

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE**

November 8, 2006, 7:30 to 9:00 a.m.

200 McNamara Alumni Center

Committee Members Attending

Givens, Archie
LaSalle, Tom (by phone)
Mooty, Bruce
Phillips, Jessica
Schulstad, Denny
Stein, Bob
Tuzcu, Ertugrul

UMAA Staff Attending

Carlson, Margaret
Fisher, Diane
Isaak, Ruth
Kono, Chad
Rader, Bruce

Committee Members Absent

McLeod, Mary

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

National President

President Schulstad noted that he and Pam enjoyed hosting the Homecoming Board Social on November 3. It was very well attended and there was great synergy among the guests.

He informed the group that Bob Stein, Bruce Mooty, Margaret and he would attend the first 3x3 meeting of the academic year with the Board of Regents later in the day. Regent participants will be Anthony Baraga, Chair of the Board of Regents; Patricia Simmons, Vice-chair of the board; and Lakeesha Ransom, at-large representative; along with Ann Cieslak, Executive Director for the Board. UMAA's support of the Biomedical Sciences Research Facilities Authority will be discussed. Bob Stein asked whether the memorandum of understanding project should be brought up to the Regents. The consensus of the group was that it should be discussed.

Memorandum of Understanding Committee Report

Tom LaSalle informed the group that the Memorandum of Understanding committee had met. The committee consists of Tom LaSalle, Bob Stein, Bruce Mooty, Mary McLeod, Margaret Carlson and Diane Fisher. The committee reviewed the two existing memorandums of agreement already in place between the University and the University of Minnesota Foundation and the University and the Minnesota Medical Foundation. The executive committee members identified several unique issues that should be addressed in the UMAA Memorandum of Understanding with the University. LaSalle is meeting with University general counsel to discuss the document. Following this discussion, CFO Diane Fisher will write a first draft of the memorandum for further committee discussion.

Consent Agenda

Items on the consent agenda were reviewed by the Executive Committee individually.

MOTION: Approve the September 6, 2006 Executive Committee Minutes as submitted.

APPROVED UNANIMOUSLY

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Approved by the Executive Committee – January 10, 2007

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Schulstad commended Secretary/Treasurer Ertugrul Tuzcu and CFO Diane Fisher for an excellent audit report, stating that the auditors had noted the UMAA is a model for other non-profits to follow.

MOTION: Approve 2006 Audited Financial Statements.

APPROVED UNANIMOUSLY

MOTION: Approve the September 30, 2006 Internal Financial Statements.

APPROVED UNANIMOUSLY

Bruce Rader, Senior Director of Marketing and Membership, reviewed the membership report, reminding the committee of this year's goal of increasing life memberships by 5%. As of December 31, 317 life memberships are needed to reach that goal. He noted that this effort is on track and that a recent sustaining life appeal incorporated elements from the UMAA brand platform.

MOTION: Approve the membership report.

APPROVED UNANIMOUSLY

Biomedical Sciences Research Facilities Authority Update

Bruce Mooty, Advocacy Committee Co-chair, reported that the Advocacy Committee has continued to 'build knowledge' on the Biomedical Sciences Research Facilities Authority initiative. With committee input, the co-chairs and UMAA staff have summarized the comprehensive issue into a concise message to pass on to volunteers for their use, and presented the one-page fact sheet to the Executive Committee for their review. The back of the fact sheet contains tips on "Talking to Your Legislator."

Mooty said that Deborah Powell, Dean of the Medical School, will speak to the full board at the November 17 meeting regarding the Biomedical Sciences Research Funding Authority. Following her presentation, there will be a role-playing exercise with individual board members discussing the issue with two guest legislators.

The Executive Committee recommended that a resolution of support for the university's request be prepared and submitted to the National Board for their review and endorsement at the November 17 meeting.

Stadium Grassroots Fundraising /"Goldy on Parade"

Schulstad informed the Executive Committee that he and Carlson had met with key University stakeholders, including Athletic Director Joel Maturi, University of Minnesota Foundation CEO Jerry Fischer, VP of University Relations Linda Thrane and Stadium Grassroots Fund Raising Chair Dave Mona for further discussion on the Goldy project and stadium grassroots fundraising overall.

The following guidelines were agreed upon:

- This is an excellent concept to raise visibility and raise funds for the stadium;
- TivoliToo, the St. Paul firm that designed similar local and national projects, is an excellent vendor choice;
- In order for the project to complement the fund raising effort, it should not be introduced until the grassroots fund raising campaign begins;
- The university needs to raise an additional \$48 million; 80-90 percent of the monies need to be committed before the grassroots campaign is begun; and
- The launch of the grassroots campaign is projected to be State Fair 2007 or Homecoming 2007.

Given these guidelines, UMAA staff and volunteers will work to develop a proposal that will coordinate well with the overall grassroots fundraising initiative. Schulstad explained that this project should not preempt the major gift-giving program which will not be complete by the 2007 Annual Meeting. Before the project is approved, it will be reviewed by the Finance and Audit Committee, the Executive Committee, and finally the full Board of Directors.

Committee member Mooty thanked Schulstad for his leadership in carefully looking at all aspects of the project to insure its success. The committee suggested that the Goldy statue project, in conjunction with the stadium grassroots fundraising, be discussed at a special meeting of the Marketing/Membership committee for their ideas and feedback.

CEO/Staff Reports

Margaret Carlson reviewed the current dashboard of this year's progress towards objectives. She then introduced Mary Kay Delvo, recently hired as UMAA's Director of Advocacy. Delvo previously worked with Anoka County Social Services supervising community resources, volunteer programming and grassroots programs. Her UMAA responsibilities include staffing the Advocacy Committee, working with University Relations on legislative efforts and cultivating relationships with alumni throughout greater Minnesota. The committee emphasized the importance of statewide visits and stressed the necessity of getting visits scheduled in advance to insure that they happen.

Bruce Rader, Senior Director of Marketing and Membership, reviewed the status of developing UMAA's brand. He told the committee that the brand team, composed of UMAA staff, had identified a brand platform consisting of three main messages, advocacy and support for the University, alumni access to the University and sustaining pride.

The next step will be to translate the brand platform to all UMAA communication vehicles. Through a contact from board member Karyn Gruenberg, Rader will be discussing the project with a General Mills creative group that does pro bono work on projects such as this.

Carlson thanked Rader for taking over the brand development process in the absence of a Communications Director. Carlson is supervising the Communications Department in the interim while the management team evaluates the management structure to deliver on the five-year strategic plan. The committee asked that Carlson review these plans at the next Executive Committee meeting.

Adjournment

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

Submitted by,

Ruth Isaak
UMAA Executive Assistant

For Ertugrul Tuzcu
Secretary-Treasurer