

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
NATIONAL BOARD OF DIRECTORS MINUTES
Saturday, January 19, 2008
8:30 – 11:00 a.m.
Gross Family Board Room, 500 McNamara Alumni Center**

Board Members Attending

Alaniz, Karin	Ollila, Eugene
Beeson, Rick	Olson, Emma
Carlson, Margaret	Omlie, Joey
Carthaus, Marcia (by phone)	Osberg, Brian
Casey, Lynn	Peterson, Debra
Cunningham, John	Phillips, Jessica
Denzer, Kristen	Pohland, Darcy
du Bois, Jim	Reed, Maureen
Givens, Archie	Reichl, Lorna
Horsager, Kent	Schott, Patrick
Johnson, Susan	Thacker, Kip
Joselyn, Bernadine	Thompson, Paul
Kuehnast, Douglas	Tuzcu, Ertugrul
LaSalle, Tom	Welshons, Bonnie
Lucas, Peggy	Wiese, Sandra
Mooty, Bruce	
Mulder, Jim	

Board Members Unable to Attend

Anderson, Lowell	Meyer, Jan
Balas, Gary	Meyer, Scott
Calmenson, Bob	Newell, Rich
Cheung Ho, Yvonne	Resch, Jim
Dragseth, Ken	Schulstad, Dennis
Gruenberg, Karyn	Stein, Robert
Johnson, Susan	Xu, Amy
Lichty, Marshall	

UMAA Staff Attending

Delvo, Mary Kay	Isaak, Ruth
Fisher, Diane	Rader, Bruce
Hanley, Stacy	Shortridge, Julie

University Guests Attending

Cullen, Sandra, Assistant Director, Parking and Transportation Services
O'Brien, Kathleen, Vice President, University Services
Peterson, Donna – Assistant Vice President for Government Relations

University of Minnesota Alumni Association (UMAA) National President Tom LaSalle called the meeting to order at 8:30 a.m. He welcomed new board member Peggy Lucas, representing the University of Minnesota Foundation and replacing Nancy Lindahl.

He welcomed Marcia Carthaus joining the meeting by phone and University guests Kathy O'Brien, Vice President of University Services, Sandra Cullen, Assistant Director, Parking and Transportation Services, and Donna Peterson, Associate Vice President for University Relations. LaSalle noted that they would be presenting later in the meeting.

LaSalle introduced Stacy Hanley, UMAA's new Sr. Director of Outreach. He also congratulated board member, Rick Beeson, recently named 2007 Outstanding Volunteer of the Year by the St. Paul Chamber of Commerce.

Consent Agenda

LaSalle directed board attention to the consent agenda which included the November 17, 2007 national board minutes, financial statements as of November 30, 2007, appointment of FY08 auditors, membership report, bi-monthly alumni survey results, advocacy committee and program committee reports. He pointed out that the first three items required a motion to approve and asked for further discussion.

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

Light Rail Transit and Resolutions

Maureen Reed, Advocacy Committee co-chair, explained that the Advocacy Committee has studied three major issues this year: 1) support of the U's capital budget request for the 2008 Legislature; 2) funding for the biomedical sciences research facilities; and 3) the Central Corridor light rail transit (LRT).

The Advocacy Committee was recently advised that the timeline for LRT had been moved up. The Metropolitan Council will be making a decision on the Central Corridor route by February 27. The committee immediately conferred via email and recommended a UMAA resolution, which was reviewed by the Executive Committee. The resolution, presented to board members at the meeting, is a strong commitment to light rail transit but also states that if the line runs on Washington Avenue, it must run below grade, not at grade. Reed stressed that this infrastructure decision is a '100 year decision' with impact on future generations.

Kathleen O'Brien, University Services Vice President, provided a comprehensive overview of the University's efforts to plan for LRT. She began by explaining that a central corridor has been discussed for 40 years and the suggested plan has always included a tunnel. The at-grade option was suggested when budget considerations began to be reviewed. The Metropolitan Council is the authority on the line's construction and the line is part of the council's 2030 Transit Plan. O'Brien holds an advisory position on the council. The timeline calls for preliminary engineering to be completed by the fall of 2008, necessary for the project to stay on track to receive federal funding in time for construction to take place in 2010-2013 and completion of the line by 2014.

O'Brien said that the university supports the following overall design principles for the central corridor; 1) optimal operation, 2) safety, 3) development opportunities while reducing impact to the urban environment and 4) the functionality and aesthetics of the University campus must be enhanced. The Board of Regents is on record with a policy decision that a Washington Avenue LRT alignment must run below grade in a tunnel.

The university is the third largest trip generator in the state, 80,000 people come to campus daily and a half million users visit the University hospital and clinics annually.

O'Brien explained that the university is very committed to public transit; 68 percent of daily commuters come to campus in methods other than single car, over 20,000 students use the U-pass (Metro transit bus program for students) and two thousand faculty and staff use a Metropass currently. One third of all projected daily Central Corridor riders will be generated by the University.

The current project cost estimate with the below-grade tunnel is \$990 million. Preliminary engineering estimates indicate that an at-grade alternative would reduce the current cost estimate by \$128-\$148 million. O'Brien emphasized, however, that the at-grade alternative does not include any mitigation costs such as rerouting and enhancing other traffic routes, providing for pedestrian traffic, moving building entrances and other infrastructure changes.

She introduced Sandra Cullen, IT alum and the Assistant Director, Parking and Transportation Services. Cullen went into further detail about what an at-grade option would mean to various segments of Washington Avenue. The university would lose traffic lanes, sidewalk width, landscape space, and many building entrances and freight accesses would require relocation. Vehicle traffic would need to be rerouted to avoid congestion. She emphasized that the central corridor placement must not overlook the safety factor, necessary emergency access, and the creation of a light rail line that is reliable and functional.

Cullen concluded by outlining the following steps that will occur. The University and the Central Corridor Light Rail Transit Project will continue to work on the two options for a Washington Avenue route. In addition, the University is funding a study considering a northern alignment of the central corridor. This study will take three to five months to complete. The University will determine the mitigation costs required for an at-grade Washington Avenue option, and continue consultation with community and other key partners. The Metropolitan Council is scheduled to make a project decision February 27 in order to maintain the project schedule.

Reed presented the proposed resolution to board members, noting that the health and safety issues are very compelling. The resolution supports the light rail transit project but opposes an at-grade Washington Avenue route. The motion was made to approve. Following discussion, suggested changes were made to the resolution as presented. The motion was amended to include the new language.

MOTION: Approve the light rail transit resolution as amended (copy is attached-Exh. A)
APPROVED UNANIMOUSLY-2 BOARD MEMBERS ABSTAINED

O'Brien thanked the Advocacy Committee and full board for their consideration, thoughtful action and support on this issue. Bruce Mooty offered his thanks to O'Brien and Cullen for an excellent presentation on the subject.

Reed directed the board's attention to Exhibit 8 and 9 in their materials. They are resolutions brought to the board by the Advocacy Committee in support of the University's biomedical research facilities program request and the 2008 capital bonding request.

MOTION: Approve the resolution in support of the biomedical research facilities program request (copy is attached-Exh. 8)
APPROVED UNANIMOUSLY

MOTION: Approve the resolution in support of the university's 2008 capital bonding request (copy is attached-Exh. 9)
APPROVED UNANIMOUSLY

President LaSalle thanked the Advocacy Committee for their efforts on these very important issues.

Marketing and Communications/Branding

Ertugrul Tuzcu, vice president and Marketing and Communications Committee chair, told the board that Little & Co. has led many hours of meetings, discussions and brainstorming sessions with the UMAA and its' University partners to become very familiar with the branding needs of the UMAA. He said that he was pleased to present their efforts and that Monica Little, Little & Co. would be presenting the visual concepts.

He thanked all those who had participated, reviewed and provided input on the project – UMAA staff, committee members, the University of Minnesota Foundation, and University Relations. He extended special thanks to committee members Lynn Casey, board member and CEO of Padilla, Spear and Beardsley public relations firm; Lisa Meyer, Vice President of Marketing, University of Minnesota Foundation; and Ann Aronson, Assistant Vice President, University Relations, for their extra time and consultation on the project.

Julie Shortridge, Sr. Director of Communications, also publicly thanked Little & Company for their willingness to listen and respond to all feedback. She noted that Monica Little had given the project extra time and attention and attended many meetings with her team. The creative team consisted of Chris Heimbold, Jody Eckes and Jeff Turner.

Shortridge reviewed that the project was initiated because marketing research showed that the alumni association did not have a strong identity with members and non-members. Also, there is not a clear distinction between the important work of the alumni association and the foundation. She outlined the brand position statement, brand identity, and personality that emerged as a result of Little & Co.'s work and is the basis for the visual interpretation. The brand promise is that the alumni association provides many ways to feel connected to the University and to promote the important work done here. Through these various experiences and opportunities, we help alumni become ambassadors. Alumni members are 'ambassadors'; the alumni association is about 'joining' and 'being a member.' The brand personality is 'welcoming, enriching, and influential.'

Monica Little showed the board examples of the visual concept of the brand designed to carry this message. The visual examples use a maroon and gold color palette, a distinctive graphic pattern with the association's 'M', angular lines and print pieces featuring a single individual telling their 'alumni, ambassador story.' The graphics clearly align with the university and the 'look' of the Driven to Discover campaign but also clearly highlight the association's identity.

The board responded very favorably to the brand work. Jessica Phillips thanked Ertugrul Tuzcu, staff and Little & Co. for the excellent work.

CEO Report

Margaret Carlson, chief executive officer, thanked Monica Little for her extra attention to the branding project and thanked staff for their contributions to such an excellent meeting. She noted that the meeting had been well spent on very substantive advocacy efforts and also an excellent progress report on the branding initiative. On other positive notes, UMAA membership is only 45 members away from the

year's life membership goal of 13,700. As a new way to connect alumni to their alma mater for a lifetime, the University will be offering alumni the use of a university email address.

Carlson introduced Stacy Hanley, UMAA's Senior Director of Outreach. Hanley was formerly the senior manager of Best Buy Community Relations and the Best Buy Children's Foundation. Carlson noted that her career has been focused on advocacy and community programs, making her an excellent fit for the position. Carlson commended Chad Kono for his excellent efforts and long hours while serving as the Interim Senior Director of Outreach.

Carlson informed the board that the historical Goldy project is on hold until the location of the University of Minnesota Foundation's President Garden is determined. The Memorandum of Understanding between the UMAA and the university remains in discussion between the two parties but she is hopeful it can be brought to the board at the March meeting. Carlson told the board that the UMAA is very close to announcing a date and speaker for the annual celebration.

LaSalle adjourned the meeting at 11:15 a.m.

Submitted by Ruth Isaak
Deputy Director and Board Coordinator

for
Kent Horsager, Secretary-Treasurer

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
RESOLUTION ON CENTRAL CORRIDOR LIGHT RAIL TRANSIT

WHEREAS, the University of Minnesota-Twin Cities (U of M) supports light rail transit through campus to connect Minneapolis and St. Paul, and

WHEREAS, the U of M is strongly committed to public transit with 68% of the University's daily commuters utilizing a mode of transportation other than a private vehicle, and

WHEREAS, the U of M will generate one third of all daily riders on the Central Corridor Light Rail Transit (LRT) line, making the U of M one of the biggest factors in the successful operation of the line, and

WHEREAS, LRT must be guided by principles of health and safety, functionality and community, and long term economic viability, and

WHEREAS, Washington Avenue is the main artery through the University campus and is the second busiest pedestrian crossing in the Twin Cities with:

- Ten "rush hours" each day, including 10,000 pedestrians during the lunch hour
- 25,000 vehicles and 1,500 buses using this street daily
- 500,000 people annually accessing the University Hospital and Clinics, located just off Washington Avenue, and

WHEREAS, LRT is an infrastructure decision that will stand for 100 years and must be done right the first time, and

WHEREAS, the University of Minnesota Alumni Association strongly believes that LRT at grade on Washington Avenue will gravely compromise health and safety on campus,

THEREFORE BE IT RESOLVED THAT the University of Minnesota Alumni Association's Board of Directors firmly opposes LRT running at grade on Washington Avenue.

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
RESOLUTION RELATED TO THE
BIOMEDICAL RESEARCH FACILITIES PROGRAM REQUEST
2008-2009

WHEREAS, the University of Minnesota Alumni Association supports advancing the University's goal to be one of the top three public research universities in the world, and

WHEREAS, the University's legacy of discovery and innovation in the health sciences, engineering, and biological sciences have made Minnesota a world leader in the biomedical and medical device industries, and

WHEREAS, the authorization of the sale of \$233.6 million in bonds will establish the Biomedical Sciences Research Facilities Program into law. Once established into law, the legislature will give approval to release bonds for a specific building project in odd numbered years beginning in 2009 and ending in 2015, and

WHEREAS, success in recruitment and retention of cutting-edge faculty members and researchers demands predictability of funding and guarantee of available research space, and

WHEREAS, the state's current capital investment in biosciences places Minnesota at a competitive disadvantage compared with other states,

THEREFORE BE IT RESOLVED, that the University of Minnesota Alumni Association Board of Directors urges the 2008 Legislature to approve the Biomedical Research Facilities Program.

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
RESOLUTION RELATED TO
2008 STATE CAPITAL BONDING REQUEST

WHEREAS, the University of Minnesota Alumni Association supports advancing the University's goal to be one of the top three public research universities in the world, and

WHEREAS, the University of Minnesota Alumni Association urges the state legislature to fund the 2008 capital bonding request as a partnership of excellence between the state and University for the good of all Minnesota citizens, and

WHEREAS, projects funded in the request will advance the academic excellence of the University by aligning capital projects with the established strategic positioning goals of: recruiting and educating outstanding students; recruiting and supporting world-class faculty and staff; being responsible stewards of resources; and inspiring innovation, exploration and discovery, and

WHEREAS, projects funded will create flexible space, improve space utilization and reduce operational costs; capitalize on opportunities that are aligned with academic priorities and ensure that investments in existing facilities and infrastructure contribute to renewal, preservation, and restoration objectives.

THEREFORE BE IT RESOLVED, that the University of Minnesota Alumni Association Board of Directors urges the 2008 Legislature to approve the 2008 University of Minnesota's Capital Bonding Request.