

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**

**EXECUTIVE COMMITTEE**

March 21, 2007, 7:30 to 9:00 a.m.

200 McNamara Alumni Center

Committee Members Attending

Carlson, Margaret  
Givens, Archie  
LaSalle, Tom  
McLeod, Mary  
Mooty, Bruce (by phone)  
Phillips, Jessica  
Schulstad, Dennis  
Stein, Bob

UMAA Staff Attending

Diane Fisher  
Isaak, Ruth  
Kono, Chad  
Rader, Bruce

Committee Members Absent

Tuzcu, Ertugrul

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

National President

President Schulstad reviewed the upcoming March 31 National Board meeting agenda. He is thrilled that Coach Tim Brewster will be addressing the board at the beginning of the agenda. President Bruininks has agreed to return early from the Morris campus and will be the last speaker on the agenda.

Executive Committee Action

**MOTION:** Approve the January 10, 2007 Executive Committee Minutes as submitted  
*APPROVED UNANIMOUSLY*

**MOTION:** Approve the revised operating budget for fiscal year 2007  
*APPROVED UNANIMOUSLY*

**MOTION:** Approve the January 31, 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*

Schulstad noted that membership is 2,000 higher than last year at this time.

Board Development Committee Report

Committee Chair Bob Stein presented the committee's recommendation for the 2007-2008 UMAA Executive Committee, noting that there were two additions, Maureen Reed and Kent Horsager. Stein said that he was sorry to say that Mary McLeod had decided to leave the board. He noted deep appreciation for all she has accomplished and thanked her for eight years of service to the UMAA board.

Stein presented 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

**MOTION:** Approve recommended slate of candidates for 2007-2008 UMAA officers  
*APPROVED UNANIMOUSLY*

Stein further reported that geographic representatives, Paul Thompson (Central Minnesota), Janice Meyer (SE Minnesota) and Marcia Carthaus (SE USA) have all agreed to serve a second term. He explained that collegiate society representatives are appointed by the colleges. Margaret Carlson and Chad Kono, Interim Director of Outreach, have appointments arranged to visit with deans and alumni representatives in each college that has a representative at the end of their term. Rich Newell will serve again as the IT representative and other appointments are scheduled.

He said that he was very impressed with the pool of new board members and affirmed that many people have a very strong commitment to serve the University.

Mary McLeod suggested that the board review two items: consider if the board is too large and unwieldy and also make sure that board members understand their responsibilities. LaSalle said that a large board offered a pool of individuals with various talents that can be called on for specific tasks. Carlson noted that the collegiate representatives hold 15 board seats, and they take the board's message back to their dean and college alumni groups, an important link. Stein commented that the larger board provided feedback to the staff from all areas. Next year's board development committee will consider the issue.

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

Archie Givens, Program Committee Chair and Vice President, informed the Executive Committee 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 critical to UMAA outreach efforts.

#### **Memorandum of Understanding – Tom LaSalle**

LaSalle told the group that the committee, consisting of LaSalle, Bob Stein, Bruce Mooty, 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.

Jessica Phillips inquired whether or not the UMAA had considered including Morris, Duluth and Crookston. Tom LaSalle said that the situation is different with each coordinate campus. Crookston wants to participate, Rochester might be a possibility and Duluth has a strong identity and would probably not want to participate. LaSalle noted that the current document does not address the coordinate campuses because that would add complexity to the memorandum of understanding and slow down

progress. Carlson volunteered that she had researched the alumni programs at each of the coordinate campuses; they have boards, staff and activities.

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

Margaret Carlson reviewed the progress on the concept of the 'Goldy on Parade' project for the committee. Originally the project was proposed to be similar to the Charlie Brown characters evident in St. Paul. 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 any 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 statue itself is 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 alumni center. This concept provides UMAA visibility 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 committee was very enthusiastic about the concept, noting that the statues would be a significant and permanent statement from the UMAA.

**MOTION:** Support 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 committee on next steps.

### **Annual Celebration**

Schulstad reported that Annual Celebration dinner/program tickets sold out in six days with 2,200 tickets sold for the May 8 event. He explained that about 1,200 people will be seated on the ice level and 1,000 will be seated at tables set on the concourse and club levels. Guests on the concourse and club levels will move to the stadium seats after dinner for the program. Program only tickets are still available and Schulstad noted that there was not a bad seat in the house, asking committee members to continue to encourage attendees to arrange their own dinners and then come for the program.

### **CEO/Staff Reports**

Margaret Carlson, UMAA CEO, told the committee 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 an annual meeting co-sponsor for 2008 and 2009.

Schulstad commended Carlson for her efforts in securing sponsors and also remarked that Bruce Mooty set the bar when Gray Plant Mooty became the first annual celebration sponsor in 2006.

Carlson updated the committee on the Rotary and Kiwanis speaking tour. She and Schulstad will visit 13 Rotary and Kiwanis clubs in 12 weeks, often with University experts, to present a program. 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. The university speakers are often deans and Carlson said the programs were extremely well received.

She updated the committee on progress being made to hire a Senior Director of Communications. A search firm is working on finding qualified candidates. She is very pleased with the search firm's progress and hopes to announce a candidate soon.

Bruce Rader, Senior Director of Marketing and Membership explained the life membership benefit with the McNamara Alumni Center that was recently finalized. Life members can receive up to 20 percent off room rentals at the alumni center and reduced food and beverage minimum requirements. The new benefit has been announced in an email blast to members and also in the *Minnesota* magazine. Two new life memberships had already been sold as a direct result.

**Adjournment**

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

Submitted by,

Ruth Isaak  
UMAA Executive Assistant

For Ertrugrul Tuzcu  
Secretary-Treasurer