

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

October 29, 7:30 to 9:00 a.m., 2007  
200 McNamara Alumni Center

Committee Members Attending

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

UMAA Staff Attending

Fisher, Diane  
Kono, Chad  
Isaak, Ruth  
Rader, Bruce  
Shortridge, Julie

University of Minnesota Alumni Association (UMAA) National President Tom LaSalle called the meeting to order at 7:30 a.m.

**National President**

Margaret Carlson asked LaSalle to report on a recent gift to the university. He told the group that at the UMAA dinner with the Board of Regents last March, he sat next to University President, Bob Bruininks. LaSalle suggested to President Bruininks that the Shakopee Mdewakanton Sioux Community be approached for a possible gift to the TCF Bank Stadium. LaSalle made the initial contact and helped negotiate the lump sum gift to the University of \$12.5 million. Ten million will go to support the construction of TCF Bank Stadium and \$2.5 million will go to a matching endowment fund, creating a \$5 million endowment to provide scholarships, with a preference given to American Indian students.

He urged the committee to attend the UMAA Volunteer Awards Ceremony on October 30. President Bruininks will be speaking and among the award recipients is Bob Stein, UMAA past president, receiving the University's Alumni Service Award.

President LaSalle directed executive committee attention to the consent agenda which included the September 10, 2007 executive committee minutes, financial statements as of September 30, 2007, membership report and bi-monthly alumni survey results.

**Motion:** Approve items on the Consent Agenda as submitted  
*Approved unanimously*

**Board Development Committee**

As past president, Denny Schulstad will chair the 2008 Board Development Committee. Tom LaSalle, President, and Bruce Mooty, President Elect, are also on the committee per UMAA bylaws. Schulstad

recommends the following additional committee members to the committee; Amy Xu and Rick Beeson, current board members, and Jean Fountain and Andrea Hjelm, past board members.

**Motion:** Approve Board Development Committee roster as presented  
*Approved unanimously*

### **Memorandum of Understanding Update**

LaSalle and Mooty reported that the Memorandum of Understanding Committee is still working with the university to finalize the language of the document. Certain revisions have been suggested and are being discussed. LaSalle will keep the Executive Committee informed.

### **Board Member Disclosures**

President-elect Bruce Mooty presided over the meeting while President LaSalle stepped out of the room. Mooty referred board members to the exhibits that discuss items of disclosure for LaSalle and board member, Bob Stein Jr., noting that no committee or board action was necessary and that the purpose of the discussion was for information only.

Board member Stein, in his role as a consultant with Teleplus Consulting, is working on a proposal to offer an affinity partnership for discounted cell phone service as an association member benefit. After review by UMAA management, President LaSalle and President-elect Mooty, Stein was given permission to pursue the proposal. If the proposal results in a viable plan, all details would be disclosed and approved by the Executive Committee at a future date. Reed asked if there were guidelines in place regarding conducting a request for proposals when a board member submits a proposal. Mooty explained that this is a 'custom product' idea and there would not necessarily be other vendors right now; although if it were accepted, it could certainly be opened up to competitive bidding at the time of renewal.

The University Gateway Corporation (UGC) was incorporated to build and manage the McNamara Alumni Center. Tom LaSalle has been very active in the development of McNamara Alumni Center and the surrounding enhancements through the UGC. The six person governing board includes three voting directors from the University of Minnesota Foundation, two voting directors from the University of Minnesota Alumni Association, and one voting director from the Minnesota Medical Foundation. The Chief Executive Officer of the Corporation is selected from among the six directors. Tom LaSalle and Margaret Carlson are the association's voting members. LaSalle serves as the UGC's CEO.

Tom LaSalle has been selected by the UGC as the owner's representative to develop the Presidents Club Garden, which will be constructed on the Gateway Plaza, to recognize major donors to the University of Minnesota. In this professional capacity, LaSalle will be compensated \$40,000.

LaSalle was selected for this contract by a subcommittee appointed by the UGC, including Fred Friswold, Chair of the University of Minnesota Foundation; Kathy Pickard, CFO, University of Minnesota Foundation; and Maureen Reed, vice president of the University of Minnesota Alumni Association. The UMAA is not a party to the contract, however, the UGC is a related organization and, as such, the compensation paid to LaSalle will be disclosed on the UMAA's IRS Form 990.

Reed told the group that the purpose of the committee was to evaluate vendors but also to negotiate a contract with the vendor that was selected which was the LaSalle Group. She said that the compensation is clearly at fair market value and LaSalle's previous experience makes him the best choice.

Mooty reiterated that the strength of the board is in active, involved board members and that the disclosure of board members' other activities is important for the board's information. The committee discussed reviewing the UMAA's current conflict of interest policy at a future date.

LaSalle rejoined the group and resumed the chair.

### **iMIS Upgrade**

Bruce Rader explained to the committee that the UMAA's membership database software, iMIS, is due for an upgrade. This database regularly communicates with the University of Minnesota Foundation's donor database so that alumni demographic information is updated in both systems. It is now necessary to upgrade the iMIS software to allow for other system upgrades and enhancements. As in previous upgrades, UMAA will partner with the local iMIS vendor to utilize their expertise with the iMIS product to make this upgrade proceed as smoothly as possible. Based on estimates of the time needed to complete the review, rewriting, testing and implementing scripts, and the ultimate conversion of the data, it is estimated that the cost will be no more than \$140,000.

The finance committee will review this request at their November 7, 2007 meeting and recommend a source of funds to cover the upgrade costs.

**Motion:** Approval of spending up to \$140,000 for the upgrade of the iMIS database software.  
*Approved unanimously*

### **CEO Report**

Carlson reported that the Advocacy Committee will meet on November 1; the agenda includes an information session on the Central Corridor light rail transit project. Carlson and LaSalle will participate in Saturday's November 3 homecoming parade.

The UMAA has submitted a proposal to the University for increased base support funding to enhance programming with collegiate societies. The increased funding would allow UMAA to increase funding to colleges to strengthen and broaden their alumni programs with the ultimate goal of more university-wide alumni engagement. Carlson presented the request at a recent university budget hearing, saying the concept was well received. Carlson asked the Executive Committee to support the proposal if they have the opportunity to do so.

### **Adjournment**

LaSalle adjourned the meeting at 9:00 a.m.

Submitted by,

Ruth Isaak  
Deputy Director and Board Administrator

For Kent Horsager  
Secretary-Treasurer