



**Alpha Rho Alumni Chapter
Board of Directors Meeting Minutes
12/16/2015**

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 December 16, 2015. The meeting convened at 6:03 PM EST with President and Chief Executive Officer, Tom Begley, presiding and minutes recorded by John George, Secretary.

Members of the Board in attendance:

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

Others in attendance:

- Bob Laughner, AP 68
- Anthony Graley, AP 359
- Erik Baldwin, AP 412
- Bill Bridges, AP 613

Not in attendance:

- Craig Winkelmann, VP – Fundraising

Reading of Minutes from last meeting:

Jason Hyett motioned to cancel with the reading Jordan Feathers seconded. Zero nays.

Officers Reports:

Member at Large

- Patrick is looking for Alpha Rho history documents, pictures and other information for 2003. This will help with providing the history project with some smaller components not just the big picture items. Patrick does have the history down on paper for the overall history and some spreadsheets are available with officer names and dates of events.

VP- Chief Risk Officer

- Apparel order – two main options are Pi Kapp store and a local vendor in Morgantown area. One local vendor is available for Greek apparel but minimum quantities are required. Tom suggested using the Pi Kapp store.

VP- Fundraising

- Craig was not present, but shared some thoughts with Tom via email and has suggested a competition among decades to see who can raise the most money. It could be by class, decade or other grouping.

VP- Chief Information Officer

- Jason mentioned that our database with National is corrected with active vs. in-actives. Continues to update information as it comes in.
- Website will stay the same until the new year; however, Jason and Erik Baldwin will look at a re-design in February and March 2016.

Secretary-Chief Communications Officer

- Post card discussion. Jason and Patrick Folio said intent should be to drive folks to the website with less text. Decided to go with a 5.5" x 8.5". Goal is to mail in early January.
- Patrick Farley suggested that many haven't heard from Alpha Rho in a long time, so many are not connected. Typical marketing campaign mailers see 80-90% go in the mail so he has a concern that this may not be the best method to get alumni thinking. Need to catch their attention and drive to website. Fraternity re-bonding expression may help drive to the website.
- Tom added that this post-card is part of list of strategies within the financing campaign to raise awareness and drive interest and action.
- Spend some time to think about and send John some ideas for post-card re-design.

Treasurer- Chief Financial Officer

- Total cash on hand is \$7815.61. Some expenses from homecoming are still due.
- Please submit regional event expenses to Patrick. An email was sent earlier today with this request as well.

Vice President- Chief Operating Officer

- Chris indicated the strategic planning committee includes him, Tom Begley, Craig Winkelmann and Rich LaGala. They will start meeting in January via teleconference and frequency of those calls will be determined at that time.
- Again, the 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.

Executive Vice President

- Matt listed Friday, April 15 as the opening of the Spring Weekend with meet up at Mario's Fish Bowl. A block of 10 rooms will be reserved at Hotel Morgan and add as needed. Saturday, April 16 at 10am Erickson Alumni Center for a business meeting and elections followed by 1:30pm softball game with grill, etc. Saturday evening with a cocktail hour on rooftop of Hotel Morgan. The events will have a fee for attending. Location of meeting is subject to change as Matt is also looking at the Mountainlair.
- WVU Football homecoming has been announced as October 1, 2016.

President - Chief Executive Officer

- Tom expressed his appreciation for the board and the regional organizers. Don't worry about have 4 or 5 members at the regional events.
- Tom is really optimistic of where we are heading as a board. There is a lot more work to do to reach our campaign fundraising goal.
- Persistence and consistency is key in our efforts in our message and delivering the hope that what we are doing is right and will make Alpha Rho great again.

- We have to be confident that what we are doing is right and we all are working to be the ideal chapter. The board has to continue to show that commitment and push the message even with the vast amount of priorities in each of our lives.
- We need to continue to ask our alumni to help with contributions and participation in our events. Remind them that at one point Alpha Rho was a very important part in their lives. Tom is more than ever excited about the future and we haven't even scratched the surface.

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:

- John George said Happy Holidays and safe travels.
- Bill Bridges pass along thanks for the work the board and others are doing.
- Matt Loffa has suggested Bill Bridges to take the regional role in the New York area.

Schedule of Next Conference Call

- Wednesday, January 20th 6:00 Eastern Time.

Adjournment: Matt Loffa motioned to adjourn meeting and seconded by Patrick Farley. No opposition. Meeting ended at 7:16pm.