN MAA  
BYLAWS APPROVED

Some of the other By Laws articles had word changes to meet the new requirements but otherwise, procedures remained the same. Officers and members of the Executive Committee and members at large are appointed each year by the Board at the time of the Spring Board Meeting.

Oscar Knutson moved for approval of the change report and it seemed to be the consensus that this important change be made. On motion duly made and seconded, the motion carried and the By Laws are to be changed. Changes in the By Laws are attached herewith.

John Carroll then introduced Jim Brinkerhoff and asked him to speak on whatever was next to his heart. Mr. Brinkerhoff indicated that the University was unique; that it was the only major University in the State; had more support than any other University he knew; that while the Governor's request was less than the University had asked, it was still \$13½ million more than two years ago which is still a considerable increase. So you can look at it in two ways - as being a cut from what was recommended and bad, or as an increase over two years ago which is good.

John Carroll then introduced Vice President Stanley Wenberg, Chairman of the University Legislative Team which was to present the request for the 1974-75 biennium. He introduced the team consisting of Vice President Brinkerhoff; Associate Vice President Stanley Kegler; David J. Berg, Director of Budget Planning, Information; Bob Odegard, Director of Development; George Robb Executive Assistant to Vice President Wenberg; and Russell Tall, Director of University Relations.

LEGISLATIVE  
REQUEST REPORT.

Vice President Wenberg then indicated that he would point out the salient points of the University's request and compare it briefly with what the Governor had recommended. After brief remarks, he asked Stan Kegler to go into the University's request, which he did. Vice President Wenberg then indicated the main differences in what the Governor recommended and what the Regents had recommended.

After Mr. Kegler's report, Mr. Wenberg then asked John Carroll if he would ask questions and Chairman Carroll had people at the various tables ask questions. Almost everyone had some ax to grind as to what happened to "their" building. The discussion finally ended about 10:00 p.m.

In closing, John Carroll thanked Stan Wenberg, Jim Brinkerhoff and the legislative team for their presentation and the Alumni Board for their turnout.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

/s/ Ed Haislet

By   
ED HAISLET  
EXECUTIVE DIRECTOR

Encl. (1)

ALUMNI BYLAWS

ARTICLE III

Officers

Change to read:

The officers of the Association shall consist of a President, a First Vice President, a Second Vice President, a Secretary and a Treasurer, each of whom shall be an ex-officio member of the Board of Directors and with voting rights, each to be elected by the Board of Directors to serve in such capacity for a term of one year and/or until his successor is elected and qualified. The Second Vice President shall succeed the First Vice President in office. The First Vice President shall succeed the President in office. Such succession shall be automatic and take place on July 1 of each year.



## ARTICLE VIII

### Meetings

#### Section 27. Annual Meeting.

Change to read:

The annual meeting of the Association shall be held at such place and time as the Board of Directors shall determine, which determination shall be made at least 90 days prior to the date of the meeting. Notice thereof shall be published at least 60 days prior to the date of the meeting in the Alumni News.

At this meeting the following reports shall be made:

- 1) Nominating Committee
- 2) Names of persons elected to the Board of Directors.
- 3) Report of elections of new officers
- 4) Report of election to the Executive Committee
- 5) Report of President

Further, the new Directors and officers shall be presented.

#### Section 30. Annual Board Meeting.

Change to read:

An annual (Spring) meeting of the Board of Directors shall be held prior to the prescribed annual meeting of the members. At this annual meeting, the election of officers and members of the Executive Committee of the Board shall take place. The President shall report to the Board at that time the names of persons nominated as officers, as members of the Executive Committee and members of the Board of Directors. The Directors assembled at this meeting shall elect the officers of the Association for the ensuing year, as well as members of the Executive Committee. The names of persons nominated to the Board shall be canvassed only to confirm their qualifications as prescribed by Section 38 of these Bylaws.

## ARTICLE IX

### Committees

#### Section 33. Nominating Committee.

Change to read:

The nominating committee shall consist of the President, as Chairman, the two immediate living Past presidents, First and Second Vice Presidents, and two additional members of the Association other than Board members, appointed by the President. The nominating committee shall meet upon the call of the President in sufficient time to meet the time requirement established herein.

#### Section 34. Function of Nominating Committee.

Change to read:

The nominating committee shall have four functions:

- 1) This committee shall nominate at least one person for each Director to be elected by the Association membership to the Board of Directors.
- 2) This committee shall nominate at least one person for each vacancy to be filled by the Board as members at large.
- 3) This committee shall nominate at least one person each as Second Vice President, Secretary and Treasurer.
- 4) This committee shall nominate up to six members to the Executive Committee.

#### Section 36. Ballots and Canvassing.

Change to read:

Upon delivery of the report of the Nominating Committee to the President, the latter shall cause the Executive Director to prepare a form of report and notice of nomination to the Board of Directors, subject to the President's approval and cause it to be published in the next subsequent issue of the Alumni News. The report and notice of nomination shall contain the following information concerning each Board nominee:

ARTICLE IX

Committees

Section 36. Ballots and Canvassing. (continued)

- 1) Place of residence.
- 2) College.
- 3) School.
- 4) Year of graduation or years of attendance.
- 5) Degrees.
- 6) Other pertinent information.

In the event of nomination by petition, resulting in more nominees than Board vacancies to be filled, there shall be printed in the Alumni News a ballot in a form that may be clipped from the publication and mailed to the office of the Executive Director. The ballot shall contain the information required in the report and notice of nomination, and the ballot shall contain after the name of the person so nominated the statement "Nominated by Petition". On the same page with the printed ballot shall appear specific directions with respect to marking and mailing the ballot, together with a statement indicating the final date the ballots must be received in order to be counted. The names of nominees, in the event of nomination by petition, shall appear in alphabetical order.

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
April 17, 1973  
Campus Club 4:00 p.m.

Minutes

John Carroll, presiding.

ATTENDANCE

Members of Executive Committee present:

Harry Atwood	Wallace Salovich
Franklin Briese	Barbara Stuhler
Gerald Friedell	Thomas Swain
Geri Joseph	Ed Haislet
George Pennock	Janet Widseth
Carl Platou	

Members of Executive Committee Not Present:

Oscar R. Knutson      Dr. R. Hugh Monahan

The Minutes of the Executive Committee Meeting of February 6, 1973 were approved as sent out. There was one question as to the committee on the Alumni Center and it was verified that the Chairman would be Harry Atwood assisted by Franklin Briese, to confer with such people in the area as necessary-- Jerry Friedell, Jim Brinkerhoff and Ed Haislet.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING OF  
2/6/73  
APPROVED.

Franklin Briese made a series of comments upon aspects of the budget. He noted the large variation in membership numbers and commented that it had to do with when classes went on and off; that he understood that the data processing program was purifying itself and for the first time is starting to stabilize; that as regards our MAA Endowment Fund, because of the present situation, the market value had probably eroded; that the budget for the fiscal year looks good for the first nine months and has performed well and within budget limitations. Between now and next November, an amount of \$200,000 in capital monies will be used for the Alumni Club.

REPORT OF  
TREASURER.

On motion duly made and seconded, the report was accepted.

The Membership Report was discussed. John Carroll asked about types and kinds and numbers of memberships. Figures for paid membership for the nine months ending March 30, 1973 showed for annual - 6,081, three-year - 913, life - 172. Total paid members as of March 31, including annual, life and three-year, is 13,356 members (add about 9,500 new graduates a year and that comes out about correct).

MEMBERSHIP  
REPORT.

The Executive Director indicated that for the first time membership has started to turn up, and unless something unforeseen happens on campus or with the economy, it should continue.

He also explained that the Minnesota Alumni Association is different from most alumni groups; that of the 90,000 alumni in the State, 70,000 are in the seven metropolitan county area with less than 18,000 actually residing outside these seven metropolitan counties. People are on campus every day and in many ways, but they don't need the Association to conduct their business, whereas if the college is located in a small town, alumni who want something, such as to attend a function, communicate through their alumni association so that their alumni office is much more important to the general alumni there. The kinds of programs operated at Minnesota are different from those of most alumni Associations.

It was suggested that a copy of the Migration Study made this year be attached to the Minutes for the members of the Executive Committee.

Harry Atwood reported for the Committee on the Alumni Center. He indicated that he and Franklin Briese have been in contact with the Kahler Corporation, with the Hilton Hotels Corporation and with Carlson Companies; that the Executive Director has a meeting in Chicago April 27th with the Hilton Hotels Corporation after which the other contacts will be firmed up although initial contacts have been made. He said he had nothing, really, to report until after the first meeting had been held with the Hilton people. Jerry Friedell indicated that the Ramada Hotels were very interested and he would have the Ramada Hotels people contact Harry Atwood.

ALUMNI  
CENTER  
REPORT.

The Executive Director brought to the attention of the Executive Committee that since the start of the Century Clubs five or six years ago, there has been a definite drop in constituent memberships. The Development Office is concerned because so many of the Century Club members feel that if they are a member of a Century Club (\$100 a year for ten years), they should automatically be members of the Association. The Alumni Office also gets this kind of correspondence. The Development Office proposed that there be an automatic membership in the Association for Century Club members and suggested a fee of \$6. However, in figuring out the number of Association members who are members of constituent century clubs and putting on the remainder at \$6.00, it comes out exactly even. However, with mounting costs it could well result in a deficit. Also, the matter of procedure on payments is to be worked out.

In the discussion it was felt while the Association needs membership, it shouldn't erode the \$10.00 membership fee; that the Executive Director should propose to the Development Office that the full \$10.00 membership fee is needed; that formerly the MAA membership program included various prices for different kinds of memberships, all of which eroded the basic membership fee so that the average fee did not provide enough funds on which to operate. In the new membership fee program adopted in 1969 the membership fee was stabilized at \$10.00 and no special membership fees permitted. At present, the \$10.00 fee barely covers costs and in the near future, if inflation persists, it will be necessary to raise the fee.

It was voted that the Executive Director contact the Development Office and report that the Executive Committee approved the idea but that the fee would have to be \$10.00; also, that procedure to be used in payment must be satisfactory to the Executive Director.

The IRS audited the MAA for 1970 as regards non-related business income. The IRS ruled that in the case of the Minnesota Alumni Association, they considered non-related business income to be:

- 1) Merchandise, 2) Encyclopaedia Britannica, and
- 3) lists for tours. They exempted advertising at the present time because the amount taken in from advertising is low and our expenses are, of course, high. However, advertising will be looked at each year.

The IRS showed unrelated income for 1970 of \$14,403. The MAA Office was able to show expenses of \$6,569.30 for tours and merchandising. With a special deduction of \$1,000 given for non-profit organizations, the liability came to \$13,403 and then subtracting MAA expenses, the balance showed unrelated income of \$6,873. Therefore we owed the IRS 22% + 7½% surcharge so tax for 1970 was \$1,639. For the year 1971-72, the MAA will have to file a return and pay tax on the above items for 1971 and 1972, and henceforth. The insurance program is exempt because the dividends are a gift to the Association. Every fifth year the MAA books will be audited by the IRS on unrelated business income.

The Executive Director indicated that he has been dissatisfied with the present auditors, Peat, Marwick, Mitchell and Company; that they are too big, too impersonal; that they send their youngest, newest staff person each year who has to learn the MAA business all over; that they really weren't very helpful to the Executive Director; that he would like to hire a smaller concern which would take more interest and which would really get to know the Association accounts. Discussion followed. It was suggested to the Executive Director he should stay with one of the bigger concerns for his own protection; that probably some of the alumni of the bigger concerns should be consulted to see if they would take over the account. The Executive Committee said they did not oppose the Executive Director bringing in names for their consideration but thought he ought to think about either staying with the same firm or with one of the big eight.

AUDITOR  
CHANGE  
PROPOSED

The Executive Director reported on his meeting with Vice President Wenberg as to what is anticipated will happen to the University budget this coming year. Mr. Wenberg indicated that there will probably be severe cuts; that all departments will be required to present a complete defense of their present program, objectives, detail account of what each person does, priority in program cuts for next year, needs of the department for equipment and personnel. The material has been presented to the University by the Department of Alumni Relations but the University budget relates directly to the MAA budget. May 18, 1973 has been set for the meeting of the Executive Committee to consider budget, but this will depend on how the

UNIVERSITY  
BUDGET  
MEETING.


legislature determines its money bills and how the University administration reacts. The date of the Association budget meeting might have to be changed to a later date.

The Executive Director indicated that Vice President Wenberg had indicated that the University vice presidents had voted that the Alumni Association would not receive the \$20,000 from non-recurring University funds which we have been receiving since the formula of \$4.00 per degree was changed to a \$40,000 grant each year to take care of new graduates--getting graduates on the list, mailing to them, and giving them membership. President Carroll and First Vice President Harry Atwood were requested to talk with President Moos and ask him for the \$20,000 and hopefully get the \$20,000 as a part of the regular budget rather than from non-recurring funds. There was discussion and John Carroll said as soon as he got back from his next trip he would contact Harry Atwood and set up a meeting with Mr. Moos to discuss the matter.

While there were still several items on the agenda, the meeting was adjourned in order that everyone could attend the meeting of the Board of Directors.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

  
by  
ED HAISLET  
EXECUTIVE DIRECTOR



The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Spring Board Meeting  
April 17, 1973  
Campus Club - 6:00 p.m.

Minutes

John Carroll, presiding.

ATTENDANCE

Members of Board of Directors present:

Harry Atwood	Stephen Keating
Barry Bridges	Dr. R. Hugh Monahan
Franklin Briese	Onalee O'Hearn
Charles Britzius	Wallace Salovich
Robert Cerny	Henry Somsen
Betty Danielson	Jack Stromwall
M. Julian Erlandson	Barbara Stuhler
Dr. Warren Hunt	Thomas Swain
Richard Hyllested	Dr. John Walch
Geri Joseph	Milton Wick
Dr. George Janda	

Guest: Richard Hawk, Executive Director, Higher  
Education Coordinating Committee

Staff:

Ed Haislet	Doug Currence
Janet Widseth	Bob Ronay
Dorothy Anderson	Dick Thomas

Members of Board of Directors not present:

Fred Agnich	Leonard Heisey	Richard Messing
Margaret Arnason	Jerry Helgeson	Ardis Nelson
George S. Arneson	Lynn Hokenson	Patrick O'Halloren
Donald C. Benson	Charles Holmes	Patricia Partridge
Sandra Carter	John Jacobson	George Pennock
Marilyn Chelstrom	Joseph Karesh	Carl Platou
Alfred France	Oscar Knutson	James Remes
Gerald Friedell	Iantha LeVander	Troy Rollins
George Gibbs	Melva Lind	Jack Schutz
Harold Haglund	Greer Lockhart	Norman Silver
Terrance Hanold	Kenneth Manick	Donald Sonsalla
John Hass	Harold Melin	

After a very fine prime rib dinner, President Carroll indicated there would be a presentation of the Outstanding Constituent Chapter of the Year award and called upon the Executive Director to explain the award. The Executive Director went briefly into the background of the constituent alumni association award indicating that a questionnaire was sent out each year to each group; that on the questionnaire there were thirteen different areas for programming and information and each group is graded for performance in each area. Previous winners are: 1967, Business; 1968, Medicine; 1969, Nursing; 1970, Dentistry; and 1971, I.T. He indicated that a number of the constituent groups do an outstanding job, most do an adequate job. The outstanding job of the year was done by the University of Minnesota Alumnae Club. This is the women's group that cross cuts all college lines. It is not a professional group and therefore certain areas in the questionnaire don't pertain to them, but in spite of this, they topped all others and were declared the 1972 winner. Their program raised money for scholarships, worked with students, gave out Outstanding Achievement Awards, etc. They scored a total of 83 points out of a possible 100.

The President of the Alumnae Club for last year was Mrs. Ethelyn Bros. Because she couldn't be present she asked Janet Widseth be presented the award on behalf of the Alumnae Club. The award was presented by John Carroll who congratulated the Alumnae Club on their fine performance and indicated the Association appreciates the fine job of the Alumnae Club and also the job done by Mrs. Widseth.

John Carroll indicated that the Nominating Committee, consisting of John Carroll, Harry Atwood, William Cooper, Dave Fesler, Harry Heltzer, Oscar Knutson, and George Pennock, had met to nominate officers and members of the Executive Committee for the next fiscal year. According to the new By-Laws, Officers and Executive Committee members are elected by the Board members at the Spring meeting. Therefore, he would give the report and ask their approval.

OUTSTANDING  
CONSTITUENT  
CHAPTER AWARD  
OF THE YEAR  
GIVEN TO  
U of M  
ALUMNAE CLUB

REPORT OF  
NOMINATING  
COMMITTEE  
AND ELECTION  
OF OFFICERS  
AND EXECUTIVE  
COMMITTEE  
FOR 1973-74  
YEAR.

The following slate of officers was approved:

Harry E. Atwood '31BA Hopkins	President
George T. Pennock '34BBA Minneapolis	First Vice President
Wallace Salovich '50BBA '56MHA Wayzata	Second Vice President
Barbara Stuhler '52MA St. Paul	Secretary
Franklin Briese '38LLB St. Paul	Treasurer
John Carroll '33BChemE St. Paul	Past President

Members of the Executive Committee, for one year terms, were approved as follows:

Robert Hugh Monahan '43MD  
ST. Paul

Charles Britzius '33BCE, '38MSCE  
Wayzata

George Gibbs '63BSED  
Rochester

Geri Mack Joseph '46BA  
Minneapolis

Iantha Powrie LeVander '35BSEd  
South St. Paul

Thomas A. Swain '42BBA  
Stillwater

President Carroll then talked about the Alumni Club and some of the problems and asked the Executive Director to fill the Board in on some of the more recent developments; that the enrollment period for members would be held during May and June. During this period, the membership fee

REPORT ON  
ALUMNI CLUB.

for residents of the seven metropolitan county area will be \$100.00 a year with the initiation fee being waived. After the 60-day period, the membership fee for residents will be \$120.00 a year and a \$30.00 initiation fee. For non-residents of the seven metropolitan county area, during the 60-day enrollment period, the membership fee will be \$10.00 a year with the initiation fee being waived. After the enrollment period, the fee will be \$12.00 a year with a \$13.00 initiation fee.

The membership materials are ready to go out. On April 25 mail will go out to those with equity and on May 1st a letter will go to former members of the Club plus the 13,000 Association members in the seven metropolitan county area, with applications.

There are other mailings that will be made in various categories if needed.

The Executive Director also indicated that at the present time plumbing is being put in on the 50th floor; electrical plans are about ready; that Mike Hopkins has done an outstanding job on the design part of it; that Mike Hopkins and he are going to Chicago to look at furniture. Everything seems to be about on schedule. It is suspected the Club will be open by September first if not earlier.

John Carroll asked Harry Atwood to report on the Alumni Center. Harry went into the background of the project which started in 1965 with a plan to build an Alumni Center on the West Bank; then, subsequently, plans changed so as to become a part of the new Gateway Center for the University on the East Bank, this at the request of the administration. Later, after another change of plans by the University, an alternate site was made available to the Association on a business basis, the site being adjacent to Memorial Stadium on Oak Street extending down Washington towards downtown Minneapolis.

REPORT ON  
ALUMNI CENTER

Because it looked like the Center would be on campus, it was necessary to obtain a liquor license and two years ago the Association went to the legislature and was able to get the statute changed to allow the Association to obtain a liquor license for use on campus to serve liquor.

At the present time, contacts have been set up to ascertain the interest of the various hotel groups for this particular project. The Kahler Corporation, Carlson Companies, the Hilton Hotels Corporation have all been contacted and the Executive Director will meet with the Hilton Hotel Corporation people on April 27th in Chicago. The Ramada Inn people will be in contact with Harry Atwood. Following meeting on the Hilton interest, other contacts will be continued.

President Carroll indicated that the Annual Meeting will be June 5th and this year the program will be somewhat changed from last year. The annual meeting is a most important function of the Association. He asked the help of the Board Members to get a good turnout; that it helps to interest alumni in the Association and the University; it is a launching pad, really, for Association programs and we need the help of all to make it successful. He asked the Executive Director, then, to talk briefly about the program. There will be the presentation of five Outstanding Achievement Awards by President Moos and two Alumni Service Awards. Franklin Brieese will speak for all the recipients. John Carroll will, of course, give the President's report on activities and programs of the Association for the past year and talk with the group about the projected Alumni Club and Alumni Center. The Men's Glee Club will perform.

ANNUAL  
MEETING  
JUNE 5.

President Carroll then asked Dick Hyllested to comment briefly on the General College annual meeting at which 200 attended--up from 83 the year before. The Outstanding Achievement Award was presented to Dave Moore and an Alumni Service Award to Fred Dresser, as well as other awards given out. An Honorary Alumnus Award was given to George Gibbs and a Faculty Award was given. President Moos talked about the place of General Education and the fine job General College has done over the years.

The speaker of the evening, Richard Hawk, Executive Director of the Higher Education Coordinating Commission, was introduced by President Carroll. After telling about Mr. Hawk's background and the kind of job he has been able to do and Mr. Hawk's personal relationship with himself as the first

SPEAKER OF  
EVENING,  
RICHARD HAWK.

President of that organization, Mr. Hawk then gave a very fine presentation on Post-Secondary Education in the State: Present condition; history of turmoil, the declining enrollments; that people feel we don't need educated people anymore, or no longer need teachers; the deteriorating federal relationship with higher education; the position of state government and state responsibility to the post-secondary education; competition in post-secondary education for funds, students and programs, etc.

Many questions were asked. John Carroll thanked Dick Hawk for a fine presentation on behalf of the group.

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted.

BARBARA STUHLER  
SECRETARY

A handwritten signature in black ink, appearing to read "Ed Haislet", with a long horizontal flourish extending to the right.

by  
ED HAISLET  
EXECUTIVE DIRECTOR

President of that organization, Mr. Hawk then gave a very fine presentation on Post-Secondary Education in the State: Present condition; history of turmoil, the declining enrollments; that people feel we don't need educated people anymore, or no longer need teachers; the deteriorating federal relationship with higher education; the position of state government and state responsibility to the post-secondary education; competition in post-secondary education for funds, students and programs, etc.

Many questions were asked. John Carroll thanked Dick Hawk for a fine presentation on behalf of the group.

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted.

BARBARA STUHLER  
SECRETARY



by  
ED HAISLET  
EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
May 22, 1973  
Alumni Office - 7:30 a.m.

MINUTES

John Carroll, presiding

ATTENDANCE

Members of Executive Committee present:

Harry Atwood	Carl Platou
Franklin Briese	Thomas Swain
Gerald Friedell	Barbara Stuhler
Geri Joseph	Ed Haislet
Robert Hugh Monahan	Janet Widseth
George Pennock	

Members of Executive Committee not present:

Oscar Knutson  
Wallace Salovich

The minutes of the meeting of the Executive Committee of April 17th were approved as sent out.

MINUTES OF  
4-17-73  
EXECUTIVE  
COMMITTEE  
APPROVED AS  
SENT OUT.

Franklin Briese indicated that the Association was in a solvent position with no apparent financial problems. The report of the Treasurer was accepted.

REPORT OF  
TREASURER.  
  
REPORT ON  
ALUMNI CLUB.

The Executive Director reported that the Alumni Club would not open in September and that we will not know until June 1st when it will open, probably not until November 1st; that the Club membership campaign was underway as of May 15th - about 400 letters went to those with equity and about 900 to former members of the Club. To this date, a total of 334 memberships have been received--186 non-resident and 148 resident. The job of processing applications has placed a heavy burden on an already burdened staff. Janet Widseth is supervising the Club application process. On May 25th some 13,000 Club applications will be mailed to MAA members in the seven Metro county area with several thousand more going to MAA members outside the seven Metro county area. The return is felt to be satisfactory up to the present; there are a lot of membership priority areas, however,

MEMBERSHIP  
CAMPAIGN  
UNDERWAY.



that can be used if necessary. However, Board members should do everything they can to sell memberships. The Executive Director went on to indicate that the campaign costs so far are \$3,083 with total costs being about \$5,500.

Mike Hopkins and the Executive Director went to Chicago to look at the furniture and material for the new Club and it is going to be a very beautiful place. Mike Hopkins has done an outstanding job.

The Executive Director then made a recommendation for a new CPA firm for the Minnesota Alumni Association. He recommended the firm of Olsen-Thielen & Co. first, then Main LaFrentz & Co; third, Coopers and Lybrand; and fourth, Walker Plowman & Co. The Executive Director explained that he felt very strongly that the present auditors (Peat, Marwick, Mitchell & Co.) were not satisfactory and felt a change was needed. He indicated that he felt Peat, Marwick, Mitchell & Co. was too big a company; that they didn't understand our kind of small account, our kind of books; that they didn't advise us correctly on unrelated income a year ago so when audited this year we had to pay a year's interest; that no management letter has been received the past two years; they tried to bill the Association extra for doing tax returns, which was a part of original agreement, etc.

PEAT, MARWICK  
MITCHELL & CO.  
RETAINED FOR  
1973-74  
FISCAL YEAR.

The Executive Committee felt they would like to retain Peat, Marwick, Mitchell & Co. and appointed a committee to meet with them to see if a better job would be forthcoming, more satisfactory to the Executive Director. Harry Atwood was appointed as Chairman of the committee with Franklin Briese and any others Mr. Atwood would like to ask to serve on the committee.

The Executive Director then reported on MAA membership in which he indicated that in life membership, the Association is some \$5,500 ahead of a year ago at this time; annual membership is \$2,600 ahead; and for three-year membership, some \$12,000 ahead. For the three-year and life membership, the gain was because of the give-away program of portraits for new life members if they paid the full fee at one time and a Minnesota key ring for three-year membership. Total membership showed 22,203 members--- a gain of 141; and total paid members 13,602---a gain of 246 members. MEMBERSHIP REPORT.

The Executive Director indicated that he had received a letter from Dr. John Walsh, President of the Veterinary Medical Alumni Association, to the Board of Directors, in which the Vet Med Association proposed an amendment to MAA By-Laws changing the MAA dues from \$10.00 to \$15.00 annually with \$6.00 going to the constituent groups. The Executive Director then indicated that he had already written Dr. Walsh with copy to presidents of each of the constituent groups and the MAA Board. Likewise, he went into figures showing the amount of cash on hand in each of the constituent accounts indicating that almost all of them were in very good financial condition--better than they have ever been before. Likewise, he showed a chart in which the maximum membership of the constituent groups was compared with present membership indicating a severe decrease in the membership of all the various constituent groups. It is evident most of the constituent groups are not holding up their end; that it costs the MAA a lot of money to underwrite the constituent programs, and that the rules governing constituent groups need to be looked at. He passed out a review of constituent alumni association policy and then recommended that a letter be sent to Dr. Walsh indicating that there were no plans at the present to change the fee structure of the Association nor for the constituent groups. The Executive Committee asked that Harry Atwood and the Executive Director handle the matter.

REVIEW OF  
POLICY  
REGARDING  
CONSTITUENT  
GROUPS.

Harry Atwood reported on the Alumni Center. He went into the background of that matter; that at the February 6th meeting, the Executive Committee had given Franklin Briese and he the job of bringing in a report to the Executive Committee concerning the financial feasibility of building an Alumni Center on campus on the site selected by the University; that contacts had been developed with various hotel groups; that subsequently, the Executive Director had met with the Hilton people in Chicago; that the Hilton people were not interested in a lease-back but were interested in an operating contract and likewise suggested the formation of a limited partnership group with the Association being the general partner.

REPORT ON  
ALUMNI  
CENTER.

Also, he and the Executive Director had met with Jorgen Viltoft of the Radisson Hotel Corporation and found them very receptive to the project.

The Radisson people had already examined the site and were very pleased with it. They talked about the size of the facility, the component parts, the market and the methods of financing, limitations on site, and finally, costs; that it would probably be a \$6 million cost, including parking. Mr. Viltoft indicated that Curtis Carlson was most interested in the Radisson Corporation being involved; that they would make a financial projection on the building. The MAA indicated they would determine the legal limitation of liquor and land. The Executive Director said he would look into the legal limitation on liquor and Harry Atwood said he would look into the limitations on the land.

The objections by SEMPAC and the proposed legislative action to repeal the alumni liquor license introduced by Representative Phyllis Kahn and Senator Allen Spear were discussed. Mr. Brinkerhoff has sent a letter to Ed Brandt of SEMPAC indicating that the University feels this to be a very important project from the point of view of the University, and that the Alumni Association project was considered important to the needs of the University. Mr. Atwood said that Mr. Brinkerhoff seemed anxious to go ahead and seemed willing to enter into a long-term lease with a somewhat favorable figure.

Also, the Executive Director had met with Curtis Carlson on this matter. Mr. Carlson had enthusiasm for the project and indicated that the Radisson would very much like to participate and suggested that if there was a way, while they thought the Association should own the building, the Radisson group would like to participate, even to putting in some money.

Mr. Atwood also indicated that Kahler and Marriott hotels have indicated interest though nothing has materialized. Gerald Friedell indicated that Ramada Hotels had talked with him and that they would be contacting Harry Atwood soon.

Harry indicated that most signs are positive; that the Association has to figure out how they can do the job. At this point, how do we proceed? Where do we go from here? What direction should we take? One idea was to bring in a consultant on a fee basis to make the necessary study and to recommend a package. Another approach was to decide to go with the Radisson and bring the Radisson into

the program and let them do the necessary ground work. Also, it is necessary to bring the University into the picture and to make them a part of it and have their blessing.

There was a great deal of discussion on the matter. It was felt that the PR problem is an important one. The MAA could well be the recipient of a bad image if proper public relations steps aren't taken. The MAA project needed acceptance by the community. Timing is the question because the Association can't wait too long or the image will be formed and it would be too late. One point of view was that the Association shouldn't start another major project as long as the Alumni Club is underway and must wait until the Alumni Club is successful; that there is too much money at stake in the Alumni Club to move any other way at the present time; that there are some legal problems that have to be straightened out, the climate with the various PR groups has to be worked on, and the climate does have to be changed; that it would probably be better at this time to hold off.

Another point of view was that the MAA should join with the Radisson as soon as possible; the Radisson has great community influence and leadership and understanding and they could do the job necessary.

Harry Atwood indicated then that he felt the next step needed was for members of the Executive Committee to sit down with members of the University administration (including Regents) to determine exactly what the University would do---their real interest, the extent of the University's interest in terms of financial support for the site, rental or leasing of space, or otherwise assisting the MAA in financing the building. It was moved and seconded that Harry Atwood be authorized to select his own committee and meet with the administration and find out the extent of the administration's commitment to the project and report back to the Executive Committee.

John Carroll said that he has been out of town and hasn't been able to meet with President Moos but would set up a meeting immediately so that he and Harry Atwood could meet with the President on the matter of the \$20,000.

JOHN CARROLL  
AND  
HARRY ATWOOD  
TO MEET WITH  
PRESIDENT MOOS.

The agenda was cut short because of the time factor.  
On motion duly made and seconded, the meeting  
adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

A handwritten signature in cursive script, appearing to read "Ed Haislet", written in dark ink.

By  
ED HAISLET  
EXECUTIVE DIRECTOR

Note, the next meeting of the Executive Committee  
will be Wednesday, June 20th, 7:30 a.m. Alumni  
Office. This is the budget meeting.

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Annual Meeting  
June 5, 1973

Radisson Hotel South

MINUTES

The Twenty-Fourth Annual Honors Presentation and the 69th Annual Meeting of the Board of Directors and membership was held June 5, 1973 in Great Hall East at the Radisson Hotel South.

There were 315 in attendance. John Carroll presided. After a dinner, at 7:40 p.m. the U of M Men's Glee Club gave a 15 minute concert. John Carroll then welcomed everybody to the meeting and indicated the people at the Head Table, introduced the past recipients of the Alumni Service Award and Outstanding Achievement Award who were present. There were 13 Alumni Service Award winners present and 21 OAA winners.

ATTENDANCE  
315

PAST AWARD  
RECIPIENTS  
INTRODUCED.

John Carroll then introduced President Moos who spoke to the group and then presented the Alumni Service Award to:

Violet Rosacker Graf '33-37

James C. Harris '37MBA

and the Outstanding Achievement Award to:

Maurice E. Stansby '30BSChem, '33MSChem

Sigurd A. Sjoberg '42BSAeroE

Donald B. Kircher '39BA

Morris C. Hursh '28BA '30LLB

Franklin Briese '28LLB

TWO ALUMNI  
SERVICE  
AWARDS AND  
FIVE OUT-  
STANDING  
ACHIEVEMENT  
AWARDS  
PRESENTED BY  
PRESIDENT  
MOOS.

President Moos then continued for a few moments and talked to the group, after which time Franklin Briese spoke for all the recipients thanking the University.

The 69th Annual Meeting of the membership was called to order by President John Carroll. Then, as Chairman

of the Nominating Committee, he presented for nomination the names of the following for election to the MAA Board:

69TH ANNUAL  
MEETING  
CALLED TO  
ORDER.

Dr. M. Elizabeth Craig '43BS, '45MB, '46MD, Hopkins  
Mrs. Betty Kane '30BA, '31MA, Golden Valley  
Richard H. Kyle '59BA, '62LLB, White Bear Lake  
Alan K. Ruvelson '36BBA, St. Paul  
Robert J. Sheran '39LLB, St. Paul

Likewise, he placed in nomination for regional director the following four:

Joseph L. Flaig '40BA, Los Angeles  
representing Region VIII

Harold Rosenzweig '42BBA, Chicago  
representing Region IV

Margot Auerbacher Siegel, '44BAJourn, Minneapolis  
representing Metro Area

Sidney J. Wolfenson '40BEE, Houston  
representing Region V

Mr. Carroll then asked for unanimous approval of the slate.

NEW BOARD  
MEMBERS  
ELECTED.

He also introduced the new MAA officers and members of the Executive Committee elected at the Spring Meeting of the Board April 17. Officers are:

President	Harry E. Atwood '31BA, Minneapolis
First Vice President	George T. Pennock '34BBA, Minneapolis
Second Vice President	Wallace Salovich '50BBA '56MHA, Wayzata
Secretary	Barbara Stuhler '52MA, St. Paul
Treasurer	Franklin Briese '28LLB, St. Paul
Past President	John E. Carroll '33BChemE, St. Paul

Members of the Executive Committee are:

Charles Britzius '33BCE, '38MSCE, Wayzata  
George Gibbs '63BSEd, Rochester  
Geri Joseph '46BA, Minneapolis

Members of the Executive Committee (continued)

Iantha Powrie LeVander '35BSEd, South St. Paul

Robert Hugh Monahan '43MD, St. Paul

Thomas A. Swain '42BBA, Stillwater

President Carroll then asked members of the 40-year class, who had just celebrated their Class of 1933 reunion, to stand; likewise, the Class of 1923 (the Golden Anniversary Class); and finally, those present from the Class of 1918 who were enjoying their 55th Reunion.

He then asked the regional directors who were present to stand:

George Arneson '49EE, Kansas City, Region V

Marilyn Chelstrom '50BA, New York City, Region I

Gerald H. Friedell '48BA '51JD, Minneapolis,  
Metro Region

John T. Jacobson '54LLB, Fort Lauderdale, Region III

Jack Stromwall '50BA, Eau Claire, Wisconsin,  
Region IV

Milton I. Wick '18, Scottsdale, Arizona, Region IV

President Carroll then talked at considerable length on the Alumni Club to open late this Fall on the 50th floor of the IDS Building. He said it was a Club that everyone would enjoy and it would be very helpful to the Alumni Association and to the University; a Club that all members could be proud of. He indicated that almost 900 memberships have been received to date.

PRESIDENT  
CARROLL  
REVIEWS  
YEAR'S  
ACTIVITY.

He indicated that the Board of Directors had met with the Regents in trying to be of assistance to the University as regards legislative matters, and that one of the hopes is that the MAA could work more closely with the Administration on matters of mutual concern.

He talked about the proposed Alumni Center on campus which he said could be a reality; that a committee, chaired by Harry Atwood, was busy checking out the financial feasibility of the project and would report to the Board in the near future.



He talked about alumni membership which has dropped some the last two years, but he feels that over the last several months there has been an upturn and that with the new Club and things quiet on campus, membership will again be on the increase.

He talked about the special programs of the Association which have been most successful and some of them financially successful. For alumni tours last year, 179 alumni went to Athens, and 177 alumni to the Algarve coast of Portugal this last March. Vienna is scheduled for this September and Dubrovnik in Yugoslavia for March, 1974 and the Orient in the Fall of 1974.

He indicated that the insurance programs of the Association were the most successful alumni insurance programs in the country; that the Association has a total of five programs: Group Life, Hospital-Money Plan, Accidental Death, and the two new additions, Auto and Senior Life.

He indicated, too, that the Association this year, through its alumni chapters, had worked very closely with the Football Department on its recruiting program.

He indicated that at the Spring MAA Board meeting the By-Laws were amended in order to change the election process. Before the amendment, two slates were nominated so that half those nominated were defeated. Not only did this deplete the list of experienced volunteers, but occasionally caused misunderstanding.

Mr. Carroll then presented citations of service to the retiring members of the Board who were present:

Gerald H. Friedell '48BA, '51JD, Minneapolis  
1969-73, Executive Committee, Regional Director

Oscar R. Knutson '27LLB, St. Paul, 1967-73  
National President 1971-72

Melva E. Lind '24BA, Minneapolis, 1969-73

Jack A. Stromwall '50BA, Eau Claire, 1969-73  
Regional Director

PRESENTATION  
OF CITATION  
TO RETIRING  
MEMBERS OF  
BOARD.

Other retiring members of the Board who were not present, also to receive citations of service, are:

Fred J. Agnich '37BA, Dallas, 1969-73  
Regional Director

Joseph Karesh '29BA, San Francisco, 1969-73  
Regional Director

Carl N. Platou '51MHA, Edina, 1969-73  
Executive Committee

President Carroll then indicated that he had enjoyed every minute of being president; that he was proud to have been president; that he hoped he had made some contribution to the University and the Alumni Association in extending what alumni can do for the University.

He said his time, however, was up and he was going to present to us the new president-elect, Harry E. Atwood.

PRESIDENT  
CARROLL  
PRESENTS  
PRESIDENT  
ELECT  
HARRY  
ATWOOD.

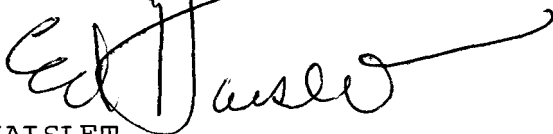
Harry Atwood then indicated that John Carroll had done an outstanding job and that he had been a dynamic leader and an inspiration to the whole Board for the year; that it had been an exciting year and that everyone came to the meetings because they were afraid they might miss something; that John was the one who made the Alumni Club a reality and he has also been pushing hard on the Alumni Center. He indicated he had a citation for John Carroll, which he read, and then he presented to John Carroll a University of Minnesota plate, limited edition, solid sterling, bearing the University Seal inlaid in 14K gold. It was mint-marked serial number 0003 and registered in John Carroll's name. It was properly inscribed, "To John Carroll as National President of the Minnesota Alumni Association, 1972-73."

President elect Atwood then asked everyone to rise to join with him in renewing their faith in the University and to repeat after them the motto that is on the facade of Northrop Auditorium. At the closing of the ceremony there was the singing of the Alma Mater song "Hail Minnesota" led by Dr. Roy Schuessler and his wife, Elaine, at which time the 69th Meeting of the Minnesota Alumni Association was adjourned.

Respectfully submitted,

BARBARA STUHLER, SECRETARY

by



ED HAISLET  
EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
June 21, 1973  
7:30 a.m. - Alumni Office

MINUTES

John Carroll, presiding

Members of Executive Committee Present:

Harry Atwood	George Pennock
Franklin Briese	Barbara Stuhler
Geri Joseph	Ed Haislet
R. Hugh Monahan	

Members of Executive Committee Not Present:

Gerald Friedell	Wally Salovich
Oscar Knutson	Thomas Swain
Carl Platou	

This was the Annual Budget Meeting of the Executive Committee to consider the 1973-74 budget proposal. The Treasurer reported that the financial statement was in proper order, that the Investment Committee had met on May 30th and that certain actions were taken as regards investments, and likewise, the Investment Committee approved a \$5.00 fee per year per life member for the Operating Fund of the Association.

REPORT OF  
TREASURER.

INVESTMENT  
COMMITTEE  
REPORT.

Likewise, Harry Atwood and Franklin Briese reported that they had met with the President of Peat, Marwick, Mitchell & Co.; that the auditors felt ours was a prestige account and did not want to lose it; that the bill for the extra \$400 charged for preparation of tax forms should not have been billed; likewise, that they had probably underperformed; that everything is now straightened out and they are anxious to proceed. It was suggested by President Carroll that an Audit Committee be appointed.

HARRY ATWOOD  
REPORTS ON  
MEETING WITH  
AUDITORS..

President Carroll then presented the 1973-74 budget proposals comprised of an estimate of income, both for the Operating Fund and for non-related income; also, the estimate of expenditures and explanation of same.

1973-74  
BUDGET  
PROPOSAL  
PRESENTED  
BY PRES.  
CARROLL.

Income is estimated to be \$160,500 (includes \$40,000 from the University--\$20,000 which is probmatal) with the expenditures being estimated to be \$134,000. Discussion was then held concerning the estimated cost of operations 1973-74 including the MAA retirement and health program. The Executive Director pointed out an increase in this item of \$1,979.00 which reflects a recommended increase in the MAA retirement and health program. The Executive Director backgrounded the Executive Committee on the MAA retirement program, which was initiated in 1967 and is supposed to be equal to the retirement program of the University Civil Service program. The MAA program consists of comprehensive, general liability for non-owned automobiles, \$100,000 - \$300,000 bodily injury, and \$50,000 property damage; Workman's Compensation, statutory limit; Twenty-Four Hour Accidental Death program; and a Hospital-Money Plan (\$205 per year). Because it is a small group, it means that MAA employees cannot get as much for their money as they could if they were a part of a larger group plan. Also, MAA staff members receive \$100 a month retirement at age 65 excluding OBA. It was the recommendation to increase the retirement to \$150.00 a month at age sixty-five at this time and recommended that it go to \$200 a month next year.

Discussion followed. It was felt that length of service should be worked into the program; that it should be at least comparable to the University program; that we should try to make our employees happy to work for the MAA. The new state program that is going into effect should be analyzed and recommendations then made on that basis for increase in benefits to MAA employees. The recommendation of \$150 a month for MAA employees at retirement was approved.

INCREASE  
IN MAA  
RETIREMENT  
PROGRAM  
APPROVED.

John Carroll felt that he didn't want to be the one to recommend only a \$250 raise for the Executive Director. The policy of the Association regarding the salary of the Executive Director was discussed; that it was the wish of the Executive Director that if possible, he be given benefits that were tax deductible rather than salary raises. He indicated that he was very satisfied with the way things were being handled. On motion duly made and seconded, the estimate of expenditures for the operation budget for 1973-74 in the amount of \$134,303 was approved along with explanation of expenditures by item.

MAA 1973-  
74 BUDGET  
ESTIMATE OF  
EXPENDI-  
TURES  
OPERATING  
BUDGET  
APPROVED.

## Summary Budget Recommendation

1973-74 Fiscal Year

<u>Estimated Income</u>	<u>Last Year 1972-73</u>	<u>This Year 1973-74</u>	<u>Increase</u>	<u>Decrease</u>
Advertising	\$ 4,500	\$ 4,500	\$ - 0 -	\$ - 0 -
Interest	20,000	10,000	- 0 -	10,000
Membership	<u>147,000</u>	<u>146,000</u>	<u>- 0 -</u>	<u>1,000</u>
	\$171,500	\$160,000	\$ - 0 -	\$11,000
<u>Estimated Expenditures</u>				
Salaries	\$ 48,329	\$ 47,695	\$ - 0 -	\$ 634
Magazine	40,347	43,814	3,467	- 0 -
Printing (other than magazine)	10,186	7,606	- 0 -	2,580
Field Service, Student Alumni Relations, Special Events	4,405	6,905	2,500	- 0 -
Travel	3,000	2,125	- 0 -	875
Office (supplies and equipment)	18,527	20,778	2,251	- 0 -
Postage	2,250	2,880	630	- 0 -
Other	<u>2,556</u>	<u>2,500</u>	<u>- 0 -</u>	<u>56</u>
	\$127,444	\$134,303	\$8,848	\$15,145
				\$15,145
				<u>8,848</u>
			DECREASE	\$ 6,297

## COMBINED BUDGET 1973-74

## MAA - Alumni Relations

	<u>MAA</u>	<u>ALUMNI RELATIONS</u>	<u>TOTAL</u>
Salaries	\$ 47,695	\$ 86,527	\$134,222
Magazine	43,814	-----	43,814
Printing and Promotional Materials	7,606	5,557	13,163
Mailing Service	-----	5,454	5,454
Field Service	6,905	-----	6,905
Travel	2,125	8,385	10,510
Constituent Groups	150	1,700	1,850
Office Supplies	20,778	2,825	23,603
Postage	2,880	9,560	12,440
Data Processing	-----	15,100	15,100
Other	2,350	12,349	14,699
	<hr/> \$134,303	<hr/> \$147,487*	<hr/> \$281,700

\*\$20,000 to MAA Budget.

The Executive Director indicated there has been an increase in both life and three-year memberships this year. For the month of May, total gain of paid members was 47 with total membership being 22,437 (down about 800 from a year ago). He noted, however, that the last several months has shown a real upturn and that the Alumni Club was bringing in a considerable number of new members.

MEMBERSHIP  
REPORT.

The Executive Director indicated that the Alumni Club would not be opened until January 1 because of problems with the kitchen equipment but that there was no question that the Club will be open at that time; that as of June 20, 1973 non-resident Club memberships numbered 974, resident memberships 598 for a total of 1,557 members; that at the present time the emphasis is shifting away from decor and construction to operation problems. John Carroll then indicated that there were some decisions to be made on limiting membership; that the Executive Director probably should bring in recommendations at the meeting in July or August as to the limits on membership; that the Alumni Club will be a real benefit to Association members in terms of new members and holding their interest as indicated by the large increase in non-resident members as compared to non-resident membership in the old Club and the fact that the memberships are coming in from all over the country; that the Club is something the alumni can identify with and be proud to be a part of even though they may never use it.

ALUMNI CLUB  
REPORT.

ALUMNI CLUB  
NOT TO OPEN  
UNTIL  
JANUARY, 1974.

Harry Atwood reported on the Alumni Center; that for the moment the Alumni Center was on the back burner for a couple of reasons. One, he hadn't had a chance to meet with Mr. Brinkerhoff. Secondly, the changes in the liquor law allowing the 18 year old to drink which is causing a different climate and different tone on campus and which will probably make it much easier to build, if it comes to be; that he just hadn't had time to follow through. However, he did report that the Executive Director had met with the Kahler people and that the Kahler people were not interested in the leaseback but rather, in a management contract. Also, they felt that the Kahler name would have to be a part of any project they would be involved in, and this might be a drawback. They felt the site and the market was particularly good and were interested in being kept informed.

ALUMNI  
CENTER  
REPORT.

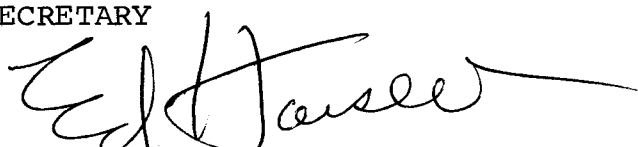
The Executive Committee felt that the Club has to have first emphasis at the present time, but that there should be a meeting with Mr. Brinkerhoff on the site as soon as possible.

Before the meeting adjourned, Harry Atwood offered a resolution of appreciation to John Carroll for his fine year of service and outstanding leadership, and all gave standing applause.

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted.

BARBARA STUHLER  
SECRETARY

A handwritten signature in cursive script, appearing to read "Ed Haislet", with a long horizontal flourish extending to the right.

by  
ED HAISLET  
EXECUTIVE DIRECTOR



The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
July 24, 1973  
7:30 a.m. - Alumni Office

MINUTES

Harry Atwood, presiding.

ATTENDANCE

Members of Executive Committee Present:

John Carroll	Wallace Salovich
George Gibbs	Barbara Stuhler
Geri Joseph	Ed Haislet
Iantha LeVander	Janet Widseth
George Pennock	

Members of Executive Committee Not Present:

Franklin Brieese	R. Hugh Monahan
Charles Britzius	Thomas Swain

The Minutes of the Executive Committee Meeting of June 21, 1973 were approved as sent out.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING OF  
JUNE 21,  
1973  
APPROVED.

In the absence of Franklin Brieese, the Executive Director gave the report of the Treasurer indicating that at the end of the year each item on the budget showed a slight balance which went into the operating reserve. The income for the year for membership was \$129,817.50 and budget disbursements \$122,620.24.

It was likewise reported that the Executive Director had met with Bill Halling of Peat, Marwick, Mitchell & Co. (auditors) and they had gone over the problem of the report. Mr. Halling said he would work out a form and submit it to President Atwood. Likewise, their Accountant will start on the audit July 30 and have the report finished during August, at the latest September 1st. Harry Atwood commented that he and Franklin Brieese had met with the president of Peat, Marwick, Mitchell & Co. and Bill Halling, and he feels the firm is interested and will do a better job.

The Executive Director reported that, as regards the Life Endowment Fund, there was a return of 8.25% this year; from a market value of \$303,591 as of

INVESTMENT  
COMMITTEE  
REPORT.

6/30/72 to \$328,953 as of 6/30/73, a very commendable job by the Association Investment Committee.

The Executive Director indicated that membership is up 219 paid members for June with a total of 13,868 paid members, the overall total being 22,685; that membership is one of the real projects that need to be worked upon and that he hoped to have Marsh Ryman to work on membership on a three-day week schedule at a \$2,100 fee as he is on retirement. Marsh hasn't accepted the position yet but is considering it. It would be very valuable to the membership program to have someone who would be constantly thinking about it and working at it, and this would also extend to Club membership.

MEMBERSHIP  
REPORT.

The Alumni Club, as of July 23, shows 1,875 members--- 1183 non-resident and 692 resident. This still leaves some 400 to go in order to have the minimum income necessary to operate for a full year.

REPORT ON  
ALUMNI CLUB

The Alumni Club plans are progressing, but slowly. There doesn't seem to be any serious problem at the moment and January 1st seems to be a realistic date for opening.

The Executive Director then went on to talk about the new Field program; that the program will try to better serve the alumni in the Metropolitan area. Because of the increased number of alumni in the Metro area as compared to outstate, it was thought that more emphasis should be made within the Twin City area.

NEW  
ASSOCIATION  
FIELD  
PROGRAM.

Likewise, an extensive plan of cooperating and coordinating with the Football Department on football recruiting is being set up.

The Executive Director reported on the Minnesota Alumni Association Insurance Program as of July 1, 1973:

REPORT ON  
INSURANCE

LIFE

LIFE

Number of Insured Members	1195
Number of Family Units	173
Annualized Premium	\$ 132,792
Volume of Insurance	\$18,308,500
Paid Claims this Policy Year--2 (10/1/72 to 7/1/73)	\$ 35,203

HOSPITAL MONEY PLANHOSPITAL  
MONEY  
PLAN

Number of Insured Members		640
Annualized Premium	\$	82,947
Paid Claims this Policy Year--143	\$	34,260
(6/1/72 through 6/30/73)		

ACCIDENTAL DEATH PLANACCIDENTAL  
DEATH PLAN

Number of Insured Members		55
Annualized Premium	\$	4,121
Volume	\$	4,250,000
Paid Claims this Policy Year--1	\$	100,000
(1/1/73 through 6/30/73)		

AUTO

Number of Policies		122+	AUTO
Annualized Premium	\$	30,500+	
Number of Claims		7*	
Reserves set up for claims	\$	18,278*	

+As of June 23, 1973

\*As of December 31, 1972--The Company will provide paid claims statistics on a semi-annual basis.

SENIOR LIFE PLAN

Number of Insured Members		54*	SENIOR
Annualized Premium	\$	9,715*	LIFE PLAN
Volume	\$	53,568	

\*As of 3/31/73. Current statistics not available from the Company until at least 30 days following the close of the quarter. Figures will always reflect statistics for the previous quarter.

Finally, in closing his report, the Executive Director indicated that after a conference with Harry Atwood, he had looked into the new interest rates available and had been able to obtain a 9.75% return on \$100,000 at Northwestern National Bank for 120 days.

EXECUTIVE  
COMMITTEE  
MEETINGS  
AND BOARD  
MEETINGS  
CALENDAR  
FOR 1973-74  
APPROVED.

The next item on the agenda was a calendar for 1973-74 Board of Directors' meetings and Executive Committee meetings. After discussion and motion duly made and seconded, the calendar was approved.

## CALENDAR 1973-74

Board of Directors

	<u>6:00 p.m.</u>
Tuesday, October 23, 1973	Fall Meeting, Campus Club
Tuesday, January 15, 1974	Winter Meeting, Alumni Club
Tuesday, April 16, 1974	Spring Meeting, Alumni Club
Tuesday, June 4, 1974	Annual Meeting - scheduled for Radisson South Hotel

Executive Committee

Tuesday, July 24, 1973	7:30 a.m., Alumni Office
Tuesday, September 11, 1973	7:30 a.m., Alumni Office
Tuesday, October 23, 1973	4:00 p.m., prior to Fall Board Meeting, Campus Club
Tuesday, November 20, 1973	7:30 a.m., Alumni Office
Tuesday, January 15, 1974	4:00 p.m., prior to Winter Board Meeting, Alumni Club
Tuesday, February 26, 1974	7:30 a.m., Alumni Office
Tuesday, April 16, 1974	4:00 p.m., prior to Spring Board Meeting, Alumni Club
Tuesday, May 14, 1974	7:30 a.m., Alumni Office

Harry Atwood then presented the Committee appointment recommendations for 1973-74. In the discussion on Alumni Committee representatives it was the feeling that there should be younger members on the committees and possibly some new members for the Investment Committee. The Executive Director indicated that on the overall appointments, he had not heard from two of the persons on the list; that there were some alternates that would be ready in case of a turndown. The Executive Committee members were invited to make suggestions for committee membership and send them to the Executive Director.

COMMITTEE  
APPOINTMENT  
FOR 1973-74  
APPROVED.

On motion duly made and seconded, the Committee appointment recommendations were approved subject to such changes as would be needed in the event of any turndowns.

Recommended Committee Appointments  
for 1973-74

## ASSEMBLY COMMITTEES

Term Expires

Assembly Committee on Student Affairs

Richard M. Hyllested '67AA, '68BSEd	Minneapolis	1974
Mark P. McGree '68BSEd	Minneapolis	1975

Assembly Committee on Intercollegiate Athletics

Wallace E. Salovich '50BBA, '56MHA	Wayzata	1974
Peter Veldman '59BS, '69MS	So. St. Paul	1974

## UNION BOARD OF GOVERNORS

Minneapolis Campus

Barry B. Bridges '70BSME	White Bear Lake	1974
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St. Paul Campus

Herbert STruss '55MS, '60PhD	Stillwater	1975
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Minnesota Union Coordinating Board

John Taylor '51BSME	Minneapolis	1974
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## UNIVERSITY COMMITTEES

University Committee on Extension and Community Programs

Jane Nelson Mooty '43BSEd	Edina	1975
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University Committee on Social Policy

Laura Haverstock Miles '47LLB	Wayzata	1974
David R. Brink '40BA '41BS '47JD	Wayzata	1975
Roger Toogood '58MSW	St. Paul	1976

University Scholarship Committee

Fred Dresser '55AA	Minneapolis	1974
Linneus G. Idstrom '38MD	Minneapolis	1975
Joan Keaveny Scott '47BA	Hamel	1976

## MAA COMMITTEES

Term ExpiresInvestment Committee (Holds Constant)

Hermon J. Arnott '24BA	Mpls.
Wallace L. Boss '28BSBus	St. Paul
Franklin Briese '28LLB	St. Paul
Robert S. Davis '35BBA	St. Paul
Terrance Hanold '34BA '36LLB	Mpls.
James C. Harris '47MBA	Mpls.
Clifford C. Sommer '32BBA	Edina

Alumni Honors Committee

John A. Moorhead '30BA	Excelsior	1974
Curtis L. Carlson '37BA	Long Lake	1975
Irene D. Kreidberg '30BBA	St. Paul	1976
Clifford C. Sommer '32BBA	Edina	1977
Laurence "Duke" Johnson '29BArchE	Mpls.	1978

Past Presidents' Committee

John E. Carroll '33BChemE, CHAIRMAN	St. Paul	1974
Russell E. Backstrom '25BSME, '27MSME	Mpls.	
William F. Braasch '00BS '03MD	Rochester	
Victor Christgau '24BSAg	Washington, D.C.	
Franklin D. Gray '25BA	Mpls.	
Waldo E. Hardell '26BSBus	Sun City, Arizona	
Albert H. Heimbach '42BBA	Mpls.	
Harry Heltzer '33METE	St. Paul	
Hibbert M. Hill '23BSCE	Excelsior	
Arthur R. Hustad '16BA	Mpls.	
Oscar R. Knutson '27LLB	St. Paul	
Francis L. Lund '31-35	Edina	
Virgil J.P. Lundquist '43MD	Mpls.	
Joseph A. Maun '32BA '35LLB	St. Paul	
Harvey Nelson '22BS '25MD	Deerfield Beach, Florida	
Charles Judd Ringer '41	Wayzata	
Glenn E. Seidel '36BSME	Mpls.	
James A. Watson '42BA	Toronto, Canada	
Edwin A. Willson '30BSEE	Mpls.	
Wells J. Wright '36LLB	Mpls.	
Edgar F. Zelle '13BA	Mpls.	

Harry Atwood indicated that there was one other matter as regards committees he thought should be discussed, and that was alumni representation on University search committees. These are committees appointed by the President to name new deans or directors. The Executive Director has had correspondence

with President Moos about such appointments and President Moos had responded that he felt that current procedure was best. In the discussion it was felt that this is one place where alumni representation could be of real help; that while President Moos indicates that almost always some of the people appointed are University graduates, such appointments should be formalized. It was felt that the Alumni Association's only purpose is to be helpful and that the University should use the Association to its best advantage and this would be one particularly good way. It was suggested that President Atwood write to President Moos to indicate the Minnesota Alumni Association feels it could be particularly helpful on search committees and hopefully they might be considered for such committees.

President Atwood then indicated that there are a number of projects on deck that are of major importance for the year, most urgent is the Alumni Club. There will be a clean-up drive; there will be the need to get 400 additional members; that the Club has to get operating and provide proper service. Some thinking is being done on what kind of opening might be preferred--open house? special dinner? Any ideas from the Executive Committee and Board should be passed on to the Executive Director.

REPORT ON  
THE ALUMNI  
CLUB.

Mr. Atwood went on to say that a most important project is the Alumni Center. For several reasons the committee, which he chaired, did not get the financial feasibility study completed; that it has been put, more or less, on the back burner until the Alumni Club is completed. It was felt that the lowering of the limit for the consumption of liquor could work to the advantage of the Association as regards the public relations aspect of the Alumni Center with liquor on campus. A number of hotels are interested in the project. Of recent date the Ramada Inns Inc. contacted the Executive Director and indicated that they would very much like to own the building, own the land, but were willing to talk about a leaseback and other ways to become involved; that they thought they were in a very good position to be of assistance at this particular time because of their cash position. It was felt too that Curtis Carlson and the Radisson Hotel people were most interested in the project. President Atwood indicated that some contact had been made with Mr. Brinkerhoff, but at this particular time he wanted

THE  
ALUMNI  
CENTER.

to appoint a new committee as to the financial feasibility of the Center. The Committee should meet with Mr. Brinkerhoff on what the University will do as to site and what they would do for the Association in terms of financing, alumni space, etc. He said he was appointing a committee comprised of George Pennock (Chairman), Wallace Salovich and Tom Swain.

ALUMNI  
CENTER  
COMMITTEE  
APPOINTED.

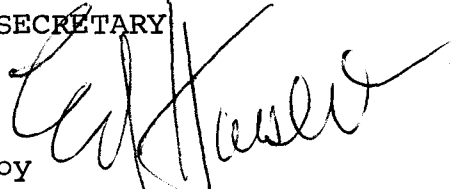
President Atwood said that one of the big jobs ahead was continuing to work on the overall relation of the Association to the University; to improve, strengthen and encourage good relationships; to let the Administration realize how anxious the Association is to be of service and help in any way possible.

He finished by talking briefly about the overall financial position of the Association which brought forth a good discussion and the possibility of new projects. President Atwood indicated, however, that the Association is obligated to the successful completion of the Alumni Club and to the possible building of an Alumni Center on campus, both of which need a substantial financial underwriting.

There being no further business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY



by  
ED HAISLET  
EXECUTIVE DIRECTOR



The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Special Meeting  
Executive Committee  
August 15, 1973  
7:30 a.m. - Alumni Office

MINUTES

Harry Atwood, presiding.

ATTENDANCE

Members of Executive Committee Present:

QUORUM  
PRESENT

Charles Britzius	Thomas Swain
George Gibbs	Ed Haislet
Geri Joseph	Janet Widseth
George Pennock	

Hugh Monahan, in a phone conversation shortly after the Executive Committee meeting, approved the resolution of the Executive Committee.

Members of Executive Committee Not Present:

Franklin Briese	Wallace Salovich
John Carroll	Barbara Stuhler
Iantha LeVander	

President Atwood called the meeting to order at 7:40 a.m. and stated that the meeting was called for the purpose of going over bids received for the construction of the Alumni Club which were considerably over estimated costs; that the Executive Director had spent two days meeting with architects and IDS Properties people to try to cut down the bid; that because of the added cost it was necessary to consider the alternatives open to the Executive Committee on the matter. The alternatives are:

- (1) The Executive Committee can vote to not continue the Club and to find out what would be involved if we don't.
- (2) Renegotiate the leases because of delays.
- (3) Vote to go ahead; that is, to vote additional funds, along with the \$200,000 previously committed for capitol costs. He indicated that the increase in construction costs does not affect membership fees as of the moment.

PRESIDENT  
ATWOOD  
DISCUSSES  
REASONS FOR  
SPECIAL  
MEETING.

ALUMNI CLUB  
CON-  
STRUCTION  
BIDS.

Finally, he pointed out that the Association, fortunately, is in a good financial position and does have the funds to proceed. He felt that the Executive

Committee should discuss the alternatives but felt the matter should be brought before the full Board either at a special meeting or by mail ballot.

Mr. Atwood then asked the Executive Director to discuss the background leading up to the bids and then the bids themselves and what success the Executive Director had in paring down the bids. The Executive Director stated the Alumni Office began negotiating with IDS in February, 1972 both for a space lease and an operating agreement. Agreement was quickly reached as to rent, space and on operating matters with June, 1973 being set as a possible opening date. Later, the opening date was set as September, 1973. However, once that point was reached, the actual lease document was not forthcoming from IDSP. In September, 1972, the Executive Director, because he had been unable to get a lease document, talked to then MAA President John Carroll and asked him to talk with Cliff Whiteman about the matter. Such meeting was arranged and in attendance were John Carroll, Cliff Whiteman, Bob Hovelson (President of IDS Properties), and the Executive Director. In going over the delay in getting the lease signed, Mr. Whiteman asked Mr. Hovelson to expedite it and Mr. Hovelson said he was turning it over to Lindley Deardorff to expedite the matter. Soon the first drafts of the lease appeared and after a great deal of negotiating on specific language the lease was signed December 8, 1972. However, the opening date was then pushed back until January, 1974.

EXECUTIVE  
DIRECTOR  
DISCUSSE  
BIDS AND  
BACKGROU  
MATERIAL

Once the lease was signed, Mike Hopkins was appointed design consultant at \$6,000 plus expenses. IDS appointed Ed Baker architect for the Alumni Club. It soon became evident that a different architect, more responsive to need of Alumni Club, was a must. IDS and Mike Hopkins mutually settled upon Gram, Johnson & Stanley. Mike Hopkins knew Tore Gram and IDS uses the firm for a lot of their work, and so it worked out well. They have given excellent performance and to our complete satisfaction.

It was the job of the architects, Gram, Johnson & Stanley, to translate Alumni Club design plans and construction plans, to make ready final working plans on plumbing, electrical, mechanical and general construction. Alumni Club architectural drawings and specifications were completed June 8, 1973 as previously agreed upon with delivery date being June 11. On June 11 we were informed that air-conditioning

for the 50th floor of the IDS Center had been raided and used for the air conditioning of the 51st floor (Observatory). This meant a delay until a new design and plans could be forthcoming for the IDS Club and our Club. This meant a delay of three to four weeks--getting new drawings and bids.

Bids for the entire 50th floor were let at the same time so that the Alumni Club and the IDS Club could be constructed as a unit. Bids were finally received August 8, 1973 and a morning meeting was called, attended by the Executive Director on August 9. The purpose was to go over the various bids with IDS people. Mike Hopkins, who had gone into the hospital August 3 for a check-up for an ulcer, had a spot found on his lung and later, when proved cancerous, the lung was removed, so Mike could not attend this meeting. The meeting August 9 showed the estimates for the IDS plans a half million dollars over estimate & for the Alumni Club over \$180,000. The IDS Club costs, including kitchen, were about \$2,000,000. The Alumni Club \$540,000.

Construction costs for the Alumni Club were subsidized by IDS in the lease at \$22.00 per square foot for a total of \$155,000. It was the judgment of all concerned that the \$200,000 capitol expenditures voted at the April 18, 1972 meeting of the Board would take care of all Alumni Club furnishings and equipment plus extra funds necessary to complete the construction on the 50th floor. In other words, it was felt that the \$355,000 total would be adequate to cover the costs of construction plus furnishings. A figure of \$20 was written into the first lease in November of 1972, and we were able to raise it to a \$22 per square foot subsidy. At that time we felt that the \$22 per square foot a bare minimum with \$25 per square foot a more realistic figure. Mike Hopkins, when he came onto the job, thought \$30 per square foot would be a very minimum cost. It turns out to be \$40.00 per square foot on 8,000 square feet. The extra 1,000 square feet is not in the lease. The space was given to us because of changes in fire department regulations. The \$22 per square feet is on the 7,043 square feet agreed to in the lease. However, the Association pays rent only on the 7,043 square feet, not the 8,000 plus that it will occupy.

At the meeting on August 8, it was agreed that on August 14 the Executive Director would meet with Tore Gram and his people to go over in detail the bid.

Those in attendance at that meeting were Tore Gram, Doug Schmelling, also a representative of Nystrom Construction and Sterling Electric, the two big bid items. After going over the bids item by item, it was determined that \$24,000 could be shaved off the total without seriously altering the overall plan or decor or affecting the functioning of equipment. However, it was pointed out that any change in plans would: (a) Cause a delay in the construction and the opening would be set back. This, of course, would create a public relations problem inasmuch as the 2,000 members so far signed up have been told first that we would open in June, then September, and now January. A further delay would mean a February or March opening. (b) Would mean additional architectural fees for redrawings and redoing the plans. (c) Also, would mean increased costs on bids returned. It was felt that the real reduction in costs would be offset by the increased costs of bids returned. Other than the \$24,000 that has been culled out, there is no way of reducing costs without materially destroying the design concept. The Alumni Association is committed to a quality Club. We have 2,000 members waiting and public relation problems are already developing because of postponements of opening.

It is imperative to move ahead as fast as possible in order to meet a January opening. Because of a delay in mechanical drawings, this is not a realistic date at this time. However, the Association does have the funds and is really committed to make the Club a success. The Club has caught the imagination of our alumni who are identifying with it. Even if the Association wanted to get out, it is committed by lease and probably couldn't get out of the lease for less than \$300,000 and it might be more.

The Executive Director then indicated that he would be willing to go over the bids point by point or answer any questions by the Executive Committee. He did indicate the savings on the bids were \$6,000 in door-frames, \$5,000 in millwork (mainly in paneling), and \$15,200 in the radiator covers. There are two other places that are being checked which might lower the contract by a few hundred dollars.

Architectural costs are: Mechanical, \$5,999.52; Electrical, \$2,742.46; General Contractor, \$10,970. Total \$19,711.98. There are still a few changes to be made plus supervision so estimate is for \$25,000. This is a very reasonable fee for architectural services. However, it does not include Mike Hopkin's fee and expenses (\$6,000+).

50TH FLOOR IDS

Distribution of Successful Bids

	<u>Base Building</u>	<u>Tower Club</u>	<u>Alumni Club</u>	<u>Total</u>
sterling Electric	\$ 3,800.00	\$126,528.00	\$ 75,190.00	\$ 205,518.00
Lamb Plumbing	---	55,356.00	6,318.00	61,674.00
Commercial Air	86,395.00	104,955.00	13,530.00	204,880.00
Viking Sprinkler	---	22,939.00	15,983.00	38,922.00
Nystrom Constructors	---	623,864.00	210,623.00	834,487.00
Aslesens	---	264,422.00	4,552.00	268,974.00
permits, Supervision, etc.	4,509.00	59,903.00	16,309.00	80,721.00
	<u>\$94,704.00</u>	<u>\$1,257,967.00</u>	<u>\$342,505.00</u>	<u>\$1,695,176.00</u>
Overhead and Profit	<u>4,735.00</u>	<u>62,898.00</u>	<u>17,125.00</u>	<u>84,758.00</u>
TOTAL	\$99,439.00	\$1,320,865.00	\$359,630.00	\$1,779,934.00
Alumni Club Allowances		\$ 155,000.00	\$	
Architects Fees, etc.		215,000.00	28,500.00*	
Furnishings		100,000.00	125,000.00	
Miscellaneous		50,000.00	10,000.00**	
Dishes, Linen, etc.		158,000.00		
		<u>\$1,998,865.00</u>	<u>\$523,130.00</u>	
\$22.00 per square foot IDS Lease for Construction, etc.			\$155,000.00	
		MAA COSTS	<u>\$368,130.00</u>	
			<u>24,200.00</u> <i>Reduce</i>	
			\$343,930.00	
MAA Presently Obligated			<u>200,000.00</u>	
MAA EXTRA COSTS			\$143,930.00 +	

\*includes Mike Hopkin's fee also

\*\*promotional costs and secretarial work

A great deal of discussion followed. It seems that the alternatives as listed are not realistic. Alumni now have high expectations. Right now it will cost us less than next year or the year after. We can't delay too long because it will mean a delay in the opening. It was agreed there should be a full Board meeting. The public relations problem was discussed, and it was felt that the groundwork should be laid for membership increases on renewal because no doubt rental costs will go up because of the escalation clause in the lease. We should send a form letter to Alumni Club members and let them know what the facts are and that the Association has no control over the opening date and that IDS is the one really responsible for the delay; that we must get an opening date set just as soon as possible so we can get a delivery date. We have \$125,000 set aside for furniture and prices will continue to rise and this again will cause a problem.

It was decided that President Atwood would see Cliff Whiteman about the matter of delays to see if he could get an increase in the per square foot cost to the Association, a firm date for opening, and a date for delivery of equipment. The Executive Committee voted to accept the bids and recommend acceptance to the Board as well as the increase in cost of \$150,000 for capitol costs. Tom Swain moved and George Gibbs seconded the motion.

It was decided that the meeting be held at 4:00 p.m. on the 27th of August at the Auditorium, Main Floor, Northwestern National Life Insurance Building, 20 Washington Avenue, Minneapolis.

In the discussion it was suggested that perhaps our attorney be consulted to see if there are any legal alternatives open to the Association in terms of getting out of the lease, tying down a definite date. It was also felt that at the meeting on the 27th, Mike Hopkins should be invited and probably Tore Gram if Mike Hopkins cannot be there.

Motion for adjournment was made at 9:30 a.m. and on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER, SECRETARY

by

ED HAISLET, EXECUTIVE DIRECTOR

EXECUTIVE  
COMMITTEE  
APPROVES  
BIDS AND  
INCREASE  
\$150,000  
IN  
CAPITOL  
COSTS.

SPECIAL  
MEETING  
OF  
BOARD  
CALLED  
FOR  
AUGUST 27  
4:00 P.M.

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Special Board Meeting  
August 27, 1973 - 4:00 p.m.  
N.W. National Life Insurance Building  
Auditorium - Main Floor

MINUTES

Harry Atwood, President, presiding.

MEETING  
CALLED TO  
ORDER BY  
PRESIDENT  
ATWOOD.

In attendance were: (Legal Quorum)

Lowell Anderson	George Pennock
Franklin Briese	Robert Sheran
John Carroll	Margot Siegel
Robert Cerny	Barbara Tucker
Marilyn Chelstrom	Pete Veldman
M. Elizabeth Craig	Carol Walden
Harold Haglund	
Jerry Helgeson	Ed Haislet
Geri Joseph	Janet Widseth
Iantha LeVander	Bob Ronay, Staff
Lillian Lindstrom	Dick Thomas, Staff
R. Hugh Monahan	

Not Present:

Margaret Arnason	Greer Lockhart
George Arneson	Kenneth Manick
Charles Britzius	Harold Melin
Joseph Flaig	Richard Messing
Alfred France	Ardis Nelson
George Gibbs	Patricia Partridge
Terry Hanold	Troy Rollins
John Hass	Harold Rosensweig
Leonard Heisey	Alan Ruvelson
Lynn Hokenson	Wallace Salovich
Warren Hunt	Alice Schmidt
John Jacobson	Jack Schutz
George Janda	Norman Silver
Beverly Johnson	Henry Somsen
Betty Kane	Barbara Stuhler
Steve Keating	Thomas Swain
Robert Knaeble	John Walch
Richard Kyle	Milton Wick
	Sidney Wolfenson

As eleven members is a quorum, the meeting was an official and legal meeting of the Board.

President Atwood welcomed and thanked those attending the specially called meeting of the Board and indicated that it was necessary to call the meeting at this time in order to meet a time limit; that because all members had received Minutes of the special meeting of the Executive Committee of August 15 on the matter of the Club bids, they were acquainted with what this meeting was all about--the increase in bids to finish the Alumni Club in the amount of \$150,000.

WELCOME  
AND  
REMARKS  
BY  
HARRY  
ATWOOD.

At this point, because there were so many new Board members, Mr. Atwood asked the Executive Director to give a brief background on the Alumni Club. The Executive Director referred to material passed out that listed all actions taken since closing of original Alumni Club August 31, 1971. He particularly called attention to the official action taken by the Board of Directors at its meeting April 19, 1972 and read the resolution which had been unanimously passed at that time.

BACKGROU  
MATERIAL  
ON CLUB  
ACTIONS  
DISCUSSE  
BY  
EXECUTIV  
DIRECTOR

The Executive Director then called attention to the confidentiality of the report and referred to the bid figures on page 10A showing that total cost of Club was \$144,000 additional to \$200,000 already obligated. Also, he indicated that figures included a shaving of bid costs by \$24,200.

REPORT  
CONFI-  
DENTIAL.

The Executive Director finally summarized the reason for being in present predicament was delays by IDS Properties, Inc.--delays in signing the lease, delays in getting bids out, and mistakes in air conditioning on 51st floor.

REASONS  
FOR  
DELAYS.

Harry Atwood indicated that all alternative courses of action were discussed at meeting of Executive Committee August 15, but it was plain to see that there was only one course of action, and that was to recommend approval of increased costs of \$150,000 and to get Club open as soon as possible; that such action required a full meeting of the Board to endorse and approve action of Executive Committee, this being that meeting.

HARRY  
ATWOOD  
DISCUSSES  
MEETING  
OF  
EXECUTIVE  
COMMITTEE



At the August 15 Executive Committee meeting it was felt that Harry Atwood should meet with IDS officers on the matter of re-negotiating the lease, and such a meeting was arranged and attended by Executive Director and himself on August 16. At that time agreement was reached on date of opening, with penalty clause, the penalty clause being that IDS would use overtime if need be to assure that Club would be open six months from date bids were approved by MAA Board. If approved by September 1, 1973, opening date would be about March 1, 1974.

HARRY  
ATWOOD  
DISCUSSES  
MEETING  
OF  
AUGUST 16  
WITH IDS  
OFFICERS.

President Atwood indicated IDS Properties Inc. had given a firm date when MAA could move in their furnishings and equipment; that Executive Director would inform IDSP when Mike Hopkins could get delivery and time needed to install. Mike Hopkins set date of delivery of furnishings and equipment and getting it installed as January 14 to February 18, 1974 and IDSP was so informed. Also, it was discussed and agreed that if furnishings and equipment were delivered early, IDS would store safely without cost.

OPENING  
DATE OF  
CLUB  
MARCH 1,  
1974.

JANUARY 14-  
FEBRUARY 18,  
1974 CLUB  
FURNISHINGS  
TO BE  
INSTALLED.

Finally, Mr. Atwood indicated that he had requested that IDSP give additional subsidy to MAA because of delays; that IDS had indicated that this was not possible. However, he had received a letter from Bob Hovelson, President of IDSP, dated August 24, 1973, indicating that IDSP would guarantee completion of their part of the work on MAA Club space by February 1, 1974, assuming MAA Board approved bids by September 1, 1973; that they could guarantee opening of the 50th floor facility for operation by IDS Hotel Division by March 15, 1974 and agreed to safe storage of MAA furnishings if delivered early.

Mr. Hovelson also proposed in his letter that because MAA space is 8,297 square feet, not 7,043 square feet as indicated in lease, if MAA agreed to pay rent on entire 8,297 square feet, they would increase leasehold contributions by \$27,500. Mr. Atwood pointed out that such approval would mean renegotiating the lease; that the additional space for MAA was a part of the original agreement; that this suggestion was completely unacceptable. However, that he would continue to negotiate to see if IDSP would increase their subsidy of MAA Alumni Club.

John Carroll indicated that response from alumni to the appeal for membership had been almost overwhelming and that the \$150,000 extra figured out to only an increase of \$15,000 a year, really not important enough to deter us; that the Association had committed \$330,000 to the project of which \$130,000 was penalty clause if Club is not successful, but interest in Club membership means that \$130,000 penalty is no longer a realistic figure. He moved that the Board of Directors support recommendation of Executive Committee to approve an additional \$150,000 and accept bids so construction could begin.

JOHN  
CARROLL  
SPEAKS  
AND MOVES  
THAT  
BOARD  
SUPPORT  
RECOMMEN-  
DATION OF  
EXECUTIVE  
COMMITTEE

Motion was seconded by George Pennock and the question was opened up to discussion by the Board.

MOTION  
SECONDED  
BY  
GEORGE  
PENNOCK.

A number of questions were raised. Question: Who will see that construction is supervised? Answer: Harold Swanson for IDS; Tore Gram and Mike Hopkins for MAA; the Executive Director will keep liason with both. Question: How many memberships will be taken? Answer: 1,200 resident members until use can be determined. It is possible that once Club is opened, the number could be increased. Question: Will dues be raised? Answer: Not for first year; good possibility that it will be necessary to increase dues second year. IDS has increased their dues from \$15 to \$18 a month and \$250 to \$300 initiation fees. Question: What can be done if IDS defaults; that is, what about penalty clause? Answer: Bob Cerny, "There really is no way to enforce a penalty clause." Question: Can MAA get a cash award if Club doesn't open when IDS indicates it will? Answer: This is part of present discussions and while IDS seems unwilling to increase their underwriting, Harry Atwood will continue to try. Question: Aren't non-resident memberships too cheap? Answer: Non-resident memberships were purposely kept that way so as to encourage out-state members to identify even though they may never use Club. If out-state fees were raised very much, it would discourage Club membership and encourage use of guest cards by those outside Metro area.

QUESTIONS  
RAISED.

BOARD VOTE  
UNANIMOUS  
TO SUPPORT  
RECOMMEN-  
DATION OF  
EXECUTIVE  
COMMITTEE  
TO APPROVE  
\$150,000  
ADDITIONAL  
FUNDS FOR  
CLUB.

The question was called for and it was unanimously voted to endorse recommendation of Executive Committee to approve additional \$150,000 to complete Club as soon as possible.

There being no other business, on motion duly made and seconded, meeting adjourned.

Respectfully submitted,  
BARBARA STUHLER, SECRETARY  
by ED HAISLET, EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
September 11, 1973  
Alumni Office - 7:30 a.m.

MINUTES

Harry Atwood, presiding.

ATTENDANCE

Members of Executive Committee Present:

Franklin Brieese	George Pennock
Charles Britzius	Wallace Salovich
John Carroll	Tom Swain
George Gibbs	Ed Haislet
R. Hugh Monahan	Janet Widseth

Members of Executive Committee Not Present:

Geri Joseph  
Iantha LeVander  
Barbara Stuhler

Minutes of the special meeting of the Executive Committee of August 15, 1973 were accepted as sent out.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING  
AUGUST 15  
APPROVED.

President Atwood indicated that the Minutes of the special Board meeting of August 27 had likewise been sent; that if there are any suggestions or changes, get in touch with the Executive Director.

President Atwood said he was pleased with the results of the meeting of the full Board and its positive support and action.

President Atwood called for any communications and a letter from Curtis Carlson was read in which Carlson indicated that he was looking forward to talking more about the hotel/Alumni Center which will mean so much to faculty and alumni groups as well as to students.

COMMUNICATIONS

Likewise, a letter was read from T.G. Barrett concerning the Oakdale Racquet Club as a possible investment for the Association and its possible use. The discussion that followed was completely negative; that the Association is not interested; that, however, if it were possible for alumni members to use the Racquet Club, it might be to

their advantage, and the Executive Director was asked to check with Mr. Barrett as to that possibility.

Franklin Briese reported he had just received the August Budget Statement and, after looking at it, recommended approval. He presented the Audit for the 1972-73 fiscal year saying that it had been reviewed by President Atwood, the Executive Director and himself and certain changes had been suggested and made; that he felt the audit represented the financial status of the Association as of June 30, 1973; that the Association deposits and accounts had been checked and everything was in good order and moved acceptance. The Executive Committee voted approval.

TREASURER'S  
REPORT

AUDIT FOR  
1972-73  
FISCAL YEAR  
ACCEPTED.

The Executive Director reported that the August membership report was not ready due to the fact that facts and figures from the computer were not available; that the membership report for July showed a loss of 85 members over the month before.

MEMBERSHIP  
REPORT.

Harry Atwood asked that the Executive Director talk on the status of the Alumni Club. It was reported that the construction on the Club started the fourth of September and that construction is proceeding; that there is a completely worked-out schedule of work when each contractor and sub-contractor is supposed to start and complete his work. A chart was shown which indicated when all phases of the work were scheduled. Each week, on Tuesday, a photo will be taken showing the progress of the construction.

Club membership has slowed down greatly since September first as evidently that was the date in the minds of many alumni as the opening date of the Club. As of September 11, there were 1,330 non-resident members and 845 resident members for a total of 2,175. This equates out to 978 resident memberships. The Executive Director also indicated he has a list of about 30 "will-call" which means that these people will send their memberships in as soon as called.

AS OF  
SEPTEMBER 11,  
1,330 NON-  
RESIDENT,  
845 RESIDENT  
HAVE BEEN  
RECORDED.

The opening date could be in February if everything goes right. The Executive Director indicated he knew construction was going on because of the problems being presented about specifications, proposed changes, etc.

Harry Atwood indicated he had been corresponding with Bob Hovelson and that he had sent Mr. Hovelson a letter on August 29 and that he had received a phone call from Mr. Hovelson who was very concerned about the letter; likewise, he had received a letter from Mr. Hovelson, dated August 31, which Mr. Atwood read to the group. It was the consensus that nothing should be done now to create a problem; that the Club should be finished just as soon as possible. It was felt that when the right opportunity occurs, Mr. Carroll should talk to Mr. Whiteman about some financial benefits to the Association because of the delays incurred by IDS and the increased costs. President Atwood indicated that he likewise, in the future, would chat with Mr. Whiteman about the situation, but not until things had cleared up and the Club was really underway.

The Executive Director indicated that he had been receiving calls from all the hotels about the Alumni Center--almost weekly from the Radisson Hotel people; that information had come to him that Tom Noble of the Normandy was anxious to talk to the Association about a hotel on campus. The Ramada Hotels Corporation in Phoenix called and they are very interested. Kahler Corporation, which had evinced no interest to begin with, called to find out what is happening and is now interested. The Executive Director said he had been able to ascertain that the land for the proposed site of the Alumni Center could be subordinated but that the zoning laws now in effect would apply. Harry Atwood said that the Alumni Center Committee he had appointed should check out the site; that with Mr. Moos's resignation there is no one now really running the show and things could change completely; that probably nothing should be done until a new President is elected; likewise, that it is most important to get the Alumni Club operating and see what it costs; that because the resources of the Association have been greatly reduced because of the Alumni Club, he questioned, for the present, the financial feasibility of the Association getting involved in an Alumni Center.

ALUMNI  
CENTER  
REPORT.

In discussion that followed, it was felt that the Alumni Center should be a part of any long-range plan; that now is the time to consolidate our position as regards the Alumni Center and to talk with Mr. Brinkerhoff and President Moos; likewise,

talk with Elmer Anderson about the problem; that this problem does involve the stadium and the Committee needs to know the position of the administration on both the stadium development (which possibly could affect the hotel development) and also the hotel development and land use. This brought on a discussion of the stadium renovation and it was the feeling of the Executive Committee that the Association should back the stadium project and that a definite position should be taken in support of remodeling Memorial Stadium; that the Association should pass a resolution and send the resolution on to the Regents; that at the meeting of the Board of Directors on October 23 the stadium project should be explored and explained; that George Pennock's Alumni Center Committee and Harry Atwood should meet with President Moos and Mr. Brinkerhoff as well as Elmer Andersen; that the matter of the stadium should be brought to the Board of Directors at the meeting October 23.

SUPPORT OF  
STADIUM  
RENOVATION  
PROPOSED.

Harry Atwood discussed Dr. Moos's resignation and said that besides the assessment of what this means on the Alumni Center, it likewise means the appointment of an Alumni Advisory Presidential Search Committee. He said Elmer Andersen had chatted with him about such a committee and that the Regents were proceeding and would probably name a search committee very soon. The Executive Director said that Duane Wilson, Secretary to the Regents, had been in touch with the Alumni Office and had gone over the function of the alumni committees in the past--the composition, the things accomplished, and recommendations regarding a new committee; that the Executive Director recommended that the search committee and program be constituted the same as before; that the committee had been both effective and helpful to the Regents (i.e., determining the list of potential candidates, culling out those thought to be most acceptable, and the final selection process). Once a basic list was determined, the job of the Alumni Committee was to find out the community acceptance of a prospect, kind of family, wife, etc., and also to probe as to relations with the faculty and academic community with civil service personnel, with students, with alumni, his fund-raising ability, his position on intercollegiate athletics. A second recommendation was that the students not be a part of the Alumni Committee.

A final recommendation, for the interviewing stage, was that the Chairman of the Alumni Advisory Committee should be a member of the interviewing group. Harry Atwood said that he felt that the Association would so on be asked to name an Alumni Advisory Presidential Search Committee and that he would bring his recommendation of members to the Executive Committee for confirmation. In the past, it has been a small committee consisting mainly of the past presidents of the MAA.

Each year the Big Ten Athletic Conference office requires that each Big Ten alumni association name their Rose Bowl tour agent. The Executive Director recommended Alumni Holidays, Inc. and it was so voted.

ALUMNI  
HOLIDAYS  
NAMED ROSE  
BOWL TOUR  
AGENT.

John Carroll said that he had been invited to a fund-raising meeting by the University Foundation and asked if the Executive Director of the Association had been invited. In finding out that he had not, Mr. Carroll indicated concern because he felt that the Alumni Office should be fully informed about the activities and fund-raising programs of the Development Office and Foundation; that it was the Association Office that received the calls and alumni expect the Alumni Office to be able to answer their questions. It was the consensus of the Executive Committee that the Alumni Office must be fully informed about the University's fund-raising programs and activities of the Foundation and Development Office.

MEETING  
ADJOURNED.

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted.

BARBARA STUHLER  
SECRETARY

  
by  
ED HAISLET  
EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
October 23, 1973  
4:00 p.m. - Campus Club

MINUTES

Harry Atwood, presiding.

Members of Executive Committee Present:

ATTENDANCE.

Charles Britzius	Barbara Stuhler
George Gibbs	Tom Swain
Geri Joseph	Ed Haislet
George Pennock	Janet Widseth
Wallace Salovich	

Members of Executive Committee Not Present:

Franklin Briese	Iantha LeVander
John Carroll	R. Hugh Monahan

Minutes of Executive Committee meeting of September 11, 1973 were approved as sent out.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING OF  
SEPT. 11, 1973  
APPROVED.

In Franklin Briese's absence, Ed Haislet made the Treasurer's Report. He indicated receipts of \$30,388 and disbursements of \$30,388; for year-to-date, \$135,750.75 in receipts and \$167,675.75 in disbursements including transfer of \$103,000 (Club) with cash remaining being \$20,000 in each case. He indicated the Association books are in good financial condition. On motion duly made and seconded, the Treasurer's Report was approved.

TREASURER'S  
REPORT.

The Executive Director reported that membership as of September, 1973 was 23,012 for a gain of 614 and total paid membership 14,179 for a gain of 561.

MEMBERSHIP  
REPORT.

Also reported was that construction for the Alumni Club is on schedule. Procedures have been set up for paying bills. Carpet and drape bids are out with bids for chairs, tables, and other material to be out in a few days; that all alumni materials should be in and work completed by February 1.

ALUMNI CLUB  
REPORT.



The Executive Director then gave a quarterly insurance report.

LIFE

Number of Insured Members	1,231
Number of Family Units	176
Annualized Premium	\$ 139,186
Volume of Insurance	\$19,475,000
Paid Claims this Policy Year -5 (10/1/72 through 9/30/73)	\$ 67,541

INSURANCE  
REPORT.

HOSPITAL MONEY PLAN

Number of Insured Members	595
Annualized Premium	\$ 77,278
Paid Claims this Policy Year -51 (6/1/73 through 9/30/73)	\$ 12,667

ACCIDENTAL DEATH PLAN

Number of Insured Members	55
Annualized Premium	\$ 4,121
Volume	\$ 4,250,000
Paid Claims this Policy Year -1 (1/1/73 through 9/30/73)	\$ 100,000

AUTO

Number of Policies	122*
Annualized Premium	\$ 30,500
Number of Claims	Not Available
Reserves set up for claims	\$ 18,687**

\*Through 9/15/73

\*\*Through 7/31/73

SENIOR LIFE PLAN

Number of Insured Members	40
Annualized Premium	\$ 7,192*
Volume	Not Available from Ins. Co.

\*As of 6/30/73

Except for those especially noted, all figures are current as of October 1, 1973 and include all insurance paid to date.

It was reported that there are two separate development groups that are interested in going in with the Alumni Association on the building and operation of a restaurant-hotel complex in the block in which the University National Bank is located and the block, then, directly east, which is where Bridgeman's, the Hardware Store and the grocery store are now located, directly in front of the new University garage and the entrance to the freeway. One such development group is headed by Chuck Hall, formerly with IDS, and the other group the Androch Corporation. They have different propositions.

ALUMNI  
CENTER  
REPORT.

It was also reported that it looks like there will be another 4% or more cut in the budget by the University; that the Association received only \$20,000 for new graduates, not the \$40,000 which was their promise; that a conference with Mr. Moos is necessary.

FOUR PERCENT  
CUT IN DEPT.  
BUDGET BY  
University.

The Executive Director then indicated that he had appeared at the legislature on a bill which would take away the liquor license for the Association; that Gerry Friedell had been very willing to come over and be the official spokesman; that the Executive Director had also answered questions directed to him by the Committee. House File #2499 is the Kahn Bill which returns the language of the bill to as it was originally in 1971 before it was amended to allow the Association to have a liquor license; also, another bill, House File #119, was introduced to give higher education governing boards authority to regulate possession and sale of liquor on college campuses. However, that part was amended out of the bill at the last meeting of the committee. As H.F. 119 now stands, the only change in existing law would be to define "schoolhouse" as "elementary and secondary schoolhouse." It doesn't allow the governing boards of universities and colleges to have control; it does not remove limits on other campuses, it doesn't change U of M limits and it does not remove the Alumni Association language.

LIQUOR  
LICENSE  
IN  
JEOPARDY.

Gerry Friedell insisted that the present language remain in the bill until another bill is passed, and it was the thrust of the committee that probably

all limits should be removed and that each of the colleges and their own governing boards should decide how they want to handle liquor.

George Robb testified for the University that the University would like to have the Alumni Center on or near campus; and if that means the need for a liquor license, then the University is on record in support of it.

It was the Executive Director's feeling that the committee will take the broad view. Gerry Friedell feels that if Kahn acts like she did in the last legislature, she will move her bill quickly and get it through before there is any real controversy. He feels that it will probably be necessary for the Association to mount a campaign on behalf of their license.

President Atwood indicated that at the last Executive Committee meeting (September 11) it was decided that a special committee, consisting of George Pennock, Tom Swain, Wally Salovich and himself should meet with Elmer Andersen, President Moos, some of his vice presidents and administrators and some of the Regents, to talk particularly about the Alumni Club, the Alumni Center and the presidential search committee. President Atwood said that the committee, consisting of the above mentioned plus V.P. Brinkerhoff, V.P. Wenberg, Regent Thrane and Regent Malkerson met and that he was asked to preside. He said that the first point was to bring the group up to date on the status of the Alumni Club--membership, opening date, etc. He said there was real enthusiasm evinced by the group, but no questions. On the Alumni Center, he said he backgrounded them on the history and that a number of hotels are particularly interested in the project and that the committee wanted to find out from this group their attitude as regards the site, building, etc. He also indicated to them that the project is on the "back burner" until the Alumni Club is operating and we know more about the expenses, but that it has a high priority by the Board. He said the University people indicated they favored the Alumni Center and desired it to be

PRESIDENT'S  
REPORT.

ALUMNI  
CLUB  
STATUS.

ALUMNI  
CENTER.

on campus, that they felt the site particularly suitable, located by the Health Sciences, the Athletic Department, the freeway entrance and the new parking facility; that their people are willing to move ahead, but because of the pressure by the students on the land, they thought they would have to set up a reasonable commercial basis for the land. Likewise, they indicated there was no direct tie in with the Alumni Center and the stadium proposal.

As regards the stadium, they indicated that it is a high priority with the Regents but that the approach is really to build a twenty-four-hours-a-day Physical Education, Intramural Athletic center for students and faculty; that John Yngve, Fred Cina and Les Malkerson were the committee with Yngve as Chairman. They indicated that they didn't think the Association at this particular time should present a resolution, but that eventually they would ask the Association to support them.

STADIUM  
DISCUSSION.

The next item of conversation was on the Advisory Committee for the selection of University president. It was reported that they are setting up two advisory groups, one for the faculty and one for the Alumni Association. They asked Harry Atwood to set up an alumni committee to assist in the search. It would be an alumni advisory committee, few in number, particularly because they didn't want any leaks; that Harry Atwood should proceed as fast as possible. Harry said he had received a call from Duane Wilson and was asked to proceed.

PRESIDENTIAL  
SELECTION  
COMMITTEE.

At this time Harry Atwood listed six names that he proposed be the committee. There was considerable discussion in terms of balance on the committee, kinds of people; there were suggestions and names offered. Harry Atwood was authorized to name the committee as soon as possible taking into consideration the input from the Executive Committee.

END OF REPORT

There was discussion about the Alumni Center committee, headed by George Pennock, on the need for public relations with SEMPAAC and other publics. Chairman George Pennock indicated that the committee would hold a meeting very soon. He asked the Executive Director to find out all about the University site

offered in terms of how it was acquired and other questions which might be of interest to the legislature. As soon as that information has been obtained, the Executive Director should call him and he would set up a meeting.

There being no other business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

by

  
ED HAISLET

EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Fall Meeting of the Board of Directors  
October 23, 1973  
Campus Club - 6:30 p.m.

Minutes

Harry Atwood, presiding.

ATTENDANCE.

Members of Board of Directors in Attendance:

Margaret Arnason	Irene Kreidberg
Barry Bridges	Richard H. Kyle
Charles Britzius	Dr. Kenneth Manick
Robert G. Cerny	Dr. R. Hugh Monahan
Holger Christiansen (guest)	George T. Pennock
Dr. Elizabeth Craig	Alan K. Ruvelson Sr.
Joseph Flaig	Wallace E. Salovich
George W. Gibbs	Dr. Herbert C. Struss
Paul Giel (guest)	Roger Toogood
Harold Haglund	John Taylor
Dr. Linneus Idstrom	Pete Veldman
Dr. George W. Janda	Carol Jean Walden
Lawrence Duke Johnson	V.P. Stanley J. Wenberg (guest)

Staff in Attendance:

Ed Haislet	Nancy Gedman
Janet Widseth	Bob Ronay
Dorothy Anderson	

Members of Board Not in Attendance:

Lowell Anderson	Richard Hyllested	Harold Rosenzweig
George Arneson	John I. Jacobson	Alice Schmidt
Franklin Briese	Beverly Johnson	Jack Schutz
John Carroll	Geri Joseph	Robert Sheran
Marilyn Chelstrom	Betty Kane	Margot Siegel
Betty Danielson	Stephen Keating	Norman Silver
Alfred E. France	Robert Knaeble	Henry Somsen
Terrance Hanold	Iantha LeVander	Barbara Stuhler
Darlene Haskin	Lillian Lindstrom	Tom Swain
John K. Hass	Greer Lockhart	Barb Tucker
Leonard C. Heisey	Harold Melin	John Walch
Jerry Helgeson	Richard Messing	Milton Wick
Lynn Hokenson	Ardis Nelson	Sidney Wolfenson
Dr. Warren Hunt	Dr. Troy Rollins	

After dinner was served, Harry Atwood introduced everyone present as it was the first meeting of the year and at this meeting the members of the various alumni committees are in attendance and he wanted everybody to know each other.

He then asked for approval of the Minutes of the Executive Committee meeting of September 11, 1973.

He then had the Executive Director report on the Alumni Club. The Executive Director indicated the Club would be open March 1; that construction is on schedule, that the bids have been let, that Club membership for non-residents has been closed as there are 1,364 non-resident members so far with 905 resident members plus some 44 resident applicants on the list to be called at any time which means that about 250 resident memberships are still open.

The question was asked, is there going to be another Club membership campaign, and the Executive Director said that in January he would put on a campaign for the balance; that there were certain areas of membership that hadn't been explored as yet; that he had every confidence that when the Alumni Club opened there would be 1,200 members.

He then talked briefly on MAA membership indicating that the membership was up and this was because of the Alumni Club and because of the insurance programs and the alumni tours.

Harry Atwood then reported on his meeting with the University Regents and administrative group. He said that he had updated them on the Alumni Club; that they had shown real interest in the Alumni Center; that they wanted to proceed as fast as they could; that they would work out a reasonable commercial agreement for the site.

President Atwood also indicated then, regarding the Presidential Advisory Committee, that he had been asked to name a committee; that he had discussed this matter with the MAA Executive Committee and that they had made a number of suggestions; that he had submitted a number of names and made some suggestions and that he had been authorized by the Regents to proceed to name the committee as soon as he could and that he would do so very soon.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING OF  
SEPT. 11, 1973  
APPROVED.

ALUMNI CLUB  
REPORT.

MAA  
MEMBERSHIP  
REPORT.

PRESIDENT'S  
REPORT.

MEETING OF  
ALUMNI CENTER  
COMMITTEE WITH  
REGENTS AND  
ADMINISTRATORS

PRESIDENTIAL  
ADVISORY  
COMMITTEE.

He then talked about the Alumni Center. He indicated that there are two bills in the legislature, one having to do with the language as it affects the schoolgrounds (i.e., to explain what is meant by "schoolhouse"), and the Kahn bill which would change the present statute regarding liquor back to the wording as it was before being amended in 1971 to allow the Association to have a liquor license. The Executive Director and Gerry Friedell had appeared at a legislative hearing before a subcommittee of the Committee on Higher Education on Student Affairs. It appeared that the thrust of the committee was to broaden the law, remove restrictions and give each of the colleges a chance to decide whatever they wanted on the liquor situation; that Representative Kahn is pushing her bill and the Association might have to mount a campaign in order to maintain its position until the new law is passed permitting the individual colleges to decide on liquor. Stan Wenberg indicated he thought it would be advisable if everybody would write to their legislator telling him why building this particular facility on campus is important and why the liquor license is important.

ALUMNI CENTER.

George Pennock indicated that as regards the Alumni Center, his committee (consisting of Tom Swain, Wallace Salovich and himself as Chairman) would meet with V.P. Brinkerhoff to clarify the site.

There are a number of developers interested in a project and the committee probably should meet with these people to find out what the projects include.

Harry Atwood told the group that the Association is very interested in the stadium project and wants to help; that the Regents indicated the Association should wait until the proper time; that he had asked Paul Giel, Athletic Director, and Holger Christiansen, Athletic Department, to make a presentation on the stadium and they had brought over a mock-up of the new stadium and would address themselves to it.



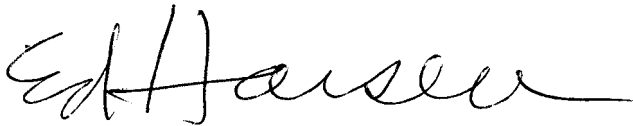
Paul Giel went into the background of the domed stadium study which has been made. It provides for remodeling of the stadium into a 24-hour-a-day athletic facility for the students and faculty and, incidentally, a fine football stadium seating 64,000, but that the football field for the Gophers was secondary, as it would be for the Vikings; that the building study revealed that the stadium was structurally sound and could be domed and renovated with the cost of the ultimate scheme probably being \$35 - \$40 million. Paul Giel then asked the group to come over and look at the mock-up and Holger Christiansen went into the various facilities and playing fields so that the Board could completely understand what was involved. There were a large number of questions asked. It was a very instructional presentation, well received by the Alumni Board.

PAUL GIEL  
AND HOLGER  
CHRISTIANSEN  
MAKE  
PRESENTATION  
ON NEW  
STADIUM.

There being no other business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY



by  
ED HAISLET  
EXECUTIVE DIRECTOR

Encl.

Next meeting of Executive Committee November 20.

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
November 20, 1973  
7:30 a.m. - Alumni Office

MINUTES

Harry Atwood, presiding.

ATTENDANCE

Members of Executive Committee present:

Franklin Briese	R. Hugh Monahan
Charles Britzius	Barbara Stuhler
John E. Carroll	Ed Haislet
George W. Gibbs	Janet Widseth
Iantha LeVander	
George Pennock	

Members of Executive Committee not present:

Geri Joseph  
Wallace Salovich  
Thomas Swain

Minutes of Executive Committee meeting of October 23, 1973 were approved as sent out.

Franklin Briese reported that the October statement showed everything is in proper order and moved acceptance.

It was indicated that the meeting of the Association Investment Committee will take place on December 13.

It was reported that for the period ending October 31, 1973, membership for October was 21,602; a loss of 1,410 which includes a loss of complimentary members of about 100 and the balance in Regents' memberships. Paid membership was 14,486; a gain of 307. There has been a gain in membership of almost 1,500 in the past three months due probably to the Alumni Club.

It was reported that as of November 19 there were 969 resident members and 1,350 non-resident. A membership drive will be mounted in December and all Board members will be asked to participate.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING OF  
OCTOBER 23,  
1973 APPROVED.

TREASURER'S  
REPORT.

MEMBERSHIP  
REPORT.

ALUMNI CLUB  
REPORT.

Some MAA Board members asked if they could go to the 50th floor to see the construction. The Executive Director indicated that he would get a key. At the present time the process of getting to the 50th floor is a lengthy one and often most frustrating; have to use the freight elevator, stopping to get a hard hat, etc. He indicated he would see if it could be expedited.

The Executive Director indicated that he had received a report from Peat, Marwick, Mitchell & Co. concerning the Alumni Club, how the Alumni Club operation may affect the income tax status of the Association. It was their opinion that there was a definite risk that the operation of the Alumni Club by the MAA may cause the MAA to be reclassified from Section 405 C(3) charitable, educational to Section 501 C(7) social fraternal organization, and that the MAA operate the Alumni Club as a separate entity. This is the same opinion that Joe Maun had previously rendered. However, IDS will not deal with a separate corporation. The Executive Director said that in talking to the IRS people, they too had come up with a recommendation for a different classification, but later came to the conclusion that we should keep our present classification. The Executive Director explained that the loss of the charitable, educational classification means the loss of the ability of the Association to receive gifts; that some of the other classifications allow more benefits to members. At the present time, the MAA is paying tax on unrelated income and main concern is that at the present time, the Group Life Insurance dividends are a gift to the Association but under a different classification a tax exempt gift could not be made and therefore we would have to pay tax on dividends received which is a considerable amount some years. It was felt that the matter should be discussed with IDS to see if a separate corporation could be set up to operate the Club with the full financial support of the Association guaranteed. It was pointed out that if the Club is successful, IDS will not be worried about the form of incorporation. This meeting should be at the top level, probably with Mr. Whiteman.

REPORT OF  
RELATION OF  
ALUMNI CLUB  
TO PRESENT  
NON-PROFIT  
STATUS.

Letter will then go out to VIPs and Big Ten Schools alumni.

As regards visiting the Club on the 50th floor, it has been urged that members of the Committee not do this until December when hopefully the overhead work will be finished, reducing the chance of any accident. However, a meeting will be set up in December and times have already been noted by the Alumni Office.

The Executive Director briefly went into the fact that there is a problem now in getting meaningful billings from IDS; they are sending bills without relation to contract or what is being done which makes it very difficult to approve. Bob Ronay, MAA Assistant Director and Accountant, is working on the problem of trying to get some sense into the billing procedure so bills can be properly authorized.

The question was raised, "Will the Club be ready by March 1?" The Executive Director indicated that unless a serious problem developed, opening would be on or about the first of March. Construction is progressing satisfactorily even though there are a number of minor problems and changes that have to be made almost daily.

President Atwood asked George Pennock to report on the Alumni Center. George said his committee is awaiting information that the Executive Director is going to receive from Mr. Brinkerhoff; that as soon as that material is ready, they will meet. The Executive Director indicated that he had sent Mr. Brinkerhoff a letter as to what is needed, but until present no answer had been received. He suggested that George Pennock talk to Mr. Brinkerhoff about the committee's need for this information.

REPORT ON  
ALUMNI CENTER.

Harry Atwood indicated that there had been a number of legislative hearings which have been handled to begin with by Jerry Friedell and Ed Haislet, and for the last two by the Executive Director. He asked that the Executive Director report. The Executive Director reported on the first meeting of October 16 which he and Jerry Friedell attended at which the thrust of Rep. Kahn's argument was that the

LIQUOR ON  
CAMPUS.

Association ignored all procedures without any public hearings, without going through the proper legislative channels or going through the University's district representative or going through the City Council, etc; that it was a special interest bill and that the MAA as a private organization has no real relation at the University; that the faculty, students and the Southeast community is opposed to a building in this particular site. The legislative sub-committee, however, said they were going to hold hearings on the various campuses with the idea that they would introduce a general bill attacking the overall problem of liquor on campuses. Jerry Friedell asked that the language remain in the bill allowing the Association a liquor license until such time as the overall bill had been put in effect.

The second meeting of the sub-committee, attended by the Executive Director, was called for November 12. The purpose of the meeting was to decide on their report to the Committee on Higher Education concerning liquor on campuses. The sub-committee felt that there should be no recommendation; that they should report at the meeting of the Committee on Higher Education what the testimony had revealed and that they felt that the liquor problem should not be attacked piecemeal but that there should be overall legislation affecting the whole problem.

At the meeting of the Committee on Higher Education attended by the Executive Director on November 13, The Chairman of the Sub-Committee indicated they had come in without recommendation and told of the testimony taken; that one of the things they had found out was that the Attorney General had ruled unofficially that the Association would have to go through the City Council for a liquor license which nullified the argument of those opposed to the Association having a liquor license. Rep. Kahn and the Executive Director testified. Bob Johnson said that he thought the Sub-Committee should have come in with a strong recommendation as regards the overall liquor problem and moved that the bill be referred back to Sub-Committee with that intent. After discussion and a very close vote of 11-12, the bill was referred back to the Sub-Committee to deal with the overall problem of liquor on campuses.

This definitely puts the Alumni Center on the "back burner" for the time being until the legislature deals with the matter in January or February.

The Executive Director indicated he had drafted a letter to be sent to all legislators and that Jerry Friedell, Harry Atwood and Stan Wenberg had edited the letter. He also stated that information, in form of question-answer, will go out to alumni throughout the state who will be asked to write to their legislators about the matter.

President Atwood indicated that at the suggestion of Regents Andersen and Sherburne, he had set up an Alumni Association committee advisory to the Regents; that this had been discussed at the Executive Committee meeting and the Executive Committee had given good input; that the committee would consist of:

ALUMNI  
ADVISORY  
COMMITTEE  
REPORT.

SEARCH FOR  
UNIVERSITY  
PRESIDENT.

Harry E. Atwood '31BA, Chairman  
President  
Northwestern National Life Ins. Co.  
Minneapolis

John E. Carroll '33BChemE  
President  
American Hoist & Derrick Co.  
St. Paul

Dr. M. Elizabeth Craig '44BS '45MB '46MD  
Hopkins

George W. Gibbs '63BSEd  
IBM Corporation  
Rochester

George Pennock '34BBA  
President  
Tennant Company  
Minneapolis

Robert J. Sheran '39LLB  
Minnesota Chief Justice designate  
St. Paul

Ed Haislet '31BSEd, Secretary ex officio  
Minnesota Alumni Association  
St. Paul

The questions were asked, was there any charge to the committee by the Regents and was there anything in writing, and the answer was "no" to both; that it had been done over the phone and it was asked that the Alumni committee move ahead as soon as possible in getting names. It was the feeling of the Executive Committee members that at the time of the first meeting of the Alumni Advisory Committee procedure should be decided; that the Alumni Association should be sure that their efforts would be acknowledged and considered, given their input; that a lot of busy people would devote time and effort to the job but that their input would be expected to be taken seriously by the Regents. Likewise, it was the feeling that the Alumni Advisory Committee should have real representation; that they should have the full cooperation of the Regents; that they could be of real help to the Regents.

There was a great deal of discussion, participation by almost all members of the Executive Committee. It was moved, seconded and voted that the Alumni Advisory Committee on the President draw up a proposed outline of what they will do and submit it to the Regents; that they would indicate to the Regents their concern about the selection process and their responsibility to their alumni constituent; that they wanted the opportunity for input and a voice in the final selection.

The final item on the agenda was the Regent appointment. President Atwood indicated that he had sent a letter to Governor Anderson concerning the desire of the Alumni Association to be helpful in the appointment of Regents, submitting names for the opening for Regent; that with all the alumni in the state and distinguished leadership by alumni in the state, hopefully he would consider a University graduate, all things being equal. President Atwood asked if this was a proper kind of letter to be sent and it was agreed that it was. It was asked, "What do we do now with another opening? Do

REGENT  
APPOINTMENT  
INPUT.

"we suggest people or do we indicate we would like to meet with the Governor to discuss the matter?" After discussion it was felt that this should be left to President Atwood to decide on how to operate on this question, but to bring in recommendations as to what the position of the Association should be as regards the selection of Regents.

Because of time, the meeting was adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

A handwritten signature in cursive script, appearing to read "Ed Haislet", written in dark ink.

by  
ED HAISLET  
EXECUTIVE DIRECTOR



The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
January 17, 1974  
4:00 p.m. - Campus Club

MINUTES

Harry Atwood, presiding

ATTENDANCE

Members of Executive Committee Present:

Franklin Briese	Tom Swain
George Gibbs	Ed Haislet
R. Hugh Monahan	Janet Widseth
Wallace Salovich	

Members of Executive Committee Not Present:

Charles Britzius	Iantha LeVander
John Carroll	George Pennock
Geri Joseph	Barbara Stuhler

Minutes of the Executive Committee Meeting of  
November 20, 1973 were approved as sent out.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING OF  
11-20-73  
APPROVED.

A communication was read from Vice President James Brinkerhoff concerning the site for the proposed Alumni Center which indicated he couldn't give specific responses until the project was further delineated. He indicated that the parcel being talked about was acquired by condemnation, action taken in 1923, 1958 and 1963. He said he would send a detailed map shortly (not as yet received in Alumni Office). He also indicated the Association would have to handle the zoning problem with the City Council. The property is zoned R-6. He indicated that in his meeting with Gerry Friedell it was decided that a market value lease would be negotiated. In actuality, Vice President Brinkerhoff's letter does not answer the questions raised by the committee which had asked for information about the site, to know if the Association could subordinate the land, the kind of lease the University would negotiate, and how much the lease would cost the Association. Without that kind of information, the Committee is unable to proceed.

COMMUNICA-  
TION FROM  
VICE PRES.  
BRINKERHOFF.

Also, letter was received from Dwayne Jorgenson, Director of the U of M Men's Chorus asking for money. The Executive Director indicated there is \$300 in the budget so designated, and that he would see that this fund went to the Men's Chorus.

\$300 VOTE  
TO UNIVERSITY  
OF MINNESOTA  
MEN'S  
CHORUS.  
FROM  
GOVERNOR  
ANDERSON  
ON  
REGENT  
APPOINT-  
MENTS.

Harry Atwood indicated that he had been in touch with Governor Wendell Anderson on two different occasions asking that a Minnesota alumnus be considered when a Regent vacancy occurs; that he had received a letter from the Governor in which the Governor defended his recent appointments, but indicating he appreciated the interest of the Association and their views. He said he was sending his letter to Mrs. Vander Kooi, who in turn wrote President Atwood telling of her deep interest in education and the University of Minnesota. Her husband is a graduate of the Law School in 1949, they have a daughter who has graduated from the University, and a son who hopes to enter the Law School the Fall of 1975.

Franklin Briese indicated that the monthly statements show that the Association is solvent; that they have taken more in than they have spent. On motion duly made and seconded, the Treasurer's report was accepted.

REPORT  
OF  
TREASURER

Mr. Briese also reported on a meeting of the MAA Investment Committee on December 13, 1973, which he was unable to attend. The Executive Director indicated that it was interesting to note the changes in market value for the period of 8-30-73 to 11-30-73; that during that period the total increase in value of the investment account was \$9,735, ~~check~~ 2.96%. As had been reported, for the last fiscal year the Investment Committee showed a little over 9% increase in the Association portfolio.

REPORT  
OF  
MEETING  
OF  
INVESTMENT  
COMMITTEE

The Executive Director indicated that the Department of Alumni Relations will be cut \$20,000 in the 0100 budget for the fiscal year of 1974. He explained that this means a cut of at least one staff person and reductions in a number of the programs. The instate field program will probably be limited because of the gasoline shortage, especially if rationing goes into effect, as well as other programs.

DEPARTMENT  
OF ALUMNI  
RELATIONS  
TO BE CUT  
\$20,000  
FISCAL  
YEAR  
1974-75.

Also reported was that President Harry Atwood had talked to President Moos and sent him a letter concerning the need of the Association for the \$20,000 promised for payment of "Regent" memberships; that in 1970 the University agreed to give the Alumni Association \$40,000 a year, but in implementing, put only \$20,000 in the DAR budget, thus requiring the Association each year to make a request for the additional \$20,000 from non-recurring funds. This made it easy for the University to turn down the request. For the fiscal year 1973-74 the request for the \$20,000 was denied. However, the \$20,000 has now been received. This means that the present policy of providing all new grads a year's free membership will be continued until June 30, 1974. However, the Association will have to proceed with caution in 1974-75 in view of the \$20,000 cut in the budget of Department of Alumni Relations, making it even more imperative to receive the additional \$20,000 from non-recurring funds.

MAA RECEIVES  
\$20,000 NON-  
RECURRING  
FUNDS TO  
SERVICE NEW  
GRADUATES

The Executive Director reported there was a gain of 1,873 memberships for December, 1973, of which 1,651 were Regents' members. Paid membership was 14,617 or a gain of 28. The Executive Director pointed out that there has been a steady gain of paid members since last September, which can be attributed to new memberships received due to the Alumni Club and Alumni tours; that the direction of membership is up; that total membership funds received as of this date are slightly ahead of a year ago - annual memberships up \$3,200; three-year memberships up by \$1,000; life memberships down \$3,000. He said that action was being taken to try and bolster life membership income.

MEMBERSHIP  
REPORT

There was discussion as to whether MAA membership dues should be raised because of the tremendous inflationary spiral of the past several years. In the discussion, it was felt that timing is most important, but that dues will have to be raised but not until the Club is well established, probably in 1975. The Executive Director indicated he would put together some information

DISCUSSION  
OF INCREASE  
OF MAA DUES

on the need to raise dues; that an increase was a must because of increased costs, to a place where membership income is no longer sufficient to support its present programs.

President Atwood talked about the progress of the Alumni Club and that things have advanced to the place where a definite date has been set for opening, that there is a need for a clean-up drive of some 200 and that the Executive Committee and the Board must help in obtaining new members. He asked the Executive Director to update the Board on the Club.

ALUMNI CLUB  
REPORT

The Executive Director stated the opening date has been set for March 14, 1974, with open house on March 13th. Tom Swain suggested that maybe a public relations firm should be hired in order to do these things and take the load off the Executive Director. The Executive Director said he would work with President Atwood on a program for the opening of the Club. He went on to say that \$155,000 underwriting of the capitol improvements by IDS has now been depleted so the Association will now have to begin paying; that the Association has \$200,000 capitol improvement money set aside for that purpose, with \$100,000 set aside for the furniture. He said that some of the furniture is already here. Also, that there are no major problems; that the heating, lighting, plumbing systems are all in, the kitchen is in. However, there are a number of shortages, small things which are causing delay, but IDSP hopes to have the kitchen operating early into February and the Association can move in its furniture no later than February 15th - carpet, draperies, tables and chairs, etc.

OFFICIAL  
CLUB OPENING  
SET FOR  
MARCH 14, 1974

The Executive Director indicated that Irene Kreidberg, new Club manager, started with the Association January 2nd and her secretary January 16th and that the membership cards are being readied so as to be out on time; that a final membership drive is being set up to obtain 200 additional resident members by March 1st.

IRENE  
KREIDBERG,  
CLUB MANAGER,  
NOW ON JOB

Harry Atwood reported on the Alumni Advisory Committee for Selection of a President. He said that the Alumni committee had met several times; that some 55 names have come from various sources to the Association; that these had been forwarded on to the Regents' Committee; that the Committee had met with Chairman Neil Sherburne and that they had gone over the things the committee had discussed; the kind of person needed for President; the kind of package to be worked out; raised the question of how important was the input by the Association; and other matters to which Chairman Sherburne responded. He indicated that Harry Atwood would be invited to sit in with the Regents' committee from time to time and that Alumni input is important to them. Chairman Atwood has since met once with the Regents and another meeting has been set up.

REPORT ON  
ALUMNI  
ADVISORY  
PRESIDENTIAL  
SEARCH  
COMMITTEE

The matter of Regent appointments was discussed. It was felt that the Association should set up a list of qualified alumni by congressional district and at-large, beginning with the 5th district.

REGENT  
APPOINT-  
MENTS

The Executive Director reported that the Group Life program for the policy year ending 9-30-73 showed a total income to the MAA of \$32,162. It is an interesting note that Prudential's retention was 20.2% in 1971, 23.7% in 1972, and only 16.8% in 1973. Claims were high this year and that's why the Association did not receive a large amount. Likewise, for the MAA Hospital Money Plan, a reimbursement to the Association amounted to \$7,137.48 for preparation of mailing lists, maintenance of list, assisting in direct mail preparation and advertising in ALUMNI NEWS.

ANNUAL  
REPORT ON  
MAA HOSPITAL  
MONEY PLAN

The Executive Director indicated that President and Mrs. Moos are going on the Big 10 Cruise as guests of the Association. This is part of the Alumni Association's gift to the President and Mrs. Moos. The Association will honor President Moos at the time of the MAA Annual Meeting in June.

PRESIDENT  
AND MRS. MOOS.  
GUESTS OF  
ASSOCIATION  
ON ALUMNI  
CRUISE OF  
CARIBBEAN

The Executive Director explained that there is a problem with the present IRS classification of the Alumni Association - which is Charitable, Educational 501 (C) (3), that under such a classification a social club such as the Alumni Club cannot be opened - that if we do, the Association could lose its classification.

PROBLEM ON  
IRS CLASS-  
IFICATION

Peat, Marwick, Mitchell & Co. has indicated that we also might be taxed on Alumni Club memberships -48% - as unrelated income. The Executive Director said that he had sent a letter to Joe Maun who had recommended that the Association should confer with IDS to see if they would be willing to change the lease so it would be between the non-profit corporation, "Alumni Clubs, Inc.," and IDS. This is the way it was done before. If the lease was between Alumni Clubs, Inc. and IDS it would solve the problem. The Association would guarantee the full financial backing of Alumni Clubs, Inc. If this is not possible, it will be necessary for the Association to change their IRS classification.

It was agreed that Harry Atwood and Ed Haislet would make an appointment immediately with Clifton Whiteman and Bob Hovelson to see if this could be done; that it is a serious matter and should be taken care of at once. Harry Atwood said that he would set up an appointment.

Indoor parking for the Club Manager at the IDS Center was discussed. It was indicated that parking in the Center is \$60 a month, that cheaper parking could be obtained on the periphery. The committee felt it important that indoor parking be given Irene Kreidberg as she would be at the Club long hours, that she should be allowed to have parking in the same building and that the Club should pick up the full fee of \$720 per year.

IDS PARKING  
APPROVED FOR  
CLUB MANAGER

Harry Atwood reported on the Alumni Advisory Committee for Selection of a President. He said that the Alumni committee had met several times; that some 55 names have come from various sources to the Association; that these had been forwarded on to the Regents' Committee; that the Committee had met with Chairman Neil Sherburne and that they had gone over the things the committee had discussed; the kind of person needed for President; the kind of package to be worked out; raised the question of how important was the input by the Association; and other matters to which Chairman Sherburne responded. He indicated that Harry Atwood would be invited to sit in with the Regents' committee from time to time and that Alumni input is important to them. Chairman Atwood has since met once with the Regents and another meeting has been set up.

REPORT ON  
ALUMNI  
ADVISORY  
PRESIDENTIAL  
SEARCH  
COMMITTEE

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REGENT  
APPOINT-  
MENTS

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ANNUAL  
REPORT ON  
MAA HOSPITAL  
MONEY PLAN

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PRESIDENT  
AND MRS. MOOS.  
GUESTS OF  
ASSOCIATION  
ON ALUMNI  
CRUISE OF  
CARIBBEAN

There being no further business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

By   
ED HAISLET  
EXECUTIVE DIRECTOR



The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Board Meeting  
January 17, 1974  
6:00 p.m. - Campus Club

MINUTES

Harry Atwood presiding

ATTENDANCE

Members of Board in attendance:

Lowell Anderson	Alan K. Ruvelson
Margaret Arnason	Margot Siegel
Leah I. Eyler (meeting only)	Barbara Stuhler
George Gibbs	Pete Veldman
Walter Griffin	Carol Walden
Terrance Hanold	Mr. & Mrs. Edgar Zelle
Richard Hyllested	
Betty Kane	
Dr. Ken Manick	
Dr. R. Hugh Monahan	
Richard L. Murlowski	

Staff present:

Ed Haislet	Nancy Gedman
Janet Hart Widseth	Irene Kreidberg
Dorothy Anderson	Bob Ronay

Members of Board not present:

George Arneson	Beverly Johnson	Tom Swain
Franklin Briese	Geri Joseph	Barbara Tucker
Charles Britzius	Stephen Keating	John Walch
John Carroll	Robert Knaeble	Milton Wick
Robert G. Cerny	Richard L. Kyle	Sidney Wolfenson
Marilyn Chelstrom	Iantha LeVander	
Betty Danielson	Lillian Lindstrom	
Joseph Flaig	Harold Melin	
Alfred France	Richard Messing	
Roger Fredsall	George Pennock	
Darlene Haskin	Troy Rollins	
John K. Hass	Harold Rosensweig	
Jerry Helgeson	Curtis Roy	
Leonard C. Heisey	Wally Salovich	
Lynn N. Hokenson	Alice Schmidt	
John I. Jacobson	John Schutz	
Dr. George Janda	Robert Sheran	
	Henry Somsen	

President Atwood began the meeting by introducing those who had not attended before, mainly the new constituent presidents. He indicated there is great news about the Alumni Club and asked the Executive Director to report on budget, membership and Alumni Club.

The Executive Director indicated that the Department of Alumni Relations will be cut \$20,000 for the 1974-75 fiscal year, which means a considerable cutback in the work of the Alumni office and will mean one staff position will have to be eliminated and several programs will have to be cut. At this particular time details have not been worked out.

DAR BUDGET  
CUT FOR  
1974-75 OF  
\$20,000.

The Executive Director reported that the \$155,000 for expenditures being absorbed by IDS has been spent and that the Association will now have to start to spend its funds - up to \$200,000 for capitol expenditures; that there have been changes and small increases, up to \$2,000 in change orders, but well within what the Association has budgeted. The furniture has been ordered and some is already here and being stored. All the basic systems are already installed; electricity, air conditioning, plumbing and kitchen equipment. There are a number of shortages that are holding up certain rooms but the opening date has been set; the kitchen will be in operation early in February; the Association can move in with its furniture and equipment by the 15th of February.

The Executive Director then reported on membership. Association membership for the month of December, 1973, was 23,584 which is up 1,873 but included are 1,651 Regents' memberships. Actually, paid membership was 14,617 which is an increase of only 28 over the previous month, but ever since September, there has been a distinct gain in paid membership; that the Association is now doing their own membership reports from computer material and feel that the reports now are getting more accurate. Membership, however, is on the upward swing, mainly due to the Alumni Club and the alumni tours. He indicated too that the Executive Committee discussed the need to raise MAA dues but feel this is the wrong time. There is a need to raise dues due

MEMBERSHIP  
REPORT

to the fact of great increases in costs, and a report on a possible membership fee increase will be prepared by the Executive Director.

President Atwood then said that he would like to report on the Alumni Club; that there is good news; that an opening date has been set; construction seems to be coming along fine and it is going to be a beautiful place and well worth the effort once it gets open; that he was sure it will be a great advantage to the University and the Association. He then asked the Executive Director to fill in details.

ALUMNI CLUB  
OPENING DATE  
SET FOR  
MARCH 14TH

The Executive Director said he is attending weekly meetings of IDSP - all contractors and subcontractors - and that the opening date has been set for March 14th; that the Executive Committee had designated the 11th and 12th as days for open house; that on the 13th there will be some kind of ceremony and that the official opening date for members will be the 14th; that Irene Kreidberg, our new Club Manager, is now on the job; that her job right now is to get the membership cards out, both the Alumni Club memberships and the charge cards, which is a tremendously large job; that Irene is getting a lot of reservations for meetings and it looks like there is great acceptance. The Executive Director indicated that non-resident Club membership is now up to 1,377, with resident membership being 995; that there is a need for about 200 resident members in order to meet the quota and budget and that these should be forthcoming; that he is asking the Board for their help. He then introduced Irene Kreidberg and asked her to say a few words.

OPEN HOUSE  
MARCH 11-12

Harry Atwood then said that he would talk the best he could about the Alumni Advisory Committee on the Selection of a President; that several meetings had been held; that 55 or more names had been received from various sources; that the names have been sent on to the Regents' Committee; that the Alumni Committee had met with the chairman, Neil Sherburne, and had gone over

ALUMNI  
ADVISORY  
COMMITTEE  
ON SELEC-  
TION OF  
PRESIDENT

January 17, 1974

a number of things with him as to policy and procedure and stance of the Association. President Atwood indicated he had been invited to meet with the Regents' Committee, had already met once and would meet with them again at their request; that later on the Association will be asked to do more follow-up work, but right now their job is to get names. He indicated he was sorry he couldn't go into more specific details, but because of the confidentiality it wasn't possible.

There being no other business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

A handwritten signature in cursive script, appearing to read "Ed Haislet", written in dark ink over the typed name.

by  
ED HAISLET  
EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
February 26, 1974  
7:30 a.m. - Alumni Office

Minutes

Harry Atwood, presiding.

ATTENDANCE

Members of Executive Committee Present:

Harry Atwood	George Pennock
Charles Britzius	Barbara Stuhler
George Gibbs	Tom Swain
Iantha LeVander	Janet Widseth
Robert Hugh Monahan	Ed Haislet

Members of Executive Committee Not Present:

Franklin Briese	Geri Joseph
John Carroll	Wally Salovich

Minutes of the Executive Committee meeting of January 17, 1974 were approved as sent out.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING OF  
1/17/74  
APPROVED  
AS SENT OUT.

In the absence of Franklin Briese, the Executive Director reported on the January budget statement of the Alumni Association. Membership income was in the amount of \$10,993.50 and other receipts \$15,703.57. Disbursements of \$26,697.07. The yearly disbursements were as budgeted to date, income was as estimated. There were no other items of special concern. On motion duly made and seconded, the report was accepted.

TREASURER'S  
REPORT  
ACCEPTED.

The Executive Director reported we are down about \$3,000 on life memberships over a year ago and about \$3,000 ahead on annual membership over a year ago, and about \$500 ahead on three-year memberships. Total membership figures for January, 1974 were 23,556, showing a total loss of 28 members; paid membership was 14,596 and the loss was 21 members.

MEMBERSHIP  
REPORT.

There was a discussion by members of the Executive Committee on percentage of alumni and members in the seven Metropolitan counties area, in the State of Minnesota outside the seven Metropolitan counties

area and outside the state. The Executive Director indicated he would send members of the Executive Committee some information on same.

The Executive Director was asked to update the Executive Committee on the Alumni Club. He indicated that as regards membership there were 1,398 non-resident members and 1,131 resident for a total of 2,529 members. There is no major problem with the Club. Things are going as scheduled although final completion is being held up on little things, especially the lights in the Regents Room and in the Lounge. He reported that there have been problems on menus and prices but this has been resolved for the time being. The Association is now starting to pay part of the capitol improvements of the \$185,000 budgeted plus the \$100,000 for equipment; that the 2,500 membership cards went out on February 20; that this was a very big secretarial job for the office.

ALUMNI CLUB  
REPORT.

The Executive Director indicated that Joe Maun indicated that the Minnesota Alumni Association Board must call a special meeting to consider a change in the Bylaws pertaining to the relationship between the Alumni Association and the Alumni Club. It was decided that a special meeting of the full Board will be held March 11, 1974, at 4:30 p.m. in the Alumni Club, 50th floor, IDS Center, Maroon and Gold Room, to consider and amend the Bylaws and taking such other action as required at time.

SPECIAL  
MEETING OF  
BOARD TO  
CHANGE  
BYLAWS  
CALLED FOR  
MARCH 11,  
1974.

The Executive Director indicated that the Alumni Club Open House is set for March 11 and 12. The Executive Committee asked that publicity be set on the whole opening of the Club--Open House, Gala Opening Dinner on March 13 (which is sold out), and the regular opening of the Club on March 14. The release will be made to the Twin City media through the town and country newspapers.

CLUB OPEN  
HOUSE SET  
FOR MARCH  
11-12.

OPENING  
DINNER  
MARCH 13.

There were a great number of questions on the Club. The Executive Director talked about the dinner program March 13.

REGULAR  
OPENING ON  
MARCH 14.

Harry Atwood said he would make such report as he could on the progress of the Selection of a University President; that the matter is now in the hands of the Regents and no longer the faculty-student selection committees; that 400 names, including the 55 submitted by the Association, had been sifted down to twelve and that those twelve names were being checked out. The Alumni Association had been asked to check four of the names and had rendered good service to the Regents Committee in that respect; that of the twelve candidates, several have eliminated themselves. The Regents have set their sights high on a top administrator, not a big-name figure. President Atwood felt the Regents were proceeding as fast as they could and probably would name a successor to Mr. Moos before he leaves though he didn't know when the new president would take office.

REPORT OF  
ALUMNI  
COMMITTEE  
ON SELECTION  
OF UNIVERSITY  
PRESIDENT.

The Executive Director reported that the Nominating Committee had met on February 7; that five alumni had been nominated for Board membership to be elected at the time of the Annual Meeting on June 4, 1974 but there were still several who had not made up their mind and so names will not be released as yet. Officers nominated to be named at the Spring Board Meeting were named, as well as members of Executive Committee. It was decided that only five members of the Executive Committee would be elected at the Spring Meeting with one place to be filled by the new MAA President at the first Board meeting in the Fall.

NOMINATING  
COMMITTEE  
REPORT.

The 70th Annual Meeting of the Association is scheduled for June 4, 1974 at the Radisson South Hotel. Four Outstanding Achievement Awards and two Alumni Service Awards will be given out at that time. President Moos will likewise be honored. There will also be a special audio-visual program presented on the 70 years of alumni service.

REPORT ON  
ANNUAL MEETING  
JUNE 4, 1974  
AT RADISSON  
HOTEL SOUTH.

It was reported that the Big Ten Cruise was most successful with 89 alumni on board including President and Mrs. Moos who were complimented by the Association at a total cost of \$700.71 for Mrs. Moos. If the Association had had to pay total price, it would have been more than \$3,000. The Association netted about \$1,100 on the Cruise.

REPORT MADE  
ON CRUISE.

The Dubrovnik tour is full with 55 still on the waiting list. The Orient tour has 135 places filled with only 35 left to fill. The Alumni tours are again very successful this year.

REPORT ON  
DUBROVNIK  
& ORIENT  
TOURS.

The Executive Director went over the experience chart on the MAA Group Life Insurance for the past ten years so that the Executive Committee would know of its real success. Mentioned was the fact that for the past two years a small profit has been made on the Hospital-Money Plan.

The Executive Director reported he went to Phoenix on February 12 to organize a Sun City alumni chapter for the Phoenix area. Waldo Hardell is the President. On February 13th, the alumni chapter in Tucson was reorganized.

NEW ALUMNI  
CHAPTER  
ESTABLISHED  
AT SUN CITY,  
ARIZONA:  
TUCSON  
CHAPTER  
REORGANIZED.

The Executive Director indicated that the Department of Alumni Relations has been cut \$20,000 for the coming year 1974-75; that in lieu of the last two cuts, this means severe curtailment of some phases of the program and the loss of one staff person. The question was asked, will the Association still receive the \$40,000 a year for free memberships to new graduates? The Executive Director said \$20,000 most likely would be hard money with the other \$20,000 coming from non-recurring funds and that the Association would most likely have to fight for the non-recurring amount. For the 1973-74 year the Association did finally receive the \$20,000 non-recurring funds, although late.

MAA AND  
DEPT. OF  
ALUMNI  
RELATIONS  
CUT FOR  
1974-75  
FISCAL YEAR.

The Executive Committee expressed concern about the budget and that they wanted to be kept fully informed of any developments and are anxious to see the exact amounts that will be received from the University so it could be determined what will be needed for the Alumni Association to operate next year.

There being no additional business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER, SECRETARY

by   
ED HAISLET, EXECUTIVE DIRECTOR



The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Specially Called Meeting of Board  
March 11, 1974  
Alumni Club - 50th floor IDS

MINUTES

George Pennock, presiding.

ATTENDANCE

Members of Board of Directors present:

Lowell J. Anderson	Betty Kane
Charles W. Britzius	Richard H. Kyle, Jr.
John E. Carroll	Dr. Kenneth Manick
Dr. M. Elizabeth Craig	Dr. R. Hugh Monahan
Dr. Richard L. Engwall	Alan Ruvelson, Sr.
Dr. Roger Fredsall	Robert J. Sheran
George Gibbs	Margot Siegel
Walter E. Griffin	Thomas H. Swain
Richard M. Hyllested	Carol J. Walden
Geri Joseph	Ed Haislet

Members of Board of Directors not present:

Margaret Arnason	Robert B. Knaeble
George S. Arneson	Iantha LeVander
Harry E. Atwood	Lillian Lindstrom
Franklin Briese	Harold Melin
Robert G. Cerny	Richard Messing
Marilyn Chelstrom	Dr. Troy G. Rollins
Betty A. Danielson	Dr. Ben J. Porter
Leah I. Eyler	Harold Rosensweig
Joseph L. Flaig	Curtis L. Roy
Alfred E. France	Wallace Salovich
Terrance Hanold	Alice J. Schmidt
Darlene Haskin	John G. Schutz
John K. Hass	Henry N. Somsen
Leonard C. Heisey	Barbara Stuhler
Jerry Helgeson	Barbara Tucker
Lynn Hokenson	Pete Veldman
Beverly Johnson	Milton Il Wick
Stephen F. Keating	Sidney J. Wolfenson

George Pennock indicated he was chairing the meeting in the absence of President Harry Atwood; that the meeting was called because of the relation of the Alumni Club to the Alumni Association; that at this meeting action had to be taken both by the Minnesota Alumni Association and then by the Directors of the Alumni Club. Directors of both organizations are the same.

Chairman Pennock indicated that the University of Minnesota Alumni Club, which had been inactive, has now been activated; that it was a matter, now, of making certain resolutions and one Bylaws change to activate the University of Minnesota Alumni Club. He indicated that all Board members had been informed of action to be taken at this meeting and that he would therefore proceed with the meeting. He then convened the meeting of the Board of Directors of the Minnesota Alumni Association.

First action needed by the Board of Directors was to approve a guarantee by the Minnesota Alumni Association of the lease between the U of M Alumni Club and IDS Properties, Inc. On motion duly made and seconded, the following resolution was unanimously adopted:

MAA ACTS  
TO GUARANTEE  
LEASE OF  
ALUMNI CLUB  
WITH IDSP.

"RESOLVED, that the action of the officers of this corporation in guaranteeing a lease between the University of Minnesota Alumni Club and the Minnesota Alumni Association, be and hereby is in all things approved and ratified."

Mr. Pennock then asked for adjournment and on motion duly made and seconded the meeting of the Board of Directors of the Minnesota Alumni Association adjourned.

MAA BOARD  
MEETING  
ADJOURNED.

Mr. Pennock then called to order the meeting of the Board of Director of the U of M Alumni Club indicating that their business was to make a needed amendment to the Bylaws and to confirm and ratify several actions. First, to amend Article IV, Section 2 and Section 8 as had been sent out. On motion duly made and seconded, the following resolution was unanimously adopted:

MEETING OF  
BOARD OF  
DIRECTORS  
OF U OF M  
ALUMNI CLUB  
CONVENED.

"RESOLVED, that Article IV, Section 2 and Section 8 of the Bylaws relating to members and meetings of members be amended so that it will read as follows:

#### ARTICLE IV

Section 2. Classes of Members. There shall be the following classifications of membership: (a) resident members; (b) non-resident members; (c) charter members (both resident and non-resident).

(a) Resident Members. Resident members shall be those who reside in any one of the following Minnesota counties: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, Washington.

(b) Non-resident Members. Non-resident members shall be those who reside anywhere outside the seven above-mentioned counties.

(c) Charter members. Any person becoming a member of the Club on or before March 1, 1974, shall be considered a charter member and eligible for the special charter membership rate.

#### Section 8. Dues and Initiation Fees.

(a) Resident Charter Members. The initiation fee for a resident charter member in the amount of \$30.00 is waived and the annual dues shall be the sum of \$100.

(b) Non-resident Charter Members. The initiation fee for a non-resident charter member in amount of \$13.00 is waived and the annual dues shall be the sum of \$10.00 thereafter.

(c) Regular Resident Members. The initiation fee for a regular resident member shall be the sum of \$30.00 and the annual dues shall be the sum of \$120.

(d) Regular Non-resident Members. The initiation fee for a regular non-resident member shall be the sum of \$13.00 and the annual dues shall be the sum of \$12.

(e) Special Members. Dues or fee for each special type membership shall be recommended by the Executive Director and approved by the Executive Committee."

Mr. Pennock explained that it was necessary for the Alumni Club corporation to enter into a lease with IDS Properties, Inc. for use of the restaurant facilities on the 50th floor, IDS Center. Upon motion duly made and seconded, the following resolution was unanimously adopted:

"RESOLVED, that this Board hereby confirms and ratifies the actions of this corporation in entering into a lease for a restaurant facility in the IDS Building, Minneapolis, Minnesota."

AUTHORITY  
GRANTED TO  
ENTER INTO  
LEASE WITH  
IDSP FOR A  
CLUB ON  
50TH FLOOR,  
IDS CENTER.

A third resolution necessary was a resolution between the Minnesota Alumni Association and the U of M Alumni Club to lease the Minnesota Alumni Association's furniture and equipment for the Alumni Club. Joe Maun explained this could be done by a loan but he felt a lease was a better way to proceed. After a number of questions, upon motion duly made and seconded, the following resolution was unanimously adopted:

"RESOLVED, that the action of the officers of this corporation in entering into a lease between this corporation and the Minnesota Alumni Association for the rental of personal property purchased by the Minnesota Alumni Association and physically located in the restaurant facility in the IDS Building, Minneapolis, be and hereby is approved and ratified."

APPROVED  
LEASE WITH  
ALUMNI  
ASSOCIATION  
FOR  
FURNISHINGS  
AND  
EQUIPMENT.

The final resolution was the need to open bank accounts in the name of the Alumni Club and on motion duly made and seconded, the following resolution was unanimously adopted:

"RESOLVED, that the officers of the University of Minnesota Alumni Club are authorized to open savings and checking bank accounts (one or both) at either the University National Bank or the Second Northwestern National Bank of Minneapolis, Minnesota, be and hereby is approved and ratified."

CLUB  
DEPOSITORY  
AUTHORIZED.

There being no additional business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY



by  
ED HAISLET  
EXECUTIVE DIRECTOR

The University of Minnesota Alumni Club  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
April 16, 1974  
Alumni Club - 4:00 p.m.  
Board Room

MINUTES

Harry Atwood, presiding.

ATTENDANCE

Members of Executive Committee Present:

Harry Atwood	Dr. R. Hugh Monahan
Franklin Briese	George Pennock
Charles Britzius	Tom Swain
George Gibbs	Ed Haislet
Iantha LeVander	

Members of Executive Committee Not Present:

John Carroll	Wally Salovich
Geri Joseph	Barbara Stuhler

On communications, a letter was read from Bob Hovelson, President of IDSP, thanking the Association for including him in the Alumni Club Gala Opening and indicating how pleased he was with the alumni facility.

Franklin Briese reported as regards the March statement; that everything was in order; that he felt the Alumni Club has certainly stimulated interest in all alumni and in alumni membership. He thought it was one of the best things that has happened to the Alumni Association for a long time. TREASURER'S REPORT.

President Atwood asked the Executive Director to update the Executive Committee on the Alumni Club. The Executive Director talked about the two years of frustration, the Club opening, the great acceptance by alumni; that the Association was fortunate to get a Club Manager like Irene Kreidberg and that we have every opportunity for a great operation; that, however, the shakedown process is going on, service isn't the best as yet, spotty, help is new and untrained, food is spotty, all of which are the result of a new operation and will be corrected. The Executive Director indicated, however, that there were some major problems and he had gotten together with Don Clayton and then both met with REPORT ON ALUMNI CLUB.

Irene Kreidberg, Club Manager, and Niels Tiedt, Manager for the 50th floor for food and drink, and discussed the problems and asked them to bring in recommendations, especially as regards the SKI-U-MAH Lounge and a new menu, especially on the price of beer, high balls and mixed drinks.

He also went on to indicate that on return from Dubrovnik he had received a letter from Lin Deardorff of IDSP listing real estate tax adjustments, operating cost adjustments and utilities costs in a total additional amount of \$28,000 which would bring our monthly rent to \$9,005 a month from \$6,723 or from \$80,677 a year to \$108,000 a year. The Executive Director indicated that he had gone over all the figures with Mr. Deardorff and that there were a few errors-- some favorable to the Association and some not. The biggest item was the utilities cost of \$18,792 a year. The Executive Director went over the formula used by IDS specialists on heat, lighting and air conditioning. They indicated they welcomed the Association bringing in their own experts but that they felt the results would be identical; that NSP had worked with them on this matter. The Executive Director asked IDSP to install a meter which would have three areas, the Alumni Club, the kitchen and the Tower Club, so we could read the figures. They agreed and at the end of a month they will give us the meter readings and make any adjustments necessary. It was not certain that IDSP would keep the meter but would if at all possible. The Executive Director agreed with this procedure indicating that if at the end of the first month there were real differences, the Association could then bring in an expert to make a study for the Association.

The Executive Director indicated that he had made out a new Club operations budget; originally the estimated income was \$137,425; that the actual income as of March 31 was \$139,300. With the new expenditures of \$108,062 for IDS rental and adjustments, and \$28,261 for Club Office expenses, it is a total of \$136,223; that with \$139,000 income already collected, the Association has no problem as of now, but as of March 1, 1975, new assessments will be forthcoming and the Association must have cash on hand.

In order to obtain cash on hand and for good public relations, the Executive Director recommended that those on the Club standby list be admitted.

In the discussion following, some felt that membership shouldn't be opened up directly. It was pointed out by Franklin Brieze that all clubs have a turnover of 10% - 15% a year which would mean 10 to 15 members need to be taken in each month just to keep even and therefore, if more than 1,200 membership is to be exceeded, that more members should be added. It was voted that the Executive Director should proceed to put on the standby list, not more than 50 the first month and not more than 25 a month thereafter, but to never exhaust the waiting list; that the whole matter should be reviewed from month to month as to the number that can be adequately handled by the Alumni Club.


The Executive Director said that for the first month income from room rental has been about \$450 and as soon as actual rated estimates can be arrived at it will be shown in the budgeted estimate income. However, this income is for the purpose of supplementing the \$4,000 in the budget for custodial services as in our lease the first \$4,000 of custodial services is paid by the Association; then up to \$7,000 or the next \$3,000 by IDSP, and over \$7,000 by the Association again.

The Executive Director reported he had talked with Don Clayton about the possibility of a 1% to 2% override on food and drink and Mr. Clayton said he needed 90 days in order to know his food and drink costs at the Club but at that time would be glad to discuss it with the hope that the override could be worked into the overall prices without adding a surcharge.

There being no additional business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

by   
ED HAISLET  
EXECUTIVE DIRECTOR

The University of Minnesota Alumni Club  
2610 University Avenue  
St. Paul, Minnesota 55114

Spring Board Meeting  
April 16, 1974  
Alumni Club - Maroon and Gold Rooms  
6:00 p.m.

MINUTES

Harry Atwood, presiding.

ATTENDANCE

Members of Board of Directors Present:

Peg Arnason	Iantha LeVander
Marilyn Chelstrom	Dr. Kenneth Manick
Dr. M. Elizabeth Craig	Dr. R. Hugh Monahan
Betty A. Danielson	George T. Pennock
Dr. Richard L. Engwall	Harold Rosensweig
Dr. Roger Fredsall	Alan K. Ruvelson
George W. Gibbs	Alice Schmidt
Walter E. Griffin	Margot Siegel
Jerry Helgeson	Henry Somsen
Richard Hyllested	Tom Swain
Betty Kane	Carol Walden
Robert Knaeble	Milton Wick
Richard H. Kyle	

Guest: Vice President Stanley J. Wenberg

Staff Present:

Ed Haislet	Mary Lou Aurell
Janet Widseth	Doug Currence
Dorothy Anderson	Bob Ronay

Members of Board of Directors Not Present:

George S. Arneson	Stephen Keating
Franklin Briese	Harold Melin
Charles W. Britzius	Richard Messing
John E. Carroll	Dick Murlowski
Robert Cerny	Dr. Ben J. Porter
Leah I. Eyler	Dr. Troy G. Rollins
Joseph L. Flaig	Curtis L. Roy
Alfred E. France	Wallace Salovich
Terrance Hanold	John Schutz
Darlene Haskin	Alf Stratte, Jr.
John K. Hass	Barbara Stuhler
Leonard C. Heisey	Barbara Tucker
Lynn Hokenson	Pete Veldman
Beverly Johnson	Sidney J. Wolfenson
Geri Joseph	



After introductions and remarks by President Atwood, the meeting was convened by a report of the Nominating Committee for election of MAA (Alumni Club) officers for 1974-75 and election of MAA (Alumni Club) Executive Committee members for 1974-75.

MEETING  
CONVENED  
BY  
HARRY  
ATWOOD.

Officers nominated for election were:

George T. Pennock '34BBA                      President  
Minneapolis

Wallace Salovich '50BBA '56MHA      First Vice President  
Wayzata

Thomas H. Swain '42BBA                      Second Vice President  
Stillwater

George W. Gibbs '63BSEd                      Secretary  
Rochester

Alan K. Ruvelson, Sr. '36BBA              Treasurer  
St. Paul

Harry Atwood '31BA                      Past President  
Hopkins

On motion duly made and seconded, the slate of officers was unanimously adopted.

SLATE OF  
MAA (ALUMNI  
CLUB)  
OFFICERS  
FOR  
1974-75  
APPROVED.

President Atwood, as Chairman of the Nominating Committee, then indicated that the slate of members for the Executive Committee for 1974-75 year consisted of:

Charles Britzius '33BCE, '38MSCE  
Wayzata

M. Elizabeth Craig '44BS '45MB '46MD  
Hopkins

Geri Mack Joseph '46BA  
Minneapolis

Richard H. Kyle, Jr. '59BA '62LLB  
White Bear Lake

Iantha Powrie LeVander '35BSEd  
South St. Paul

President Atwood went on to say that while the Bylaws permit six Executive Committee members to be named, at this time only five were named with the idea that one could be named from the new Class.

On motion duly made and seconded, the slate was unanimously adopted.

President Atwood said that the officers and members of the Executive Committee will be announced at the time of the Annual Meeting on June 4; likewise, that the five new Board members will be elected at that time, plus the four new at-large members of the Board.

President Atwood then asked for a report on the Alumni Club. The Executive Director indicated that the past two years have been years of great mental anguish for himself and a drain on his staff because of the work involved without extra help; that he had thought that once the Club opened problems would recede but there have been urgent problems as regards service and food which will have to be resolved as the Club hsakes down; that the attitudes of IDS people--Don Clayton and Niels Tiedt--are excellent; that they want a fine Club and will do everything possible on their part. However, they have a new staff, new kitchen, new chef, new menus, untrained waitresses, etc., all of which means it will take awhile before the Club will operate up to everyone's expectations.

The Executive Director indicated he had had a financial shock, however, when he received from IDSP the escalation adjustments which amounted to a monthly rental of \$9,005 instead of \$6,723 as expected, bringing the total yearly rent to \$108,000 instead of \$80,677.57. On the basis of these figures, the Executive Director reported he had then refigured his overall yearly costs and budget and it comes out, actually, that the estimated income is \$137,425 for the year and actual income as of March 31 was \$139,300. Estimated expenditures for IDS are \$108,062.15 and Club office expenses are estimated at \$28,261 for a total of \$136,223. So the \$139,300 now on hand is sufficient to take care of the ordinary, regular expenses. However, as of March first next year,

SLATE OF  
MAA (ALUMNI  
CLUB) EXECUTIVE  
COMMITTEE  
MEMBERS FOR  
1974-75  
APPROVED.

WILL BE  
ANNOUNCED AT  
70TH ANNUAL  
MEETING  
JUNE 4.

ALUMNI CLUB  
REPORT.

there will be a real estate adjustment, operating cost adjustment and any increases in electricity, heat and air-conditioning to be paid, so there is a need for additional income.


At this time President Atwood indicated that at the meeting of the MAA (Alumni Club) Executive Committee which had just preceded the Board meeting, this matter was discussed and it was the feeling of the Executive Committee that additional income should be brought in for several reasons; that the membership of the Club should be opened up for those on the standby list and this would be done on a graduated basis, month by month, without any formal announcement and the problem would be reviewed from month to month. This would be done for two reasons--to increase income and also for public relations reasons to take the pressure off by a great number of those who want to get on and haven't been able to join. This would resolve both problems. The Executive Director has been directed to proceed at his discretion.

PRESIDENT  
ATWOOD  
TALKS  
ABOUT  
CLUB  
WAITING  
LIST.

There being no other business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

  
by  
ED HAISLET  
EXECUTIVE DIRECTOR

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

Executive Committee Meeting  
May 14, 1974  
7:30 a.m. - Alumni Office

MINUTES

Harry Atwood, presiding.

ATTENDANCE

Members of Executive Committee Present:

Harry Atwood	George Pennock
Franklin Brieese	Wally Salovich
Charles Britzius	Tom Swain
Geri Joseph	Ed Haislet
Iantha LeVander	Janet Widseth

Members of Executive Committee Not Present:

John Carroll	R. Hugh Monahan
George Gibbs	Barbara Stuhler

The Minutes of the Executive Committee meeting of April 16, 1974 were approved as sent out.

MINUTES OF  
EXECUTIVE  
COMMITTEE  
MEETING OF  
APRIL 16, 1974  
APPROVED.

Harry Atwood then indicated that this was the budget meeting and that he wanted to be sure that everyone understood that the MAA budget was one part, and the Department of Alumni Relations (the University-supported budget) was the other part; that they both comprised about 50% of the budget with total figure around \$270,000 to \$275,000 a year. He indicated that there are some programs that have to be supported by the Association, but there are others that are discretionary as to under which budget the items will be distributed.

He indicated that one staff position had to be cut from a year ago but otherwise the budget is practically the same as a year ago. He also indicated that the magazine format is being changed; likewise, in the budget estimate, \$40,000 is shown from the Regents but in the gross total \$20,000 has been subtracted so that the total estimate of income is \$151,000 for the 1974-75 year, which amount will cover projected expenditures.

BUDGET  
MEETING.

He than asked the Executive Director to go over the budget. The Executive Director asked that members look at the materials passed out; that the Estimate of Income for Operating Budget showed a total of \$171,000 (which included \$40,000 from the Regents) but subtracting \$20,000, which is not in the budget and which each year has to be asked for, shows \$151,000.

ESTIMATE  
INCOME OF  
\$151,000  
DISCUSSED.

There was a discussion on the income for the various years and whether this was the estimated or actual amounts. It was indicated these were actual amounts other than for the revised estimates for 1973-74 which will then show up in the audit.

The Executive Director then went on to Estimate of Expenditures for the Operating Budget for 1974-75. Salaries showed \$41,861. He explained that one position had been dropped; that under Magazine, format had been changed to five magazines, with the same format as we presently have, and five tabloid newspapers which are new. The reason indicated was that it was felt we could do a better job on the magazine, which is a special issue magazine, and then use the tabloid to do a better job in communicating the many things that happen at the University. Going to a tabloid newspaper--in full or in part--has been a pattern throughout the country. The matter was studied last year with the idea of putting it into effect; that this year, without going to the new format, it would cost another \$6,000 or more. This year there is an escalation clause in all printing contracts because prices are only for ninety days. However, the real purpose of the format change is to do a better job in communicating with alumni and it is felt that this format gives more flexibility and allows the Editor to do a better job on the special issue magazine.

ESTIMATE OF  
EXPENDITURES  
\$136,630 FOR  
FISCAL YEAR  
1974-75.

The feeling of the Executive Committee was that the present magazine is an excellent one and we need to assess the impact of the new format and adjust if necessary. There were questions on cost for postage and other costs involved in the new format.

On the Printing item, it was indicated that the major printing contract has been shifted from the Alumni Association budget to the Department of Alumni Relations budget; that Field Service, Student-Alumni Relations and Special Projects is almost the same as a year ago with the exception of membership promotion.

For Travel, it will be almost exactly the same. Office Expense is up about \$1,000 over last year because this is a legislative year. Postage item is up \$1,000 over a year ago in order to be sure we have enough postage on the postage meter.

The Contingent Fund takes care of a possible Alumni Club deficit of \$10,000; that there is a possible increase for the audit of \$500 which could be caused by the need for additional work on the relationship between the Alumni Association and the Alumni Club and its lease between the two on equipment, membership fees, etc.; also, a possible 4% cost-of-living increase for MAA employees if this is the policy followed by the University; \$5,000 to be carried for actual contingent purpose.

The MAA Budget Estimate showed a total of \$136,646 which is about the same kind of cost as a year ago with \$151,000 income estimated.

The Alumni Club Budget was then discussed. It was indicated there had been a \$10,000 mistake in the prior budget and there were some items that had been left out; that the income remained the same as well as the estimated expenditures from IDS; that the difference was in the Club Office Expenses-- instead of being \$30,000 it was almost \$41,000 so the total including IDS and Club Office Expenses comes to \$149,038.15 with estimated income \$139,200.77 or a deficit of \$9,737.38. It should be noted however, as indicated, that this is income on hand as of 3/31/74 and that Club memberships are being taken in and that new members are paying \$120 annual dues plus \$30 initiation fee now.

In the discussion that followed, it was felt that something should be done about the deficit; that the 1% on food and 2% on liquor be followed up; that probably the Club membership should be opened up for at least 200 more members. On motion duly made and seconded, it was voted the Club membership be opened up for 200 new members in addition to the 120 members voted to make up for 10% projected loss. Likewise, it was moved and seconded and voted that the lid be taken off non-resident Club membership.

200 NEW  
CLUB  
MEMBERS  
VOTED.

NO  
RESTRICTIONS  
ON NON-  
RESIDENT  
MEMBERSHIP.

Chairman Atwood then asked their pleasure on the MAA Budget, and on motion duly made and seconded, the MAA Budget Estimate of Income and Expenditures for 1974-75 fiscal year was approved with expenditures of \$136,646 and an estimated income of \$151,000.

1974-75  
MAA BUDGET  
ESTIMATE  
APPROVED.

Then the discussion reverted back to the Alumni Club and to the poor service that so many of the Executive Committee members had experienced, and it was asked if better service couldn't be had. The Executive Director explained that IDS was 70 employees short for all their restaurants and IDS was unable to get enough help and that this was the reason; that he had been working with Mr. Clayton and Mr. Tiedt and Irene to see if IDS couldn't remedy the matter: that so far, they had been unable to do so. The Executive Committee was very dissatisfied, displeased and concerned with the service at the Alumni Club, which they feel will very much affect the Club membership if this continues, and it was felt that steps must be taken to alleviate this condition at once; that the Executive Director find out to whom the Executive Committee should talk on this matter and that a meeting be set up so that this matter can be discussed with those in authority.

EXECUTIVE  
COMMITTEE  
DISPLEASED  
AND CON-  
CERNED WITH  
POOR SERVICE  
AT ALUMNI  
CLUB.

The final item on the agenda was the resignation of University Vice President Stanley J. Wenberg and what it means to the administrative structure of the University and where the Department of Alumni Relations and the MAA will be placed within this new structure.

MEETING TO  
BE ARRANGED  
WITH IDS  
ON POOR  
SERVICE.

Harry Atwood indicated that the Department of Alumni Relations, the Athletic Department and University Relations Departments now report directly to Stan Wenberg, but to whom they will report in the future has not been decided; that probably it will be decided very soon; that it is imperative to the Association to try to talk to the president-elect Magrath so the MAA Executive Committee could be helpful in their reasoning on the matter. The Executive Director indicated that this whole thing has ramifications for the overall continuing program of the Association and its importance within the University, especially the place of the volunteer; that if not structured correctly, it could really be the end of volunteer input and the Alumni Association. He felt that it was imperative that the Executive Committee do something about this at once and asked

EFFECT OF  
RESIGNATION  
OF V.P.  
STANLEY  
WENBERG ON  
ADMINISTRATIVE  
STRUCTURE  
AND THE  
ASSOCIATION.

that they try and see the new president-elect; that it could be structured several ways--a Vice President for Development between or that the Director of Alumni Relations and MAA Executive Director report directly to the President which is preferable; that University Relations, Development and Alumni Relations are all outside contacts and should not be screened from the president, and his support is essential to their success.

It was felt that this was of vital importance and that Harry Atwood should call President-Elect Magrath and ask for a meeting just as soon as possible, if not with the whole Executive Committee, then with the officers. Mr. Atwood indicated he himself would be out of the city, but asked if George Pennock would be here. George indicated he would be here on Monday and Tuesday of the next week when President-Elect Magrath will be on campus. It was left that Harry Atwood would call President-Elect Magrath to try and set up a meeting the week of May 20th.


With the resignation of Stan Wenberg, President Atwood felt that the Association should do something for him, and while the Association can't give him an honorary MAA membership because he is a graduate, they could extend to him a MAA life membership and say some nice words about him at the time of the annual meeting, and he recommended that this be done. On motion duly made and seconded, it was moved that a MAA life membership, with proper wording, be extended to Stan Wenberg at the time of the 70th Annual Meeting.

STAN WENBERG  
VOTED MAA  
LIFE  
MEMBERSHIP.

There being no other business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

BARBARA STUHLER  
SECRETARY

by   
ED HAISLET  
EXECUTIVE DIRECTOR



C O N F I D E N T I A L

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

IV INCOME 1973-74

ESTIMATED INCOME 1974-75

Other Than Operations Budget  
(from group life program, donations and unrelated income sources)

	<u>1973-74 Income</u>			<u>1974-75</u>
	<u>Gross</u>	<u>Net</u>	<u>Taxable</u>	<u>Estimated</u> <u>Income</u>
Insurance - Group Life				
Dividends assigned to MAA	\$30,412	\$30,412	\$-----	\$30,000
Insurance-Hospital Money Plan	7,137*	2,000	\$2,000	7,000
Encyclopaedia Britannica	130	130	130	2,500
Advertising (operations)	2,314	2,314	-0-	2,500
Merchandising	6,374	5,363	1,000	4,000
Tours & Cruise **	8,098	327	327	8,000
Donations	1,279	1,279	-0-	1,200
	<u>\$55,744</u>	<u>\$41,825</u>	<u>\$2,457</u>	<u>\$55,200</u>
Taxable Income	\$2,450			
Exemptions	1,000			
	<u>\$1,450</u>			
	<u>    x22%</u>			
	<u>\$ 319</u>			

\*Allowance from Paul Burke and Associates Inc. assigned to MAA on condition of assistance of Alumni Office in preparation of mailing list, maintenance of such list, assistance in dual mail preparation, and other administrative matters.

\*\* Venice, Big Ten Cruise, Dubrovnik

EH:sp  
4/30/74

The Minnesota Alumni Association  
 2610 University Avenue  
 St. Paul, Minnesota 55114

MAA TOURS, 1974

Big Ten Cruise 1/28/74 to 2/9/74

5% commission	\$2,805.15	
Expenditures	<u>1,330.52</u>	\$1,474.63

Vienna 9/22/73 to 10/1/73

Income 175 @ \$15.59	\$2,665.00	
Expenditures	<u>3,646.23</u>	
	DEFICIT	(\$1,081.23)

Dubrovnik March 22 to March 31, 1974

Income 171 @ \$15.95	\$2,727.45	
Expenditures	<u>2,793.77</u>	
	DEFICIT	(\$ 66.32)

BALANCE	<u>\$ 327.08</u>
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Total Income

Total Expenditures

Balance

Cruise	\$2,805.15	\$1,330.52	\$1,474.63
Vienna	2,565.00	3,646.23	(1,081.23)
Dubrovnik	<u>2,727.45</u>	<u>2,793.77</u>	( 66.32)
	\$8,097.60	\$7,770.52	\$ 327.08

The Minnesota Alumni Association  
 2610 University Avenue  
 St. Paul, Minnesota 55114

Budget Estimate 1974-75  
 Estimate of Income Operating Budget

<u>Income</u>	<u>1971-72</u>	<u>1972-73</u>	<u>Revised Estimate 1973-74</u>	<u>Estimate 1974-75</u>
Advertising	\$ 4,100	\$ 4,400	\$ 2,400	\$ 2,500
Interest	20,000	36,000	28,000	12,000
 <u>Memberships</u>				
Annual	83,000	79,000	74,500	76,500
Three-Year	15,000	24,000	25,000	25,500
Regents	40,000	40,000	40,000	40,000
Life	12,000	14,000	14,000	14,500
	<hr/>	<hr/>	<hr/>	<hr/>
	164,100	197,400	183,900	171,000

EH:sp  
 4/24/74

MAA 1974-75 Fiscal Year

Advertising - Estimate of local and national advertising. Mainly ads from insurance program.

Estimate \$2,500

Interest - Estimated on basis of reduction in MAA savings because of capitol expenditures for Club during prior twelve month period.

Estimate \$12,000

3. Memberships

Annual - Estimate \$8,500 annual members at \$9.00 - Estimate \$76,500

Three-Year Memberships - For three-year memberships, the amount represents one-third of the accrual on three-year expiring June 30, 1974. The amount available and on hand will be about \$25,500

Estimate \$25,500

Life Membership - For each certified life member as of June 30, 1974 the MAA received \$5.00 from the Life Endowment Fund by action of the Investment Committee. Estimated life members for 1974-75 is 2,900 at \$5.00 equals \$14,500. Estimate \$14,500

Regents' Membership - Under agreement with the University administration the MAA is given \$40,000 a year to put new graduates on list, to mail to them information about the Alumni Association and support of the University and to help underwrite the MAA a free membership for new degree holders.

Estimate \$40,000

TOTAL \$171,000

The Minnesota Alumni Association  
The University of Minnesota  
2610 University Avenue  
St. Paul, Minnesota 55114

Budget Estimate 1974-75

II Estimate of Expenditures Operating Budget

<u>Expenditures</u>	<u>1971-72</u>	<u>1972-73</u>	<u>1973-74</u>	<u>1974-75</u>
Executive Director	\$ 4,000	\$ 4,000	\$ 4,250	\$ 5,000
Associate Director	13,041	13,563	14,312	15,456
Director (Production)	10,718	11,172	11,790	12,733
Director (Production)	11,140	11,585	12,225	-----
Collaneous Help	1,000	8,009	5,208	8,672
	<u>\$39,266</u>	<u>\$48,329</u>	<u>\$47,695</u>	<u>\$41,861</u>
Printing	\$38,000	\$38,000	\$41,990	\$42,300
(Traveling)	2,600	- 0 -	- 0 -	- 0 -
Postage & Supplies	800	1,100	1,200	1,400
Materials, Supplies, Projects	400	1,247	624	750
	<u>\$43,530</u>	<u>\$40,347</u>	<u>\$43,814</u>	<u>\$44,450</u>
Member Printing	\$ 500	\$ 400	\$ 920	\$ 500
	<u>\$15,434</u>	<u>\$10,586</u>	<u>\$ 7,606</u>	<u>\$ 500</u>
Services, Student-Alumni <u>Relations, Special Projects</u>				
Field Services	\$ 1,050	\$ 565	\$ 465	\$ 365
Student-Alumni Relations	1,750	1,250	750	900
Conventions (other than postage)	600	600	600	600
Annual Meeting	1,800	1,800	2,500	2,500
Constituent Groups	1,130	190	150	150
Membership Promotion			2,025	160
Special Projects			415	100
	<u>\$ 6,380</u>	<u>\$ 4,405</u>	<u>\$ 6,905</u>	<u>\$ 4,775</u>

Budget Estimate 1974-75

two.

	<u>1971-72</u>	<u>1972-73</u>	<u>1973-74</u>	<u>1974-75</u>
Staff	\$ 1,400	\$ 1,500	\$ 2,125	\$ 2,225
	\$ 5,850	\$ 3,000	\$ 2,125	\$ 2,225
Bond	\$ 148	\$ 148	\$ 148	\$ 148
Office Supplies	500	600	200	300
Car Insurance & Expense	1,455	1,923	2,509	2,401.50
Staff Relations	350	375	400	500
I.C.A.	1,425	1,800	2,684	2,106
Unemployment Security and Workman's Compensation	179	200	260	231
Audit	2,000	2,000	2,000	2,000
Board Expense	2,000	2,000	2,000	2,000
Legislative Expenses	1,200	1,400	518	2,000
Athletic Awards	200	200	200	250
IAA Retirement & Medical	5,391	5,964	7,943	7,953
Other (flowers, calendars, etc.)	500	500	500	500
IAA - Car Lease	1,330	1,416	1,416	1,416
	<u>\$16,703</u>	<u>\$18,527</u>	<u>\$20,778</u>	<u>\$21,805.50</u>
Magazine	\$ 4,000	\$ 2,250	\$ 2,880	\$ 3,855
	\$13,400	\$ 2,250	\$ 2,880	\$ 3,855
Contingent Fund	\$ 1,762	\$ 2,742	\$ 2,500	\$17,174
<u>Estimated Expenditures</u>				
Salaries	\$39,266	\$48,329	\$47,695	\$41,861
Magazine	43,530	40,347	43,814	44,450
Printing	15,434	10,586	7,606	500
Field Services, etc.	5,200	4,405	6,905	4,775
Travel	5,850	3,000	2,125	2,225
Office	16,703	18,527	20,778	21,805.50
Postage	13,400	2,250	2,880	3,855
Contingent	---	---	2,500	17,174
	<u>\$140,563</u>	<u>\$127,444</u>	<u>\$134,303</u>	<u>\$136,645.50</u>

THE MINNESOTA ALUMNI ASSOCIATION  
 2610 University Avenue  
 St. Paul, Minnesota 55114

Summary Budget Recommendation  
 1974-75 Fiscal Year

<u>Estimated Income</u>	<u>Last Year 1973-74</u>	<u>This Year 1974-75</u>	<u>Increase</u>	<u>Decrease</u>
Rising	\$ 2,400	\$ 2,500	\$ 100	\$ - 0 -
Post	28,000	12,000	- 0 -	16,000
Membership	153,500	156,500	- 0 -	3,000
	<u>\$183,900</u>	<u>\$171,000*</u>	<u>\$ 100</u>	<u>\$19,000</u>
<u>Estimated Expenditures</u>				
Salaries	\$ 47,695	\$ 41,861	\$ - 0 -	\$ 5,834
Printing	43,814	44,450	636	- 0 -
Printing (other magazine)	7,606	500	- 0 -	7,106
Post Office Service, Student Alumni Relations, Special Events	6,905	4,775	- 0 -	2,130
Travel	2,125	2,225	100	- 0 -
Telephone (Supplies Equipment)	20,778	21,806	1,028	- 0 -
Insurance	2,880	3,855	975	- 0 -
Interest	2,500	17,174	14,674	- 0 -
	<u>\$134,303</u>	<u>\$136,646</u>		

\*Includes \$40,000 from U of M for new grads.

EH:sp  
 5/74

The Minnesota Alumni Association  
2610 University Avenue  
St. Paul, Minnesota 55114

IV INCOME 1973-74

Other Than Operations Budget

(from group life program, donations and unrelated income sources )

	<u>1973 - 74 Income</u>	
	<u>Gross</u>	<u>Net</u>
Income - Group Life Dividends assigned to MAA	\$ 30,412	\$ 30,412
Income - Hospital Money Plan	7,137	6,800
Encyclopaedia Britannica	130	115
Advertising (operations)	2,314	2,314
Advertising	6,374	5,363
Travel & Cruise	8,098	7,000
Contributions	1,279	1,279
	<hr/>	<hr/>
	\$ 55,744	\$ 53,293



COMBINED BUDGET 1974-75

MAA - ALUMNI RELATIONS

	<u>MAA</u>	<u>ALUMNI RELATIONS</u>	<u>TOTAL</u>
les	\$ 41,861	\$ 92,183	\$ 134,044
line	44,450	-----	44,450
ing and itional Materials	500	6,166	6,666
ing Service	-----	5,316	5,316
Service	4,625	-----	4,625
	2,225	1,875	4,100
ituent Groups	150	1,500	1,650
e , Supplies , Equip.	21,805	3,832	25,637
ge	3,855	8,905	12,760
Processing	-----	14,000	14,000
agent Fund	<u>17,174</u>	<u>3,832</u>	<u>21,006</u>
	\$ 136,645	\$ 157,609 *	\$ 294,254

des \$20,000 to MAA Budget.