



Town & Gown
of the
University of Southern California
Founded 1904

Mission Statement

Town and Gown of the University of Southern California is a nonprofit philanthropic organization whose purpose is to support USC through scholarships for students, building and campus enhancements, and cultural programs.

Board Meeting Consent Agenda
November 17, 2020

Pre-Meeting (9:35 a.m.) Board Members

Optional Social Time for all interested Board Members.

Guest Speaker (9:45 a.m.)

Katharine Harrington, Chief Enrollment Officer and Professor of Clinical Management and Organization, Marshall School of Business

Introduced by Carol Greenhalgh

CEO Report and Updates

Hilary Crahan

Oral Report/YES

Oral Report:

- President will ask the Parliamentarian to report on the quorum of the Board of Directors for today's meeting.
- CARES Holiday Giving Program

Attachment:

CARES Letter from Margie Dolinski October 26, 2020

Recording Secretary/Permanent Records

Patti Johnson

Oral Report/YES

Consent Agenda

MOTION: I, _____, move to approve the

- **Board Meeting Minutes from October 27, 2020**
- **November 3, 2020, General Meeting Minutes**
- **Consent Agenda Cover Page for November 17, 2020**
- **Consent Agenda for November 17, 2020 as distributed.**

SECOND: _____

REPORT:

- Recorded Minutes for October 27 Board Meeting, November 3 General Meeting, and November 10 Executive Committee
- Created Zoom Meeting for November 17 Board Meeting; invited Board Members and guest Katharine Harrington
- Obtained extra Handbooks and October newsletters for Permanent Records
- Created and sent to Ian Chestnut an updated Board Calendar for the Board Portal

Oral Report:

Attachments:

- **Board Meeting Minutes from October 27, 2020**
- **November 3, 2020, General Meeting Minutes**
- **Consent Agenda Cover Page for November 17, 2020**
- **Consent Agenda for November 17, 2020, ad distributed**

CFO/Treasurer

Kathleen Campos

Oral Report/YES

Submitted By: Kathleen Campos

REPORT:

- Kathleen is pleased to confirm we have completed the renewal of our insurance coverage for Director and Officer, General Liability and Sexual Harassment coverage. The policies will now renew on an annual basis and we have a dedicated agent for our account.
- We worked with T&G membership and confirmed alignment with the life and annual dues.
- The Finance committee had their first committee meeting 10/26/2020. Highlights include the following items.
 - We needed to mail our handbooks so we are \$2,000 over our budget this year.
 - Our pay pal fees are higher since many members are using our services to purchase raffle tickets.

- Our website fees are also higher due to Zoom costs.
- On a positive note, the raffle proceeds has already bypassed all of last year. Scholarship costs are significantly lower due to virtual events.
- Our next project is to look at alternative short term investments for the Wells Fargo account. We have significant cash available earning a low interest rate. The balance is \$470,414.03 earning 0.01% or \$3.91 this past month.

MOTION #1:

Upon the recommendation of the Finance Committee, I, Kathleen A. Campos, CFO, move to approve the financial records of 10/31/2020

MOTION #2:

I, Kathleen A. Campos, move we approve four \$100.00 gift cards for our support members Michael, Kari, Tina, and Ian. I propose we gift the cards at Thanksgiving.

Second: _____

Attachments:

Town and Gown of USC Financials 10.31.2020

1st Vice President/Investments

Laurie Hunter Tiedemann Oral Report/NO

Submitted By: Laurie Hunter Tiedemann

REPORT:

- Please see attached the Clifford Swan portfolio reports as of 11/4/20 for Funds A – E.
- Hopefully, thank you letters for living donors which include Fund I balance, number of scholarships awarded, donor endowment balance, endowment estimated spendable income, and the name(s) of scholars supported by each endowment, along with each student's year and major, will be in the mail
- USC has not released 6/30/20 (fiscal year-end) numbers yet, so 3/31/20 information was used for the letters. There has been no update from USC of a release date for year-end balances, the estimate is still mid-November.

Attachment:

Clifford Swan 11.04.20 Portfolio Report, Funds A-E

2nd Vice Presidents/Scholarship

Ann Palmer Carol Wright

Oral Report/NO

Submitted By: Ann Palmer and Carol Wright

REPORT:

- Carol and Ann have had three all day meetings, preparing the Scholarship Committee training manual and the PowerPoint presentation. The committee training will be held on Monday, 11/16 (10-11:30) and Tuesday, 11/17 (4-5:30). These trainings will be held on Zoom with Ian Chestnut hosting the meetings. Sara Pfirrmann, Scholarship Advisor, will be monitoring the Chat Box and will answer any questions/concerns. She will respond during the two Q&A breaks.
- Once again, due to Covid-19, more changes have to be implemented to the Scholarship program. Since it is uncertain as to whether scholarship candidate interviews will be held on campus, a new “game plan” has to be developed. The VPs decided to break up the committee training into two distinct parts. November 16/17 will focus on reading, evaluating, and scoring the written applications. Mid-January interview training sessions will be held, whether the interviews are in person or virtual. If the interviews have to be on Zoom, a consultant has been contacted to train our committee on Zoom etiquette. Having attended the TGLA general meeting on 10/30/2020, and hearing the featured speaker, Mina Martinez of Prestige Protocol, the VPs decided to hire her as part of the interview training sessions. Her company, Prestige Protocol, is an approved vendor on the USC Portal. Mina is also a member of Town and Gown of USC.
- The Scholarship 101 PowerPoint presentation was posted on the Scholarship Portal. In lieu of attending this session in person, the scholars are required to log on, watch the slide show and then, thanks to the creativity of Ian Chestnut, answer 10 questions pertaining to the PowerPoint. The VPs are able to log on to the Scholarship Administration site and keep track of which scholars logged onto 101 and answered the “quiz questions”. Scholarship 101 is still a scholarship requirement. Answering the questions holds the scholars accountable.
- Individual scholars continue to be highlighted in the Town and Gown of USC monthly newsletter.
- Due to Laurie Hunter Tiedemann taking on the daunting task of consolidating all the various scholar, donor, and financial aid files, obtaining the necessary information to give to the scholars, for them to write their thank you notes, has been delayed. The deadline for thank-you note submission has been extended to January 11, 2021. This, too, is a scholarship requirement. Town and Gown of USC Board members who are also donors were notified of this extension.
- Due to the fact that we have quite a few scholars enrolled at Keck, Carol and Ann will be attending the Keck School of Medicine of USC 15th Annual Scholarship Luncheon (Zoom) program on Thursday, December 3, 2020.

3rd VP/Fund Development Elle Feldman

Oral Report/YES

Submitted By: Elle Feldman

REPORT:

- Elle Feldman completed correspondence to all Fund 1 donors. The notes were a friendly "hello" and to make our donors aware that Town and Gown always appreciates their support.
- Elle completed a "Donors Corner" article on Christine Ofiesh for the October newsletter.
- Elle also sent Marcia Kreditor a letter about a donation that was made in memory of Alan Kreditor.
- Elle sent an email to committee members to summarize Fund Development activities thus far, and to see if the committee is in agreement about sending Holiday Greetings to our donors in the month of December rather than a November Holiday card.

Oral Report

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4th VP/Membership Kathie Johnson Virginia Naeve

Oral Report/YES

Submitted By: Kathie Johnson and Virginia Naeve

REPORT:

- No additional report

MOTION:

Upon recommendation of the Membership Committee, we, Kathie Johnson and Virginia Naeve, move to approve the following Candidates for Annual Membership: Rebecca Bodensteiner, Lynda Kyle, Michelle Silliman, and Christina Tusan.

Attachments:

Membership Applications, November, 2020. Annual: (Bodensteiner, Kyle, Silliman, Tusan)

5th VP/Programs Patti Jamgotchian Colleen Stroyke

Oral Report/YES

Submitted By: Patti Jamgotchian and Colleen Stroyke

REPORT:

- The second General Meeting of the year featured remarks by USC President Carol L. Folt, *USC Update*; and keynote speaker, Tracy Schandler Walder, Former CIA Officer

and FBI Special Agent, *Life as a CIA Operative and Female Empowerment*. There were 380 people who registered for the Zoom meeting and about 300 who joined the call, with \$3,255 in raffle sales. The event was recorded and is available on the Town & Gown website.

- The December 1st Holiday Event will be live from GEARYS in Beverly Hills featuring a virtual look inside of GEARYS. The event will include the history and tour of this iconic store, a display of their holiday decorations, as well as expert advice on tabletop tips, what's trending, and how to make what you already own look unexpectedly new.
- Electronic invitations will be emailed on 11/9, 11/16, 11/23, 11/30. Please RSVP.
- In addition to receiving the Zoom link when someone RSVPS, a reminder Zoom link will be emailed the day before the event (instead of the morning of the event going forward).
- We are contacting the people who still receive postal mailed invitations to see if they will switch to electronic invitations.

Oral Report:

- Board and Past Presidents participation on our future Zoom General Meetings
- December 1 Holiday Event participation – six more people may join in-person. Email programsvp@townandgownofusc or pattisjam@aol.com to reserve your spot.

Governance Chair

Beth Petak-Aaron

Oral Report/YES

Submitted By: Beth Petak-Aaron

REPORT:

- The committee met and has started the review of Annual Reports submitted by last year's VP's and Chairs.
- Per the request of Sally Edwards and Pat Whitman the Committee also reviewed ByLaws Article VIII, Section 6 (b) second sentence which currently reads: "The CEO/President shall be the executive officer of the Corporation and shall be a Director, a member of the Executive Committee, and a member of all standing and ad hoc committees."
- A revision was discussed and approved as follows: "The CEO/President shall be the executive officer of the Corporation and shall be a Director, a member of the Executive Committee, and a member of all standing and ad hoc committees except the Audit Committee and the Nominating Committee."
- This change/revision would align this section of the ByLaws with that of the Audit Committee and the Nominating Committee and their policies.

MOTION:

Upon recommendation of the Governance Committee, I, Beth Petak-Aaron, move to accept the change to By Laws Article VIII Section 6(b) as written and presented.

Nominating Chair Chris Gregg Oral Report/NO

Submitted By: Chris Gregg

REPORT:

- The Nominating Committee wants to thank everyone for submitting their Call for Nominations Form. The Committee is in the process of reviewing the 51 nomination forms which were received for the seven elected Board Positions for 2021-2022. The Committee will present the slate of Officers and Directors for Board Approval at the January 26, 2021 Board Meeting.
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Benefit Chair Kathi Nicolard Oral Report/**YES**

Submitted By: Kathi Nicolard

REPORT:

- No report

Oral Report:

- Update on Benefit plans
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Hospitality Co-Chairs Edie Etmekjian Ayuko Siegel Oral Report/**YES**

Submitted By: Edie Etmekjian and Ayuko Siegel

REPORT:

- At the 11/3/20 General Meeting, 812 raffle tickets were sold and \$3,255 was collected.
- The prizes were: \$500 Amex gift card and 2 Timree coffee mugs
- Two breakout session of 12 minutes each were hosted prior to the speaker.

Oral Report:

Communication Chair Joyce Fadil Oral Report/NO

Submitted By: Joyce Fadil

REPORT:

- Note cards sent to:

Edie Etmekjian (Husband in Hospital) Oct. 19, 2020
Debbie Gilmour (Daughter Passed) Oct. 19, 2020
Gayle Roski (passed) Sent to City/Ind. Oct. 26, 2020
Yvonne Bogdanovich (daughter surgery) Oct. 30, 2020
Tim Brunold (50th Birthday)

- Social media:
Posted weekly to Facebook and Instagram
Instagram page: 10 new followers (1,138 as of October board report, 1,142 currently)
Facebook page: 15 new followers (930 as of October board report, 945 currently)
- The Communications team would love it if everyone would please tag @townandgownofusc and #townandgownofusc in their celebration posts so that they can share your happy moments with all of T&G followers.

Physical Facilities Chairs D’Arcy McLeod/Marilou Hamill Oral Report/NO

Submitted By: Marilou Hamill and D’Arcy McLeod

REPORT:

- Physical Facilities Co-Chairs, D’Arcy McLeod and Marilou Hamill, want to thank the Board again for their support approving the funds for the audio visual equipment for USC Hospitality. When President Folt spoke at the November 3 General Meeting, it was nice to hear her thank us for our generosity in providing the equipment. The whole University will benefit from this purchase and we can use the money we save from our use of the equipment towards another worthy cause.

Audit Chair Carol Kroesche Oral Report/NO

Submitted By: Carol Kroesche

REPORT:

- No activity to report since the last meeting/report

Parliamentarian Helaine Lopes Oral Report/NO

Submitted By: Helaine Lopes

REPORT:

- As a reminder, listed below is sample language used in the two different types of motions used in Board Meetings and in the Consent Agenda. Board Members should use this language when submitting motions with their Board Reports.

- **Two types of Motions (Sample Language)**

Motion Coming From Committee: *Upon the recommendation of the Finance Committee, I, Kathleen Campos, move to approve the financial reports for 5/31/2020.*

(Reminder: motions from Committee do NOT need a second)

Independent Motion Coming From the Floor: *I, Sandra Johnston, move to approve the Board Meeting Minutes from May 28, 2020, and the Consent Agenda for June 30, 2020, as distributed.*

Second: Chris Gregg

(Reminder: motions not coming from Committee DO need a second)

Members-at-Large Denise Magro/Janyce Teasley/Jody Zuvich Oral Report/NO

Submitted By: Jody Zuvich

REPORT:

- No activity to report since the last meeting/report

Guest Speaker:

Dr. Steven Siegel, Professor and Chair, Psychiatry and the Behavioral Sciences, of the Keck School of Medicine of USC

ATTACHMENTS:

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- **Town and Gown of USC Financials 10.31.2020**
- **Clifford Swan 11.04.20 Portfolio Report, Funds A-E**
- **Membership Applications, November 2020**