



**Alpha Rho Alumni Chapter
Board of Directors Meeting Minutes
10/14/2015**

Call specifics: 304-362-8484 <http://www.uberconference.com/wvupikapp>

Call to Order: A regular meeting of the Board of Directors, Alpha Rho Alumni Chapter, was held via conference call on October 14, 2015. The meeting convened at 6:05 PM EST with President and Chief Executive Officer, Tom Begley, presiding and minutes recorded by John George, Secretary.

Members of the Board in attendance:

- Tom Begley, President & Chief Executive Officer
- Matt Loffa, Executive Vice President
- Chris Denson, VP - Chief Operating Officer
- Patrick Folio, Treasurer - Chief Financial Officer
- John George, Secretary - Chief Communications Officer
- Jason Hyett, VP - Chief Information Officer
- Craig Winkelmann, VP - Fundraising
- Jordan Feathers, VP- Chief Risk Officer (Standards and Risk Management)

Others in attendance:

- DJ DeCuollo, AP 494

Those not in attendance:

- Patrick Farley, Member at Large

Reading of Minutes from last meeting:

Jason Hyett motioned to dispense with the reading Matt Loffa seconded. Zero nays.

Officers Reports:

Member at Large

- Patrick Farley not present but Tom indicated that he's still working on Alpha Rho history. The fileshare is open and everyone is encourage to review/contribute in the history project.

VP- Chief Risk Officer

- No Report

VP- Fundraising

- Contribution campaign will be discussed in CEO report.

VP- Chief Information Officer

- Jason displayed website donation and purchase options online via Paypal. Patrick is working with Jason to make sure the options are set for recurring contributions. Wvupikapp.org page will have 'Contribute' button with link for campaign letter and membership levels.

- Jason will send the group a direct link to look at the page and provide feedback.

Treasurer- Chief Financial Officer

- Patrick will join later, but Tom indicated there is no reason to not move forward with campaign.
- All attendees at homecoming paid registration.
- Total in account is \$1,499.03. Tailgate expenses still need to be debited from account. National office dues have been paid
- Federal Employee Identification Number has been obtained and Patrick will be changing to Huntington Bank.
- Patrick will be updating 501(c)3 status and Paypal account administrators.
- Tom asked Jason to push budget out the website

Secretary- Chief Communications Officer

- JG will be getting quote by end of week on stationary and letterhead prices.

Vice President- Chief Operating Officer

- Chris is working to formulate membership Strategic Planning Committee. Richard "Foof" LaGala has agreed to join and looking for one/two more members.
- First effort of SPC will be to find out what went wrong with Undergraduate Chapter and then move to identify strategies to prevent from happening again. Second part of SPC is AC operations through the period of undergraduate re-chartering and beyond.

Executive Vice President

- Matt indicated homecoming weekend was very successful.
- Tentative Spring event date will be first weekend of April. Hopes are to create a consistent time frame for when this weekend occurs. Events include Softball game/family picnic during the day with a Rose Ball event during the evening. Special location possible at Erickson Alumni Center or Milan Puskar Stadium. Jason liked the idea and suggested some sort of daycare option for evening event which would provide added incentive to attend. Tom added that some business elements for general meeting and SPC meeting needs to occur along with the other events. Initial budget allows for \$1,000 for spring weekend. Tom also provided some 30th & 35th Re-Chartering feedback where there is some preference for an informal event vs. formal event. Remember the by-laws call for a formal event every 10 year anniversary.
- Undergraduate members who owe have been identified and the National Office is attempting to collect that debt which is in excess of \$10,000. Any remaining funds were used to pay off a previous UG expense. Tom mentioned the UG Chapter account is still open and will be closed when Tom returns to Morgantown.

President - Chief Executive Officer

- Quote from National Office on contribution campaign indicated hard copy mailing would be around \$1,000. It's been decided to forego hardcopy and utilize electronic mail and social media.
- Contribution campaign discussion:
 - o Craig mentioned some concern of 501(c)3 status being undetermined at this time. Tom indicated these contribution are not tax deductible as there are many parameters to compliance.
 - o Craig alluded the campaign is too long for web content and should be scaled back for ease of reading. Also 'cheerleaders' of various years are need to lead a charge and rally their eras to contribute.

- Tom had a long conversation with Christian Wiggins from the national office who is leading a large campaign for the National Foundation. Christian's advice is that we have to ask those to contribute. Their research shows that many don't donate because they were never asked. This can be awkward to some to ask others, but we are doing this for the right reason.
- Tom asked Craig to look at the database and divide it up and identify the various eras of membership. Also, Craig will get some talking points together to pass to the board so each can begin communicating with their eras.
- The group in unison has agreed to move forward with the campaign as developed.
- Tom will redo the five pages of the letter for an electronic launch. Once complete, we will do a blast email and post on facebook/twitter. Multiple emails and posts will occur. Then the phone campaign will start by the board along with recruiting those other leaders from the various eras.
- Tom asked the board to be sure to update the google drive shared document which identifies various duties. Need to update a couple times a week as everyone knows where we are.
- Jason displayed the access to other google shared documents like AP membership directory.
- Tom indicated regional events planning is underway. Charleston looking at 2 events and Pittsburgh is looking at doing one around Founder's Day. Facebook group pages for regions are being updated.
- Tom thanked Patrick Folio for his above and beyond efforts for the homecoming tailgate. Many attendees were blown away by the success and fun had by all.
- Tom will be traveling to Germany at the end of this month.

Other reports: No committee reports

Old Business:

- No old business.

New Business:

- No new business.

Open Floor for Members In good Standing (I) - Open to all Members wishing to discuss any topic:

- Tom reiterated his appreciation for the homecoming gathering.

Schedule of Next Conference Call

- Wednesday, November 18th 6:00 Eastern Time.

Adjournment: Matt Loffa motioned to adjourn meeting and seconded by Jason Hyett. No opposition. Meeting ended at 7:09pm.