



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
May 25, 2021, 9:35 a.m.
Zoom

Pre-Meeting (9:30am) **All Board Members and Past Presidents**
Optional Social Time for all interested Board Members.

Pre-Meeting (9:35am) **Current and Incoming Board Members**
Introduction of newly-installed Board Members

Guest Speakers (9:45a.m.)

- **Patrick Auerbach, Associate Senior Vice President for Alumni Relations**
Introduced by Carol Fox
 - **Stacy Giwa, Vice President of Ethics and Compliance**
Introduced by Patrick Auerbach
-

CEO Report and Updates **Hilary Crahan** **Oral Report/YES**

Submitted By: **Hilary Crahan**

REPORT:

- **Fund Development, Vice Presidents**
Marilyn Kezirian, who has been elected Fund Development, Vice President, for the next two years and Chris Gregg, who has been appointed Fund Development, Vice President,

for fiscal year 2021-2022 will be writing a Fund Development Plan for our non-profit. Marilyn and Chris will be convening meetings with various members of our Board of Directors as well as Past Presidents. These meetings will allow Marilyn and Chris to write the optimal strategy for future fund raising and stewardship from our 501(c)(3). Thank you, in advance, for agreeing to meet as Marilyn and Chris organize and arrange these meetings.

With our collective and collaborative leadership, we are sure to be successful in this new endeavor.

The Fund Development Plan will be presented to the Board in the late Spring of 2022. All parliamentary procedures will be followed in the approval of this newly envisioned Plan.

- **Day of SCervice**

Town and Gown of USC has budgeted monies for the March 2022 Day of SCervice. Town and Gown of USC will **not** be organizing an August Day of SCervice.

- **2020-2021 Impact Report**

The Town and Gown of USC Impact Report video will be emailed July 1st. This Impact Report video will serve as an Annual Report showcasing the successes and accomplishments for our 501(c)(3) during fy 2020-2021.

Carol Mollett, Kathleen Campos, Laurie Hunter Tiedemann – Ad Hoc Committee.

- **www.townandgownofusc.org**

New design of the web site is meeting all deadlines.

Stakeholders met to review the first draft. Web site is still on track to launch June 30th.

Beth Petak-Aaron, Patti Johnson, Colleen Stroyke, Bonnie Suffridge, Ann Palmer, Carol Wright, Kathie Johnson, Virginia Naeve, Marilyn Kezirian - Ad Hoc committee

Carol Mollett is working to ensure our historical photos are added.

- **USC HOTEL Ballroom**

A walk thru with USC Hospitality is set for June 4th.

- **Tom Mc Whorter, Dean of Financial Aid**

A Zoom was held with Tom to discuss the \$10,000 Town and Gown of USC merit-based scholarship amount. \$10,000 is a significant gift in the way that USC is able to package a complete tuition package for undergraduates.

The Dean mentioned the significant debt, however, that Graduate students incur.

The Dean will make a complete presentation of Financial Aid for both the undergraduates and graduate students at USC at our September 28th BOD meeting. 11am to 11:30am

- **June 15th**

PLEASE let me know if you have any specific dietary restrictions 323-351-3557.

This is a welcome and a thank you for our Past Presidents and Board of Directors. None of the expenses for this luncheon will be charged to Town and Gown of USC. **This is my gift to you.**

PLEASE NOTE: there is a great deal of construction around the California Club. Please give yourselves an extra 20-25 minutes to navigate downtown Los Angeles. Carpooling is encouraged.

- **SAVE THE DATE**

Thursday, September 9th 10am to 2pm

Past Presidents and Board of Directors Welcome Luncheon at the USC HOTEL Ballroom

October 26, 2021 Board of Directors meeting

Catherine Quinlan, Dean of the USC Libraries will be our featured guest speaker.

April 5, 2022

Annual Benefit to be held at The Beverly Hills Hotel.

Recording Secretary/Permanent Records

Patti Johnson

**Oral Report/YES
Consent Agenda**

Submitted By: Patti Johnson

REPORT:

- Recorded Minutes for April 27 Board Meeting and May 4 General Meeting
- Created Zoom Meeting for May 25 Board Meeting; invited current Board Members, Past Presidents, New Board Members, and guest speakers; collected reports, created agenda, and distributed all materials
- For the Board Portal: Spoke with Ian Chestnut about updating documents, adding new documents, and revising specific documents to electronic versions, and about plans for June 30 Board Portal Workshop
- Sent a save-the-date notice to 2021-2022 Board Members and Past Presidents for June 30 Board Portal Workshop
- Added April 2021 materials to Permanent Records
- Attached Town and Gown of USC Organizational Chart, 2021-2022, will be posted onto the Board Portal and printed in the 2021-2022 Directory

Oral Report:

MOTION:

I, Patti Johnson, move to approve the

- **April 27, 2021, Board Meeting Minutes**
- **May 4, 2021, General Meeting Minutes**
- **Consent Agenda Cover Page for May 25, 2021, and the**
- **Consent Agenda for May 25, 2021, as distributed.**

SECOND: _____

Attachments:

April 27, 2021 Board Meeting Minutes

May 4, 2021, General Meeting Minutes

Consent Agenda Cover Page for May 25, 2021

Consent Agenda for May 25, 2021

Town and Gown of USC Organizational Chart, 2021-2022

CFO/Treasurer

Kathleen Campos

Oral Report/YES

Consent Agenda

Submitted By: Kathleen Campos

REPORT:

- Kathleen is delighted to report the Finance Committee has been wonderful in wrapping up the year early. It has been a pleasure serving with these women. Town and Gown of USC, with the professional guidance of Isabel Weil, reviewed the contracts for Tina Kreditor, Kari May, and Michael Marshak last year. We are keeping the contracts intact.
- Please note Tina Kreditor is now \$85.00 per hour, but still under budget. Michael Marshak will be receiving \$15,000 a year and Kari May \$29,400 a year. Both amounts were previously approved last month in our budgets. The contracts will be sent shortly for signature.
- Please note changes were made to the line items in all three budgets and the chart of accounts to be in alignment with current practices.
- A new tradition this year is the CFO sent the thank you letter to all donors for our Benefit. The letter was issued by email 4/30/2021.
- At our last General Meeting, we shared the financial highlights with the entire organization. Roxy was kind enough to provide a visual tool to complement the verbiage. The slides and presentation were also recorded for the Town and Gown of USC impact video. Kathleen shared the bank contact information with 1st V.P., Investments, so we can send the allotment from USC via federal fund wire.
- We completed the Timree inventory update for our annual report. While Kathleen will be transitioning from CFO, she will complete the annual taxes in July as is the Town and Gown of USC tradition.

Oral Report:

MOTION #1:

Upon the recommendation of the Finance Committee, I, Kathleen A. Campos, CFO, move to approve the Financial Records of 4.30.2021

MOTION #2:

I, Kathleen A. Campos, CFO, move to give \$100.00 each in gift cards to Kari May, Tina Kreditor, Michael Marshak, Ian Chestnut, and Roxy Kimmel Szigat. The total amount of \$500.00 is to be given at the annual meeting. This is in recognition of their support during the 2020-2021 fiscal year.

MOTION #3:

I, Kathleen A. Campos, CFO, move to transfer \$16,040 from the General Meeting opportunity drawing of \$31,040 to Clifford Swan Fund II and \$15,000 to the USC Financial Aid Department to cover computer costs for current USC students in need of laptops.

Attachments:

Town and Gown of USC Financials 4.30.2021

1st Vice President/Investments

Laurie Hunter Tiedemann

**Oral Report/NO
Consent Agenda**

Submitted By: Laurie Hunter Tiedemann

REPORT:

- The USC performance report for Fund I for the quarter ended 3/31/21 is attached. The results of Fund I compare favorably to both the USC policy portfolio and the Barclays U.S. Aggregate Index which USC uses as a benchmark.
- Also, please see the attached Clifford Swan portfolio reports as of 4/30/21 for Funds A – E, which comprise Town & Gown Fund II.

Attachment:

**USC Presentation: Town and Gown Endowment Fund Review, 03.31.2021
Clifford Swan Reports as of 4.30.2021**

2nd Vice Presidents/Scholarship

Ann Palmer Carol Wright

**Oral Report/NO
Consent Agenda**

Submitted By: Ann Palmer and Carol Wright

REPORT:

- Representing the Scholarship Committee, Carol and Ann attended Barbara Orechhoff's memorial service on April 24, 2021.
- Following up on conversations Hilary and Ann had with T&GUSC member Cyrice Griffith regarding diversity, equity and inclusion among our scholars, letters were sent to the Pasadena Unified School District, the Los Angeles Unified School District, and Cyrice's contact at the Annenberg School. Meetings have been requested to discuss how T&GUSC can better reach out to African American high school seniors, making them aware of our merit-based scholarship program. To date, Ann attended the PUSD monthly high school counselors' Zoom meeting where she introduced them to Town and Gown of

USC's scholarship program. Also, once again, ads will be placed in the August *Daily Trojan* informing currently enrolled students about our scholarships.

- On April 20, 2021, Carol and Ann met to decide which of our remaining 230+ qualified applicants would receive a scholarship offer. Upon lengthy discussions with the Scholarship Advisor, Sara Pfirrmann, it was decided to offer 30% (22) to incoming freshmen; 40% (30) to current/transfer students, and 30% (24) to graduate applicants. The total adds up to our number of 76 available new scholarships.
- Our lists of potential scholars were sent to the following USC personnel to verify their status:
 - Brittany-Baker Brousseau, Sr. Asst. Dir. Admissions (freshmen applicants)
 - Frank Chang – University Registrar (current/graduate applicants). Once we have a confirmed list of new scholars, their names will be sent to the new Asst. Director of Financial Aid: Alexia Gonzalez.
- It became very apparent how hard it has become to get admitted to USC as an incoming freshman. Over the course of four days, 73 qualified names were submitted to the freshman admissions office. Out of that list, 8 of the applicants have received either a President or Trustee Scholarship, which makes them ineligible for a T&GUSC scholarship. Out of the 65 names remaining, only 18 students were admitted to USC and sent the T&GUSC offer letter. Eight of those students have opted to attend other universities. So we have 10 incoming freshmen who have accepted our scholarship offer! Therefore, our number of available scholarships for current and graduate students went up – we sent contracts to 39 current students and 26 graduate students.
- As of 5/14/21 all but 16 scholars have returned their signed contracts. USC finals have just ended, so we expect the remaining contracts to be emailed shortly.
- We now have new and existing scholars from all the USC schools and programs except for Roski School of Art and Design and the Kaufman School of Dance.
- Ian Chestnut has sent out the denial letters to all those applicants who were interviewed but did not receive a scholarship.
- A luncheon, celebrating the outstanding 2020-2021 Scholarship Committee will be held on June 8, 2021 at Ann Palmer's home..

3rd VP/Fund Development

**Oral Report/NO
Consent Agenda**

Submitted By:

REPORT:

- No activity to report since the last report.

4th VP/Membership **Kathie Johnson** **Virginia Naeve** **Oral Report/YES**
Consent Agenda

Submitted By: **Kathie Johnson and Virginia Naeve**

REPORT:

- Membership had a successful Zoom New Member Orientation meeting on April 28. It was well attended by our new members as well as our President and board members for Hospitality, Scholarship, Fund Development, Membership, and Benefit. New members enjoined hearing about committee involvement opportunities.
- Membership from July 1, 2020 — May 15, 2021:
 - 25 Annual Members
 - 4 Life Members

Oral Report:

MOTION #1:

Upon recommendation of the Membership Committee, we, Kathie Johnson and Virginia Naeve, move to approve the following Candidates for Annual Membership: Margi Kuhn and Palma Vincenti.

MOTION #2:

Upon recommendation of the Membership Committee, we, Kathie Johnson and Virginia Naeve, move to approve the following Candidate for Life Membership: Ann Brizius.

MOTION #3:

Upon recommendation of the Membership Committee, we, Kathie Johnson and Virginia Naeve, move to approve the following Candidates for change of status to Annual to Life membership: Kelley McBride and Barbara Prieto.

Attachments:

- **Membership Applications, May 2021. Annual: Palma Vincenti; Life: Ann Brizius; and Change from Annual to Life: Kelley McBride and Barbara Prieto.**
- **Membership Application (Additional), May 2021. Annual: Margi Kuhn**

5th VP/Programs **Patti Jamgotchian** **Colleen Stroyke** **Oral Report/YES**
Consent Agenda

Submitted By: **Patti Jamgotchian and Colleen Stroyke**

REPORT:

- The May 4th General Meeting and Zoom Speaker Series, included the installation of the newly elected and appointed Board of Directors, the recognition of Life Members, and the presentation of two prominent political strategists and experts: Robert “Bob” Shrum - Director, USC Dornsife Center for the Political Future; Carmen H. and Louis Warschaw Chair in Practical Politics, and Michael Murphy, Co-Director, USC Dornsife Center for the Political Future.
 - 278 members and guests registered for the May meeting
 - In addition to the keynote speakers, highlights of the meeting were:
 - Board presentations by Hilary Crahan – CEO/President, Bonnie Suffridge – Board Member, Kathleen Campos – CFO, Kathie Johnson and Virginia Naeve – VPs Membership, Ann Palmer VP Scholarship
 - Social Breakout Rooms and Opportunity Drawing hosted by Edie Etmekjian and Ayuko Siegel
 - Elements of Engagement included: Installation of Officers video, Board Thank You video
 - Raffle ticket sales were \$3,925
 - The event was recorded and is available on the Town & Gown website.
- Programs 2021-2022
 - A very successful Zoom Programs Committee meeting was held on May 6th where 34 outstanding speakers were presented to the committee. Thank you to the Board members who contributed speaker names.
 - After summarizing potential speaker bios, the committee will receive the ballot via email and will be asked to rank their preferences and return by June 6th. All votes will remain confidential.
 - Once results are tallied, the top-ranking speakers will be contacted, and scheduling will begin. The goal is to have the speaker calendar finalized by mid-summer.
 - Colleen and Bonnie are truly looking forward to a fantastic year ahead with a terrific line up of diverse and engaging speakers. Thank you.

Oral Report: 5-minute presentation

- The June 15th Past Presidents and incoming and outgoing Board of Directors Luncheon Meeting will be held at the California Club from 10am-2pm.
 - #1 Filming of Past Presidents
 - #2 Filming of Past Presidents and 2021-2022 Board of Directors
 - #3 Filming Sally Edwards, Past President of T&G
 - Oral Presentations by 2020-2021 Board of Directors

Governance Chair

Beth Petak-Aaron

**Oral Report/YES
Consent Agenda**

Submitted By: Beth Petak-Aaron

REPORT:

- The Governance Committee met both by Zoom and email discussion to cover the following topics for our final meeting of fiscal year 2020-2021.
 - 1) Under Qualifications for Membership, it currently states that “Any woman who fulfills the following qualifications.....” It is recommended by Governance Committee that the word “woman” be reworded to say “person who identifies as female”. So, the wording would go as follows:

“Any Person who identifies as female, who fulfills the following qualifications (the “membership Qualifications”) may be admitted by the Board as a Member.”

Within our meeting, there was discussion regarding the wording: "Women of Distinction". It was decided that the wording should remain as is.
 - 2) The Agreement: It was brought to Governance that there should be an addition made to the 1st VP, Investments Job Description. Peter Weil wrote a letter to the organization regarding the Agreement in order to clarify some points. It came to Governance attention that there was a need for annual education regarding the agreement that Town and Gown of USC has with the university. It was thought that the First Vice President be accountable for this continuing education which sets our 501(c)(3) in good stead for the present and the future.

The proposed Job Description is as follows:

The First Vice President, Investments substitutes for the CEO/President in the event of her absence or inability to serve. She monitors the reports of Fund I (USC Endowment) and Fund II (Clifford Swan) to maintain a working knowledge of the assets, changes in value, expenditures and available funds for scholarship and beautification.

She meets annually with the Town and Gown of USC attorney to ensure Town and Gown of USC is in compliance with the Agreement.

She leads an Oral Presentation regarding the Agreement at the September Board of Directors meeting. Additionally, she invites the Town and Gown of USC attorney to be a part of this oral presentation. This oral presentation serves as continuing education for the Board of Directors.

The First Vice President, Investments convenes a meeting of all the signers of the Agreement and appropriate stakeholders annually to ensure the history of the Agreement is fully understood by current leadership.

She reports monthly to the Board of Directors on the status of the investment funds and obtains approval for use of assets. She analyzes endowment fund values and allocates to respective scholarship students. She serves as the Scholarship Donor Liaison and facilitates the establishment of the new Gift Agreement for Scholarship Funds. She must have been a member of Town and Gown of USC for two years; a minimum of three years of service on the Board is preferred prior to being elected to the position.

Oral Report:

MOTION #1:

Upon recommendation of the Governance Committee I, Beth Petak-Aaron, move to approve the membership By Law changing the word “woman” to “person who identifies as female” in order to align our By Laws with the VP of Membership handbook.

MOTION #2:

Upon recommendation of the Governance Committee, I, Beth Petak-Aaron, move to approve the proposed additions to the 1st VP, Investments Job Description. These additions hope to guarantee continued education of The Agreement made with USC regarding our endowment.

MOTION #3:

I, Beth Petak-Aaron, Governance Chair, move to approve Dr. Arthur C. Bartner as an Honorary Member of Town and Gown of USC.

MOTION #4:

I, Beth Petak-Aaron, Governance Chair, move to approve Niki and Dr. C.L. “Max” Nikias as Honorary Members of Town and Gown of USC.

MOTION #5:

I, Beth Petak-Aaron, Governance Chair, move to approve Laurence Franklin as an Honorary Member of Town and Gown of USC.

MOTION #6:

I, Beth Petak-Aaron, Governance Chair, move to approve Sterling Franklin as an Honorary Member of Town and Gown of USC.

MOTION #7:

I, Beth Petak-Aaron, Governance Chair, move to approve Peter Weil, Esquire, as an Honorary Member of Town and Gown of USC.

MOTION #8:

I, Beth Petak-Aaron, Governance Chair, move to approve Steve Yamaguchi, Esquire, as an Honorary Member of Town and Gown of USC.

MOTION #9:

I, Beth Petak-Aaron, Governance Chair, move to approve Katharine Harrington as an Honorary Member of Town and Gown of USC.

Nominating Chair

Chris Gregg

Oral Report/NO
Consent Agenda

Submitted By: Chris Gregg

REPORT:

- No activity to report since the last meeting/report.

Benefit Chair **Kathi Nicolard** **Oral Report/YES**
Consent Agenda

Submitted By: **Kathi Nicolard**

REPORT:

- Kathi will present a motion at the meeting.

Oral Report:

MOTION:

I, Kathi Nicolard, Benefit Chair, move to donate an additional \$800 into the Ruberta Harwell Weaver endowed scholarship fund.

Hospitality Co-Chairs **Edie Etmekjian** **Ayuko Siegel** **Oral Report/YES**
Consent Agenda

Submitted By: **Edie Etmekjian and Ayuko Siegel**

REPORT:

- For the 5/4/21 General Meeting, 928 opportunity drawing tickets were sold and \$3,715 was collected.
- 2 prizes were: AmericanaThemed, Memorial Day or 4th of July entertainment basket donated by Kathleen Campos, and a Timree Pillow with a \$250.00 Amex gift card
- One 15-minute breakout session was held prior to the general meeting.

Oral Report:

- May birthdays

Communications Chair **Joyce Fadil** **Oral Report/NO**
Consent Agenda

Submitted By: **Joyce Fadil**

REPORT:

- Note cards sent to:
 - Bonnie Suffridge (aging parents) May 5, 2021
 - Mary Green Rooney (She passed) May 10, 2021
 - Sandy Johnston (Father passed) May 10, 2021
- Social media:

- Posted to Facebook and Instagram approximately twice weekly this month. Completed posting daily pics of our 72 graduating scholars (requested graduates to tag @townandgownofusc in their graduation posts)
- Instagram page: 24 new followers (1,285 as of April board report, 1,309 currently)
- Facebook page: 4 new followers (978 as of April board report, 982 currently)

Physical Facilities/Historian Chairs D’Arcy McLeod/Marilou Hamill

**Oral Report/YES
Consent Agenda**

Submitted By: D’Arcy McLeod and Marilou Hamill

REPORT:

- In their Oral Report, D'Arcy and Marilou will give an update on the progress of the Chiavari chairs and upholstery that were ordered last month for the Town and Gown Ballroom.

Oral Report:

Audit Chair

Carol Kroesche

**Oral Report/YES
Consent Agenda**

Submitted By: Carol Kroesche

REPORT:

- Update will be given in Oral Report.

Oral Report:

Parliamentarian

Helaine Lopes

**Oral Report/YES
Consent Agenda**

Submitted By: Helaine Lopes

REPORT:

- At the June Board meeting, incoming Board members will be asked to sign 2 documents.
- The first is the “Electronic Voting Consent form,” (EVCF) which provides consent from each member to allow for electronic voting and states “All Board Directors are voting members per California law. The Town and Gown President and/or Executive Board, may determine an Electronic Vote to be necessary to keep business issues handled promptly and/or properly. By clearly printing and signing your name fully to this Electronic Vote Consent Form (EVCF), you hereby agree to have your vote counted as requested between formal Board meetings. Please sign and return this EVCF form to the Parliamentarian today to ensure we have a quorum for any emergency voting. Thank you. An EVCF is to

be signed each year prior to summer break and as needed to ensure as many Directors on the Board have a chance to sign prior to any Electronic Vote. One may hold various positions on the Board but ONLY sign name in ONE spot.”

- The second is the “Confidentiality Agreement,” which states “I agree that I will not at any time – during my tenure on the Board or after – divulge any such Confidential Information, nor transfer any such Confidential Information to any third party, nor use any such Confidential Information for my own purpose or for any purpose other than in connection with my authorized role as a member of the Board of Town and Gown unless such disclosure shall have been approved in writing, in advance, by the President of Town and Gown.”
- The EVCF is accessible on the Board portal and can be submitted electronically.
- The Confidentiality Agreement is presently a paper document but we are in the process of uploading it as an electronic copy as well.
- We will have hard copies of these documents at the June meeting for those who have trouble accessing them on site.

Oral Report:

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

Submitted By: Jody Zuvich

REPORT:

- No activity to report since the last meeting/report.

ATTACHMENTS:

- **April 27, 2021 Board Meeting Minutes**
- **May 4, 2021 General Meeting Minutes**
- **Consent Agenda Cover Page for May 25, 2021**
- **Consent Agenda for May 25, 2021**
- **Town and Gown of USC Organizational Chart, 2021-2022**
- **Town and Gown of USC Financials 4.30.2021**
- **USC Presentation: Town and Gown Endowment Fund Review, 03.31.2021**
- **Clifford Swan Reports as of 4.30.2021**
- **Membership Applications, May 2021. Annual: Palma Vincenti; Life: Ann Brizius; and Change from Annual to Life: Kelley McBride and Barbara Prieto.**
- **Membership Application (Additional), May 2021: Annual: Margi Kuhn**