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ALPHA RHO  
ALUMNI CHAPTER

**Alpha Rho Alumni Chapter  
Board of Directors Meeting Minutes  
3/16/2021**

*Call specifics:* **Microsoft Teams Video Conferencing Call**

**Call to Order:** A regular meeting of the Board of Directors, Alpha Rho Alumni Chapter, was held via conference call on Tuesday, March 16, 2021. The meeting convened at 6:35 PM EST with Tom Begley, President & Chief Executive Officer presiding. Recording of minutes was taken by Tom Begley and formatted by John George, Secretary.

Members of the Board in attendance:

- Brandyn Snyder, AP 854 - Social Media Chairman
- Randy Lapceovich, AP 175 - Vice President - Fundraising
- Jason Hyett, AP 466 - Vice President - Chief Information Officer
- John George, AP 385 - Secretary - Chief Communications Officer
- Patrick Folio, AP 147 - Treasurer - Chief Financial Officer
- Erik Baldwin, AP 412 VP- Chief Operating Officer
- Andy Dunn, AP 288 - Executive Vice President
- Tom Begley, AP 284 - President & Chief Executive Officer

Others in attendance:

- Mike Turner, AP 220 - Chairman Emeritus
- Eric Dyson, AP 355 - Chairman Emeritus
- Allyson Cannon, Chapter Advisor, Alpha Rho Council of Advisors

Not in attendance:

- Kienan Battin, AP 812 - Vice President - Recent Graduate Officer
- Patrick Farley, AP 67 - Historian
- Jordan Feathers, AP 438 - Vice President - Chief Risk Officer

Brother Begley dispensed with the regular business meeting order. Rather tonight's meeting will focus on the formal room project and senior ceremony.

**Formal Room Project Overview by Eric Dyson** – We have been looking a room that could hold special functions in a nice formal area. The current formal room location has been under renovation to make the space a clean, classy and historic location for alumni and student members for formal events. Design calls for hardwood floors and paneling with nice built in trophy cases. Eric expressed we are in Phase 2 where the walls and ceiling are finished. The goal is to complete in the next 1 to 2 months. The next phase would then finalize the display elements of historical items and honor of our traditions, selection and placement of furniture, etc.

- Tom added, that when people walk in, we are looking for the WOW factor with a visually stunning display but also a functional area. The alumni chapter has committed \$8,000 plus another \$1,000 from two separate \$500 contributions.
- Various options are under design for consideration with regards to the décor. Eric will share some design samples and ideas for the ceiling options.
- The historical items are intended to provide a living museum with photos, documents, artifacts, plaques, awards, trophies, etc.
- The formal room project is being schedule for completion for Homecoming 2021 in the fall.

**Fundraising Overview by Randy Lapcevich** – While we haven't settled on the exact process, but have an expectation of the scale of the project. Randy, Mike Turner and Eric Dyson have been in contact with Elevate a fundraising firm to learn about securing contributions.

- That firm would charge \$20,000 for ten-month feasibility study before beginning any campaign. The active campaign would be about 15-36 months as another \$160,000 in campaign costs. At Florida raised \$1.5 million over five years.
- However, our initial fundraising amount is lower, so we won't lean on Elevate until a larger campaign in the future. The other option is to reach out to a smaller operation or individual with fundraising experience to reduce the scale of the fundraising amount around \$75,000. This would cover the formal room project and help the treasury to start.
- Brother Folio shared that has been in contact with someone in the Baltimore area and previous development experience at a few universities. Her charge is about \$100/hour.
- On the call, Brother Andy Dunn committed \$1,000.
- Eric asked about the mug and/or brick project (name on one) for the campaign. Tom is working with National Office on a vendor for the concept.

**Officer/Board Member Transition** - Tom relayed the importance of understanding current board's interest in transiting out of existing roles yet helping to maintain the consistency of fundraising and operational efforts. There is need for each board member to consider their interest in continuing or finding a replacement. If you are considering stay on board, Tom is asking for another 2 year commitment. Any replacement will need a year or so of mentoring to create a smooth succession plan. Tom asked each board member to let him know their intent for remaining.

**Annual Alumni Chapter Meeting** – Typically the meeting is in person in Morgantown. Eric Dyson relayed late April 26 for a function at Turner's house. Tom shared that WVU is holding a large graduation ceremony for Spring 2020 through 2021 graduates. Therefore, we will try to do something at the house. Stay tuned for the exact details.

**Homecoming 2021** – We will intend to have a function at the house and new formal room.

***Scheduling Next Conference Call***

- Next meeting is annual member meeting. Likely third Saturday in April. Details are forthcoming.

***Adjournment:*** Meeting adjourned at 7:30pm.