

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS MINUTES  
Saturday, March 31, 2007  
8:30 – 11:30 a.m.  
500 McNamara Alumni Center**

Board Members Attending

Alaniz, Karin	Meyer, Scott
Anderson, Lowell	Meyer, Jan
Carlson, Margaret	Mooty, Bruce (by phone)
Carthaus, Marcia (by phone)	Mulder, Jim
Cheung Ho, Yvonne	Ollila, Gene
Chomsky, Carol	Pohland, Darcy
Cracraft, Ed	Reichl, Lorna
Cunningham, John	Resch, Jim
du Bois, Jim	Schulstad, Denny
Foster, Barbara	Sobotka, Suzanne
Givens, Archie	Stein, Robert
Gruenberg, Karyn	Thompson, Paul
Horsager, Kent	Tuzcu, Ertugrul
LaSalle, Tom	Wiese, Sandra Ulsaker
Lichty, Marshall	Xu, Amy
Litton, Steve	
McCartney, William	
McLeod, Mary	

Board Members Unable to Attend

Calmenson, Bob	Osberg, Brian
Casey, Lynn	Page, Max
Dragseth, Ken	Phillips, Jessica
Johnson, Susan	Phillips, Mark
Kuehnast, Doug	Stein, Robert, Jr
Newell, Rich	Thacker, Kip
Norman, Ravi	

UMAA Staff Attending

Fisher, Diane	Lee, Mike
Isaak, Ruth	Shortridge, Julie
Kono, Chad	

University Guests Attending

Brewster, Tim – Head Football Coach  
Bruininks, Robert – University President  
Esten, Phil – Assistant Athletic Director  
Meyer, Lisa – Vice President, Marketing and Communications, UMF

University of Minnesota Alumni Association (UMAA) National President Denny Schulstad called the meeting to order at 8:30 a.m.

### **National Presidents' Remarks and Coach Tim Brewster**

Schulstad welcomed board members and greeted Marcia Carthaus and Bruce Mooty joining the meeting by phone. He introduced Lisa Meyer, representing the University of Minnesota Foundation. She is the new Vice President, Marketing and Communications. Schulstad also informed board members that Bruce Rader was unable to attend because of an armed break-in at his home the previous day.

Schulstad introduced Phil Esten, Assistant Athletic Director, Intercollegiate Athletics. He congratulated Esten for tirelessly working, along with Joel Maturi, to bring top talent to the University's athletics program by the recent hiring of head football coach, Tim Brewster, and head basketball coach, Tubby Smith.

Introducing Coach Tim Brewster, Schulstad extended a warm welcome from the board and invited him to the podium. Head football coach, Tim Brewster, thanked the board for their enthusiastic welcome. He affirmed that it is his personal goal to take the Gopher nation to Pasadena but he also wants to improve the graduation rate of college athletes. He has instituted the 'M' ring for players who graduate.

Brewster said that he tells recruits to consider the opportunities that University of Minnesota alumni afford as potential employers. He hopes to bring back state pride in the Golden Gophers and encourage Minnesota talent to stay at home.

Brewster wants to build enthusiasm and generate ownership so Minnesota citizens are at the edge of their seat on game day and restore the Golden Gopher football team to their rightful place among the elite teams of college football today. He intends to do this by asking talented players to give heart and soul and by genuinely caring for players, noting that now he had "98 new sons."

He then fielded board members' questions such as how he would improve academic levels among players; it is a priority and he has university-wide support. What is his style of coaching – be a great leader and delegate to people he trusts. How does he recruit – aim for the best players.

Board member Yvonne Cheung Ho, volunteered that as a international student she missed the excitement of sports and asked if Brewster had thought of addressing that issue. Coach Brewster will hold clinics for women to learn football and he said it would be a good idea to do the same thing for international students.

Schulstad thanked Coach Brewster, noting that he was very excited about next season and reminding the board of the support that UMAA has provided for the TCF Bank Stadium at both the legislative level and with the first million dollar contribution.

### **Consent Agenda**

Items on the consent agenda were reviewed individually.

**MOTION:** Approve January 20, 2007 National Board Minutes as submitted  
*APPROVED UNANIMOUSLY*

**MOTION:** Approve February 28, 2007 Internal Financial Statements  
*APPROVED UNANIMOUSLY*

**MOTION:** Receive and file the Membership Committee Report  
*APPROVED UNANIMOUSLY*

**MOTION:** Receive and file the Advocacy Committee Report

*APPROVED UNANIMOUSLY*

**2006-2007 Board Development Committee Report**

Bob Stein, Chairman of the 2006-2007 Board Development Committee, presented the recommended slate of candidates for next years' officers. He thanked committee members for their hard work. They are Tom LaSalle, Denny Schulstad, Karin Alaniz, Ken Dragseth, Linda Mona, Deb Hopp, Jean Fountain and Margaret Carlson.

Stein reported that he is delighted with the proposed executive slate consisting of:

President - Tom LaSalle

President-elect – Bruce Mooty

First Vice President – Archie Givens

Vice President – Jessica Phillips

Vice President – Maureen Reed

Vice President – Ertugrul Tuzcu

Secretary-Treasurer – Kent Horsager

Past President – Denny Schulstad

Mary McLeod decided to leave the Executive Committee and board at the end of this year, after 8 years of board service. Stein thanked McLeod, current vice president and co-chair of the Advocacy committee, for her years of hard work and service.

**MOTION:** Accept recommended slate of candidates for 2007-2008 UMAA officers

*APPROVED UNANIMOUSLY*

**Review of Criteria for Recognition of Alumni Groups**

Archie Givens, Program Committee Chair and Vice President, informed the board that the Program Committee had met January 20 to revise UMAA criteria for recognition of alumni groups including collegiate societies, affiliate groups, interest groups and geographic chapters. The revised criteria define the purpose of each group and require a governance structure and annual plan, approved by the UMAA's chief executive officer. These groups are integral to UMAA outreach efforts.

**MOTION:** Recognize and ratify the criteria as presented by the Program Committee

*APPROVED UNANIMOUSLY*

**Annual Celebration**

Noting that the UMAA has taken a leading role in promoting an on-campus stadium, Schulstad said it was fitting to celebrate the future TCF Bank Stadium with keynote speaker, Tony Dungy, along with Stan Freese and members of the marching band. He reported that Annual Celebration dinner/program tickets sold out in six days with 2,200 tickets sold for the May 8 event. Program only tickets are still available and Schulstad noted that there was not a bad seat in the house, asking board members to continue to promote program ticket sales.

**Memorandum of Understanding – Tom LaSalle**

Schulstad introduced Tom LaSalle, UMAA President-elect and Chair of the Memorandum of Understanding Committee. LaSalle told the group that the committee, consisting of LaSalle, Bruce Mooty, Bob Stein, Mary McLeod, Margaret Carlson and Diane Fisher, had completed a proposed memorandum of understanding between the alumni association and the University of Minnesota. The

document addresses 1) governance, 2) program functions, 3) funding and 4) human resources. It is currently with the university's general counsel office for review.

### **Stadium Grassroots Fundraising/'Goldy on Parade' Update**

Margaret Carlson reviewed the progress on the concept of the 'Goldy on Parade' project for the board. Originally the project was proposed to be similar to the Charlie Brown characters evident in St. Paul (Charlie Brown, Lucy, Linus and Snoopy). Since the concept introduction, staff has reviewed all aspects of the project with campus leaders, UMAA committees, stadium grassroots fundraising leaders and other campuses that have conducted similar projects. Four issues came to light:

1. High visibility but no guarantee of profit
2. Extensive time and person power; 18-24 months
3. Possibility of overshadowing stadium grassroots fundraising
4. Difficult to partner with stadium fundraising because the outlay for the statue itself was costly

Carlson explained that a steering committee consisting of Denny Schulstad, Tom LaSalle, Dave Mona, and Jessica Phillips met with the UMAA management team to discuss the project and look at various options. The following plan emerged as the top concept. It consists of four permanent 6-8 foot bronze statues of Goldy; each a different historic version of Goldy including the current rendition. The statues would be a gift from the alumni association and be placed in the area of the stadium and the alumni center. This concept provides visibility for the UMAA as a keeper of history along with establishing a popular destination for visitors.

A companion phase of the project could be to offer miniature sets of the bronze Goldy statues as a premium gift for a contribution to the TCF Bank Stadium; with the cost deducted from the contribution.

The board discussed the concept and the consensus was favorable; noting that it was a permanent link between the stadium and the alumni association, underscoring alumni pride and connection with the university.

**MOTION:** Vote by show of hands to endorse the overall project concept of bronze Goldy statues  
*APPROVED UNANIMOUSLY*

Carlson said that she and others would continue to develop this concept with University partners and report back to the board on next steps.

### **CEO Report**

Margaret Carlson, UMAA CEO, reviewed the dashboard showing the status of UMAA strategic projects for the fiscal year. She told the board that sponsorships were completed, thanking Macy's for their second year as a \$50,000 Signature Sponsor. TCF Bank and M.A. Mortenson Company have both agreed to be presenting co-sponsors for the 2007 Annual Celebration at \$30,000 each. In addition, Mortenson has committed to being a co-sponsor for 2008 and 2009, citing their partnership with the building of McNamara Alumni Center, Memorial Stadium, TCF Bank stadium and in honor of Tom LaSalle as incoming president.

wCarlson, Schulstad, and University officials have visited 13 Rotary and Kiwanis clubs in 12 weeks, to highlight the importance of the University to the state. This effort, in partnership with University Relations, brings the message of the latest in research, the university's impact on all Minnesotans and asks for local support of University legislative initiatives. Carlson relayed the very warm reception that the programs have received, often with local press. Carlson will present a similar program at a Rotary in Hawaii at alumnus Earl Bakken's request.

UMAA will expand the service club model for getting out around the state throughout the coming year, with the goal of strengthening public support for the University in all areas; developing key contacts and legislative network members, paving the way for future University visits for coaches caravans, grassroots fundraising, and educating on important University issues.

Carlson also told the board that she is chairing a Big Ten Sponsorship Consortium that is investigating pursuing major sponsorships of Big Ten alumni association efforts. She is also a co-chair of a committee working to enhance Homecoming 2009 and Beyond at the University of Minnesota. The university-wide committee will hold a strategic planning session, facilitated by board member Scott Meyer and former board president Dave Mona.

The alumni engagement task force is ongoing. This partnership of UMAA, the University of Minnesota Foundation, Minnesota Medical Foundation and University Relations is evaluating how to improve alumni communication, engagement and involvement stimulating more ticket sales, more memberships and more donations. Carlson, Bruce Rader, Sr. Director of Marketing and Membership, and board members Bob Stein and Tom LaSalle are on the committee.

Carlson introduced Julie Shortridge, welcoming her as the new UMAA Senior Director of Communications. She is a University of Minnesota CLA graduate with a Masters in management from St. Thomas. She was most recently the Public Information Officer of Anoka County, managing all external communications including the Vikings stadium efforts.

#### **President Bob Bruininks**

Schulstad welcomed President Bruininks, thanking him for the university's excellent choice of Coach Tim Brewster. Bruininks opened his remarks by saying that there is no reason to settle for mediocrity in athletics, academics or community service. Athletics is tied to the University's overall commitment of excellence. Academic excellence is number one but the coaches really care about helping their athletes succeed academically as well. President Bruininks told the group that the U set a path to transform itself for the 21<sup>st</sup> century five years ago.

The president thanked the alumni association for its enthusiastic support of the university's goals. He said that alumni support is critical, saying that 'vision without resources could just be a hallucination.' He said that in order to be successful, the University must be inclusive, looking beyond the Twin Cities campus. He noted that Morris seeks to be a top liberal arts university and that exciting things are happening statewide concerning energy and the environment because of the university's research and partnerships.

He told the board that the Governor's budget recommendation had been 50% of what the university had asked for, supporting research but not operating costs. House and Senate bills have added funding but much reshuffling will still occur as the 2007 state legislature proceeds. The president expects that funding bills may face an executive veto and predicted much 11<sup>th</sup> hour business in legislative halls.

President Bruininks asked for UMAA support during this critical time. Regarding the Biomedical Sciences Research Facilities Authority, he told the board that unless the state supports this option, other states may preempt our progress and the state's economy could suffer. The opposition remains to making long-term bonding commitments. He urged alumni to continue to be a strong voice of support to the state legislature.

**MOTION:** UMAA will send letters of support for the university's overall budget request and the Biomedical Facilities Research Authority to legislative conference committee members.

*APPROVED UNANIMOUSLY*

President Bruininks concluded his presentation by updating the board on stadium progress. He said the landscape is changing as infrastructure is being shaped. It is the largest development since the development of the West Bank. Thirty million remains to be raised in private donations for the stadium fund. This effort is happening in three phases; 1) corporate gifts, 2) mid-size gifts and 3) grassroots fundraising.

Board members were reminded of upcoming important dates:

April 5 – University President’s State of the University address

May 8 – UMAA Annual Celebration

June 20 – UMAA National Board of Directors

Schulstad adjourned the meeting at 11:30 a.m.

Submitted by Ruth Isaak

Executive Assistant

*for*

Ertugrul Tuzcu, Secretary-Treasurer