



**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.

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**Board Meeting Minutes**  
**October 26, 2021, 9:35 a.m.**  
**Scriptorium Room, University Club and Zoom**

**Pre-Meeting (9:35 a.m.)**

**All Board Directors and Past Presidents**

The Directors and Past Presidents, whether in-person or on Zoom, had a few minutes to socialize before the meeting began.

The meeting was called to order at 9:45 a.m. Patti Johnson confirmed a quorum.

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**CFO/Treasurer**

**Kathie Johnson**

**Oral Report/YES  
Consent Agenda**

**Submitted By:** **Kathie Johnson**

**REPORT:**

- **GUEST: Tina Kreditor, T&GUSC Accounting Associate**, will review a new bill-paying system, called [bill.com](http://bill.com)
- Financial reports are attached. If there are any questions, please contact Kathie at [kmuljohn@gmail.com](mailto:kmuljohn@gmail.com) prior to the Board meeting so she can be prepared with answers to the questions. Overall, we had an increase in income due to the collection of additional Membership dues (\$3875), Scholarship donations (\$1045), Opportunity drawing (\$3580) and Interest income (\$5940). The largest increases in expense were from the following areas : Equipment rental/maintenance (\$5000), Handbook printing (\$10,640), Luncheon (\$4252), Professional Fees (\$7600) and Scholarship celebration (\$1145).

- See attached General Liability and Directors & Officers statement for policy period 10/27/2021 - 7/26/2022. Kathie has spoken with Angela Tashchian at Gallagher Insurance Co. to discuss our policy and compare premiums for other A-rated non-profit carriers. Our current premiums remain competitive with General Liability at the same premium level as last year, while the Directors & Officers Liability premium actually reduced by \$33.
- Updated Check Requisition form. T&GUSC Accounting Associate and Kathie amended the form to a more simple format that allowed for broader expense reporting in each category. Please remember to remit all invoices when submitting this form. If approved, the new Requisition form will be under the Board Portal for the convenience of the BOD.
- Approval needed for the purchase of holiday gift cards for \$500 (\$100 each) for our five independent contractors and vendors.

***Oral Report:***

- Kathie Johnson introduced Tina Kreditor, T&GUSC's Accounting Associate, who attended via Zoom.
- Highlights from Tina's presentation:
  - She works with about 15 clients, seven of which are nonprofit organizations
  - She explained the current payment process of Town and Gown of USC, during this time of COVID-19. It involves writing checks, FedEx expenses, U.S. Post, and time
  - Current costs and timing issues have led her to suggest bill.com for T&GUSC
  - It is a widely-used, secure, publicly-traded company that has been around for 15 years. About 80 of the top 100 CPA firms use it
  - The current and potential costs would be approximately the same, but the proposed program would be safer and more efficient. It would upload everything into QuickBooks. This would save Tina time and also benefit T&GUSC, which pays her an hourly fee
  - Checks will continue to be authorized by two signers from T&GUSC. Vendors may choose to have checks deposited directly into their account or to receive a bill-pay check
  - Tina would continue to issue hard checks as needed, such as for speakers, scholarship checks to the university, and other items requiring documentation. This new program would eliminate about 95% of the checks she writes

**MOTION #1:**

**Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the use of bill.com bill-paying system by Town and Gown of USC.**

**Approved: 10.26.2021**

**MOTION #2**

**Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the September 2021 Financials.**

**Approved: 10.26.2021**

**MOTION #3:**

**Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the annual premium for Nonprofits Insurance Alliance (NIA) for the period 10/27/2021 - ~~10/27/2022~~ 10/26/2022. AMENDED ENDING DATE**

**Approved as amended: 10.26.2021**

**MOTION #4:**

**Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the updated Check Requisition Form.**

**Approved: 10.26.2021**

**MOTION #5**

**Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the purchase of five \$100 gift cards for our independent contractors and vendors as a holiday appreciation gift from Town and Gown of USC. This would include Tina Kreditor, Kari May, Michael Marchak, Ian Chestnut, and Roxy Szigat.**

**Approved: 10.26.2021**

Hilary thanked Kathie for her outstanding job as CFO. Kathie is thorough and professional. In fact, her thoroughness enabled Kathie to find a safe deposit box T&GUSC has had at Wells Fargo for 15 years. Since T&GUSC does not pay an annual fee for the box, no one remembered it existed. The box will be opened soon, and its contents will be revealed.

**Attachments:**

**T&GUSC Adding Bill.com**

**Town and Gown of USC September 2021 Financials**

**AJ Gallagher Insurance Premium 2021-2022**

**Check Requisition Form, dated 10.17.2021**

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**Special Introduction:**

**Janeane Dimpel**, Chair of Vendor Cashiering for the Benefit, introduced Arthur Alba, the new Associate Director of Undergraduate Programs, at USC Leventhal School of Accounting, and our liaison with the student cashiers. She was meeting with him today to discuss student cashiers at this year's Benefit. He is a USC Leventhal alumnus, and has been with USC for 15 years (12 at Leventhal). He told the Board he is looking forward to arranging for the student cashiers.

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**CEO Report and Updates**

**Hilary Crahan**

**Oral Report/YES**

**Submitted By: Hilary Crahan**

**REPORT:**

- We are working to secure a BOD training on Independent Contractors for January 2022. The goal of this training is to ensure we, as a Board of Directors, are meeting all of the restrictions and requirements with our Independent Contractors: Kari May, Tina Kreditor, and Michael Marchak.
- Peter Weil has the contracts for Kari May, Tina Kreditor and Michael Marchak under review.
- As stewards of a 501(c)(3), please familiarize yourselves with our By-laws. Article 1, Section 2.

**Purposes.** The Corporation is a nonprofit public benefit Corporation organized under the Nonprofit Corporation Law of California (the “California Nonprofit Corporation Law”). The purpose of the Corporation is to supplement in all practical ways the plans of the University of Southern California (the “University”) authorities for the welfare of the student body, to provide financial aid for worthy students by furnishing scholarships, and to promote good public relations in the community on behalf of the University (the “Corporation’s Purpose”). The Corporation shall not, except in an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the Corporation’s Purpose.

- Fiscal responsibilities of a 501(c)(3) authorized under the scope of work for Tina Kreditor, Accounting Associate.
  - Tax Accountant:
    - Annual Tax Filings:
      - 990 - IRS Return
      - 199 - CA State Return
      - RRF - 1 - Annual Registration Renewal Filing with CA Attorney General
  - Accounting Associate:
    - CT-NRP-1 - Application for Registration: Nonprofit Raffle with State of Calif
    - CT-NRP-2 - Annual Raffle Report with State of California
    - 1099 - Reporting of payments to Independent Contractors
    - 1096 - Summary of payments to Independent Contractors
    - SI-100 (Bi-annual) Secretary of State Filing
    - Various City filings, depending on where the benefit is held
- All queries for the General Meetings should come to the CEO/President/ not Kari May. Examples include: Parking, patio tables, meeting rooms for Committee meetings before or after the General Meeting and Luncheons.

- All newsletter submissions are to be emailed to the CEO/President no later than the 15<sup>th</sup> of each month.
- For this fiscal year, all opportunity drawing tickets will be sold online. We are having incredible success with this and plan to continue the online opportunity drawing only. The in-person opportunity drawing sales at the October General Meeting Speaker Series did not yield any significant source of revenue.
- **In regards to succession planning, please do wear your Past President or Board of Directors ribbon on your name badge monthly. Please do feel free to greet all members as we welcome everyone safely back to the Ballroom and “re-connect” in a meaningful way.**

### ***Oral Report:***

- Hilary thanked the USC AV technicians for their assistance with today’s meeting, and also USC, in general, for being extremely welcoming and hospitable to Town and Gown of USC
- The General Meetings and Luncheons are a tremendous opportunity to showcase T&GUSC’s mission to Deans and Administrative Staff at the university. Hilary asked the BOD to let her know if a Board Director wishes to extend an invitation to be the guest of Town and Gown of USC at a future General Meeting/Luncheon
- She thanked the following people for their help with the stewardship of T&GUSC
  - Beth Petak-Aaron for securing a luncheon with USC President Carol Folt, Beth, and Hilary in Carol’s office, set for November 30
  - Carol Fox for securing Michele Engemann, USC Trustee and Town and Gown of USC Woman of Distinction, to speak at the November 30, 2021, Board Meeting
  - Carol Fox and Carol Wright for arranging a Rossier table at the November 2 General Meeting and Luncheon
  - Kathleen Campos for securing Amber Miller, Dean of Dornsife, to speak at the 2/22/22 Board of Directors meeting
  - Marilou Hamill for securing Emily Roxworthy, Dean of the USC School of Dramatic Arts, to speak at the May 24, 2022, Board of Directors meeting
  - Jody Zuvich, Kathleen Campos, Wilma Pinder, and Marilou Hamill for securing Linda Zukowski, Chief Development Officer, USC Libraries Library Administration, as a guest at the March 1 General Meeting and Luncheon
  - Rhona Gewelber and Carol Mollett for organizing the tables for the December 6<sup>th</sup> Holiday table top luncheon. Rhona has been volunteering to organize this event for many, many years. She has generously donated the centerpieces to T&GUSC to sell, and proceeds benefit T&GUSC scholars and projects. Hilary encouraged the BOD to send thank-you notes to Rhona

- Colleen Stroyke, Bonnie Suffridge, Lisa Up de Graff, Bianca Patterson, Carol Wright, Susie Rhodes, Ann Palmer, Janyce Teasley, and Kate Farlow for helping to plan the December 6 Luncheon.
- Bianca Patterson for creating a video to livestream for our friends that cannot join us, in person, at the California Club on December 6
- Laurie Hunter Tiedemann for securing Tom McWhorter, Dean of Financial Aid, last month

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**Recording Secretary/Permanent Records**      **Patti Johnson**      **Oral Report/YES**  
**Consent Agenda**

**Submitted By:**      **Patti Johnson**

**REPORT:**

- Recorded Minutes/Notes for September 28 Board Meeting and the October 5 General Meeting
- Sent Emails to the BOD and Past Presidents for 1) an E-Vote (Band and Traveller sales at ACC Boutique) and 2) Donations for the 2022 Benefit
- Created Zoom Invitation for October 26 Hybrid Board Meeting; invited current Board Members, Past Presidents, and guest speaker to both the Zoom Meeting and the In-Person Meeting; collected reports, created agenda, distributed all materials, and posted Meeting material onto Board Portal
- Updated Permanent Records (binder and flash drive), July-Sept 2021

***Oral Report:***

- The last Board Meeting of 2021 is on Tuesday, November 30
- Board Report Requests will be emailed on Friday, November 12
- Reports will be due on Friday, November 19 — sooner would be better! Please try to submit your reports early if possible
- It would ideal if everything could be posted on the Board Portal by Tuesday, Nov 23; Thanksgiving will be on Nov 25. Otherwise, it will be posted by Friday, Nov 26

**MOTION:**

**I, Patti Johnson, move to approve the**

- **September 28, 2021, Board Meeting Minutes**
- **October 5, 2021 General Meeting Minutes**
- **Consent Agenda Cover Page for October 26, 2021, and the**
- **Consent Agenda for October 26, 2021, as distributed.**

**SECOND: Kathie Johnson**

**Approved: 10.26.2021**

**Attachments:**

**September 28, 2021 Board Meeting Minutes**

**October 5, 2021 General Meeting Minutes**

**Consent Agenda Cover Page for October 26, 2021**

**Consent Agenda for October 26, 2021**

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**T&GUSC Website Ad Hoc Committee**

**Patti Johnson, Chair**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Patti Johnson**

**REPORT:**

- The Website Ad Hoc Committee (Linda Dankwa, Colleen Stroyke, Carol Mollett, and Patti Johnson (Chair)) had its inaugural meeting via Zoom, on October 12, with Ian Chestnut, T&GUSC Webmaster
- Ian shared some of the recent and historical analytics of the website; it was a good review to see whether the website audience is “going where we want them to go.” Most views: #1 Home Page, #2 Scholarship section. Live-streaming of meetings was also near the top
- At the Committee’s suggestion, Ian made a few changes to the Home page, and he will add a Benefit section under the Scholarship Information section. The Benefit section will be updated continually in the coming months. The first item: the Benefit sizzle video
- A request was made to make sure photos of T&GUSC scholars reflect their actual diversity. An effort will be made on the website to show the diversity
- Each Committee member will focus on specific areas of the website for the next few months, and then they will rotate areas. The focus will be on content and photos. They will be contacting various VPs and Chairs for photos and current information
- The goal is to keep the website updated and current. The Chair will notify the CEO/ President, Administrator, and Communications Chair when updates are made, information is added, etc., so that links and/or mentions made be included in the newsletter and social media
- VPs and Chairs may contact Patti Johnson directly with updates they may have for their respective website sections

***Oral Report:***

- After discussion with Benefits Publicity Chair, Patti Jamgotchian, the Committee will think more about how to highlight the Benefit on the homepage. Perhaps a ribbon on the Home Page to direct visitors to the Events/Benefit page

- The Committee will look also at ways to drive new and current members to the website. Will discuss this with Membership.
- May include articles in the Website, like a “News on the Web...” akin to the “Did you know...” articles that will highlight updates on the website. Perhaps a monthly e-blast to the members to highlight the latest updates on the website.
- A related suggestion was made for the newsletter: to have links in the newsletter to the website. Moreover, there could be more links in the newsletter to items on the website or to other documents. This could make the newsletter shorter and, thus, easier to read

**1st Vice President/Investments**

**Laurie Hunter Tiedemann**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Laurie Hunter Tiedemann**

**REPORT:**

- The audit of USC Fund I for the fiscal year ended June 30, 2021, was still not complete as of the due date for this Board report. Therefore, we have not received the Town & Gown Fund I Portfolio Report which provides the market value of endowments as of June 30, 2021. Hopefully it will be available for next month’s meeting. USC says it is not unusual for it to take this long after year-end for the results of the audit to be released.
- Also, please see attached the Clifford Swan portfolio reports as of 10/15/21 for Funds A – E, which comprise Town & Gown Fund II. The market value of the funds is approximately \$2.85M.
- Graduate Student Scholarship Awards –
  - It has been under consideration for a few years to increase to \$15,000 the amount of the annual graduate level scholarship that Town & Gown of USC awards. A working committee was formed this past spring to study the feasibility of this change. The committee found through a Zoom discussion with Tom McWhorter, Dean of Financial Aid, that –
    - The T&G \$10K annual scholarship, along with self-help, Federal loans, and work study meets the financial needs of most of our scholars at the undergraduate level.
    - More often graduate students, along with the T&G scholarship, take out personal loans to fill in the gap.
    - Graduate students from such schools as Chan (Occupational Therapy) or Rossier (Education) tend to leave school with larger debts than undergrads and

often go into careers which do not provide high salaries to allow the repayment comfortably.

- Tom felt a \$15K T&G scholarship would be most welcomed and go a long way to help relieve the debt burden on graduate level scholars.
- On the T&G endowment side –
  - Increasing the graduate level scholarship is in line with T&G’s mission.
  - T&G’s scholarships are funded only with the earnings from the Fund I endowments.
  - Estimated earnings are provided from Fund I from which our scholarships are awarded.
  - Since it is only an estimate, we are quite conservative when we decide how many scholars we can accommodate.
  - Remaining actual earnings after scholarships are awarded are reinvested in Fund I and we have had a surplus for the last 5 years.
  - 50 out of 171 of T&G’s current scholars are graduate level. This year, the change would have increased the scholarship total \$250K, well within what T&G had available.
- Based on the above, a motion to increase the graduate level scholarship award will be introduced and voted on at the Board meeting.

### ***Oral Report:***

- There has been informal discussion over the past few years about increasing the dollar amount of graduate student scholarships to \$15,000. Laurie formed an ad hoc committee to address the issue more seriously. The committee met recently with Tom McWhorter, Dean of Financial Aid, to discuss the idea. While the needs of undergraduate students usually are met with the \$10,000 awards and, generally, other awards and grants, Tom said the needs of graduate students often are not met with such awards. Their gap often is covered with personal loans, amounting to increased debt at graduation. Many graduate students are in fields that do not have high salaries upon graduation. Thus, scholarship awards of \$15,000 would be very beneficial for those students.
- From the perspective of Town and Gown of USC. 1) the issue fits into our mission, 2) scholarship awards come from earnings of the endowment, not principal, and 3) every year, the *estimated* earnings of T&GUSC dictates how many scholarships may be awarded. The estimates are purposely conservative and with a large cushion.
- Recently the number of scholarships has increased because earnings have grown
- Had \$15,000 been awarded to this year’s 50 graduate students, the awards for those students would have totaled \$750,000, an increase of \$250,000 from this year’s actual figure

- The unused earnings go back to be re-invested
- In a given year, approximately 30% of the scholars are graduate students. The committee felt very comfortable increasing to \$15,000 the scholarship amounts for graduate students

**MOTION:**

**I, Laurie Hunter Tiedemann, 1st VP, Investments, do hereby move to increase the amount of the annual scholarships awarded to graduate students to \$15,000, beginning with the '22 - '23 fiscal year awards.**

**SECOND: Ann Palmer**

**Approved: 10.26.2021**

**Attachments:**

**Clifford Swan Fund II Portfolio Report 3rd Quarter, 09.30.2021**

**2nd Vice Presidents/Scholarship**

**Carol Wright, Susie Rhodes**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Carol Wright and Susie Rhodes**

**REPORT:**

From September 18 through October 15, 2021:

- An Invitation to the October 5, 2021, General Speaker Series Meeting featuring AD Mike Bohn was sent to all the scholars. 24 scholars responded they will attend. On the day of the meeting, 13 attended, 2 virtually and 1 canceled and 10 did not attend.
- Elyse Pollack, our featured scholar speaker was welcomed with enthusiasm. She is a Civil Engineering major with an emphasis in structural engineering and she is a member of the Trojan Marching Band. Her interest and participation in the Band fit nicely with our main speaker! A thank you note was sent to Elyse for her participation.
- We submitted our scholar spotlight to the newsletter. Our spotlight scholar is Madeline Kelley, a USC Dornsife Junior majoring in International Relations with a minor in Legal Studies.
- At the time of publication, our November scholar speaker has not been finalized.
- Susie Rhodes, Ann Palmer and Carol Wright have met to plan the Scholarship Committee Training to be held on Tuesday November 16 with a morning session beginning at 9:30 a.m. and a mid-afternoon session beginning at 3 p.m.. An email was sent to Karla Campos to discuss the details of the day. The training will be held at the University Club's Scriptorium Room. Box lunches will be served to all committee members who attend the training. We updated the PowerPoint presentation and will update the manual soon. The training will be filmed and will be posted on the Scholarship Committee portal for reference as well as the PowerPoint slides. An email was sent to the Scholarship

Committee regarding the timetable for the year. A follow-up email will be sent to the Committee with the invitation to the Committee training on November 16.

- On October 15, Susie Rhodes and Carol Wright met with Ian Chestnut over Zoom to discuss the scholarship process and timeline from his perspective. Dates for reading and interviewing will be finalized within the next few weeks. He will coordinate the filming of the training with USC AV.
- As of October 15, 346 applications have been started with 24 completed.

**Oral Report:**

- Carol Wright discussed a proposed Town and Gown of USC Scholarship cell phone and plan that would be used to conduct business with scholars
- It has been found that scholars respond more quickly to texts than to emails; a T&GUSC phone would enable Michael Marchak, Scholarship Associate, to contact them via texts. He would be the primary user
- The phone would be used to contact existing scholars more efficiently about events and other scholarship business. It would not be used for anything contractual
- The phone number would be given to contracted scholars, not to applicants
- According to T&GUSC Attorney Peter Weil, as long as the equipment in question is within the “scope of the work” performed by the independent contractor, it is also within the parameters of proper business practices

**MOTION:**

**I, Carol Wright, 2nd Vice President, Scholarship, move to purchase a cell phone and Plan to be used by Michael Marchak in his duties as Scholarship Associate.**

**SECOND: Patti Jamgotchian**

**Approved: 10.26.2021**

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**3rd VP/Fund Development**

**Marilyn Kezirian, Chris Gregg**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Marilyn Kezirian and Chris Gregg**

**REPORT:**

- Third Vice Presidents, Fund Development (FD) have been involved in the following projects and activities:
  - Planned, prepared, and hosted meeting and luncheon for newly-formed Fund Development Council on October 25 at Marilyn Kezirian’s home.
  - Scholar/Donor photos taken at August Back-to-School Celebration were sent to Donors to be inserted into USC frame with note of appreciation for their continued

- support of the T&GUSC Scholarship Program. For Donors whose scholar wasn't in attendance, they will have a photo taken at the February Scholars/Donors' Luncheon.
- Collaboration with Roxy Szigat and Kari May, Executive Associate, in creating a Thanksgiving card with printing and mailing of cards to Donors and Board of Directors in November.
  - Planning and preparation for first Zoom Meeting with Fund Development Committee in November.

**Oral Report:**

- The October 25 Fund Development Council meeting was postponed and has been rescheduled for November 12. The VPs will present a report at the November 30 Board Meeting
- They are working with Ian Chestnut to have a Donor Portal on the website

**4th VP/Membership**

**Virginia Naeve, D'Arcy McLeod**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Virginia Naeve and D'Arcy McLeod**

**REPORT:**

- As of the last board meeting, Town and Gown membership was 446 Annual members, 310 Life members, for a total count of 756 members.
- From September 24, 2021, through October 15, 2021, Membership received ten Annual membership applications and one Life membership application. After approval of these applications, Town and Gown membership will be 456 Annual members, 311 Life members for a total count of 767 members.

**Oral Report:**

- After today's approvals, Town and Gown of USC membership will be 456 Annual Members and 311 Life Members, for a total of 767 members

**MOTION #1:**

**Upon recommendation of the Membership Committee, we, Virginia Naeve and D'Arcy Dietrich McLeod, move to approve the following candidates for Annual membership: Nancy Sharp Mills, Tiffany Lemons, Kimberly Doder, Alicia Lind, Colleen Jester, Lucy Hartford, Pamela Erickson Herr, Patricia Hamra, Angela Bennett, and Alisa Chanpong-Amateau**

**Approved: 10.26.2021**

**MOTION #2:**

**Upon recommendation of the Membership Committee, we, Virginia Naeve and D’Arcy Dietrich McLeod, move to approve the following Candidate for Life Membership: Lynn Mehl.**

**Approved: 10.26.2021**

Hilary congratulated the VPs for a new total of 767 members, including ten new members this month. There is a great enthusiasm for people to join. Live-streaming is a great benefit of membership.

**Attachments:**

**Membership Applications, October, 2021. Annual: Nancy Sharp Mills, Tiffany Lemons, Kimberly Doder, Alicia Lind, Colleen Jester, Lucy Hartford, Pamela Erickson Herr, Patricia Hamra, Angela Bennett, and Alisa Chanpong-Amateau; Life: Lynn Mehl.**

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**5th VP/Programs**

**Colleen Stroyke, Bonnie Suffridge**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Colleen Stroyke and Bonnie Suffridge**

**REPORT:**

- The first General Meeting and Speaker Series of the year on October 5, 2021, featured keynote speaker, Mike Bohn, USC Charles Griffin Cale Director of Athletics, and a performance from the Trojan Marching Band. His presentation “The 5 A’s to Success” was very well received by the audience. On October 5, there were 124 in attendance in person and 242 who viewed the livestream. The Opportunity Drawing raised \$4,020.
- The second General Meeting will be a Luncheon on November 2, 2021. It will feature Karen North, Ph.D, Clinical Professor of Communications and digital social media expert in the Annenberg School. Her topic is: “Exploring the Digital Social Media World: the Good, the Bad, and the Ugly”. The cost of the Luncheon is \$45. Guests are invited.
- All USC COVID guidelines will be followed while on campus and indoors.
- There are two options to participate: In-Person in the Town & Gown Ballroom or Live Stream via the Town and Gown of USC website and Facebook page.
- Invitations were first emailed on October 7, 2021. Additional invitations will send on Oct. 11, Oct. 18 and Oct. 25. Please RSVP.
- Due to occupancy restrictions in the ballroom, the Luncheon is expected to sell out.

**Oral Report:**

- There was a hiccup with the live-streaming of the October 5 Speaker Series event. Viewers missed the first ten minutes of Mike Bohn’s presentation. T&GUSC Webmaster Ian Chestnut worked with the USC A-V technicians to solve the problem
- November 2, 2021, General Meeting:

- RSVPs as of this morning: 233 in-person (today is deadline), 48 on livestream (Registration still open). Opportunity drawing ticket sales (\$2,925) and other donations (\$565) total \$3,490.
- Live-streaming will begin about ten minutes before the official time so that the technicians may do an A-V check
- ACC Boutique will be open from 10am — noon in the courtyard
- Groups selling at Boutique: Trojan League of South Bay, Trojan Affiliates, Trojan League Associates of the Valley, Trojan Guild of Los Angeles, Spirit of Troy Marching Band, and Joanne Asman/Traveler
- At Hilary’s request, Karla Campos has selected a healthy, organic luncheon menu
- December Holiday Luncheon, on Monday, December 6, at the California Club:
  - Publicity has begun, in newsletter and Instagram, noting the date change from the regular first Tuesday
  - Invitations will be emailed next Thursday, November 4
  - Parking is limited at the California Club. The West Lawn parking structure is immediately next door. All Board members were asked to park in the West Lawn. Parking is included in the ticket price
  - Attendees may email Hilary for special parking needs at the California Club
  - Carol Mollett, who, with Rhona Gewelber, is organizing the table decorators, said there are tables still available to decorate
  - Decorating may begin at 7am and should end at 10:30am. They should be ready for the social time at 11am
  - The West Lawn has self-parking, with an elevator
  - Questions may be emailed to Carol and to Rhona
  - Bianca Patterson will host a pre-show recording of the tables as they are decorated
- Hilary said there have been 0 COVID calls or contact cases for all of the on-campus T&GUSC events. Kathleen Campos added that the USC COVID checkers thanked T&GUSC members for expressing their gratitude to them. She also thanked Kate Farlow and Janyce Teasley for their hospitality team

**Governance Chair**

**Beth Petak-Aaron**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Beth Petak-Aaron**

**REPORT:**

- Governance has met and reviewed the proposed Code of Conduct and the edit which was discussed at the previous September BOD meeting. Mary Hall and Norma Perez will present a motion to adopt the Code of Conduct as presented.
- Nominations was discussed. Helaine went over the guidelines of the Nominating Committee and shared her goals for the committee and the procedures she wishes to implement.

**Oral Report:**

- Mary Hall and Norma Perez spoke on behalf of the Governance Committee
- The Committee revisited the Town and Gown of USC Code of Conduct and Ethics that was presented at the September Board Meeting. The Board had requested a clarification of the phrase “obey the law” in the Duty of Obedience section
- The Committee revised the phrase to read (change is *italicized*), “Past Presidents and Members of the Board will obey *the laws of the State of California and the Bylaws of Town and Gown of USC* and will always act in the best interests of Town and Gown...”

**MOTION:**

**Upon Recommendation of the Governance Committee, we, Mary Hall and Norma Perez, move to approve the draft Code of Conduct and Ethics.**

**Approved: 10.26.2021**

**Attachments:**

**Draft: Town and Gown of USC Code of Conduct and Ethics, v.5**

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**Nominating Chair**

**Helaine Lopes**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Helaine Lopes**

**REPORT:**

- The Nominating Committee has met once per Zoom and will meet again once the Nominating deadline has been reached. They are presently reviewing all necessary documents needed, to prepare for the selection of slate of Directors for Board approval. Documents used are specific Board Policies and Procedures, General Requirements for Board Directors, Board Position Descriptions, Checklist for Identifying Leadership Capability, Board Succession Planning Policy, Board Matrix of Directors, the Leadership/Bio Data Base, and specific sections of the Bylaws involving Nominations and Elections.
- Request for Nominations was emailed to all members as well as sent through USPS to those who have requested. This is a reminder that the deadline to submit Nominations is November 2, 2021. As requested in the last Board meeting, all present Board Directors should have reviewed the documents which include the Board Succession Planning Policy, Nomination and Election Policy and Procedures, and General Requirements for Board Directors. As stated in the General Meeting, per the Succession Planning Policy those nominating should continue to engage and recruit new members. This is also a reminder that “campaigning” for a position is not allowed.
- Every nomination will be reviewed, vetted, and evaluated through Zoom meetings, email, and phone contact by our committee. We will make every attempt to reach out to each

nominee whether or not they are considered for the Board of Directors slate of officers. The Leadership/Bio Data Base gives us the information on potential candidates, allowing the Committee to review their expertise, special talents, work, and volunteer experiences. In our evaluation of potential candidates, we will conduct one-on-one discussions with them, determining their willingness to serve, making sure they know and meet the criteria of the General Requirements for a Board Director and the role and responsibilities of the Board Position Description.

- Today Helaine will update the Board Directors on number of Nominations received and be available to answer any questions regarding Nominations. She expresses thanks to Carol Mollett and Patti Johnson for creating and updating the Board Matrix. Moving forward, the Nominating Chair will take on this responsibility annually.

**Oral Report:**

- Helaine again thanked Carol Mollett for creating the Board Matrix and for updating it over the years, and Patti Johnson for updating and uploading it to the Portal this year. Going forward, the Nominating Chair will manage it
- To date, the Nominating Committee has received 40 nominations from ten people. They welcome more nominations
- All nominators were encouraged to re-read the documents distributed at the last Board Meeting: 1) The Town and Gown of USC Board Succession Planning Policy, 2) the Town and Gown of USC Board Nomination and Election Policy and Procedures, and 3) the General Requirements Town and Gown of USC Board of Directors
- Nominators should contact the nominees to ensure the latter’s interest in the position
- There is to be no campaigning for positions
- The deadline is Tuesday, November 2. The Committee will meet after that date
- Nomination forms are available today on the website and from Helaine
- The Matrix is available by contacting Helaine; it also will be emailed in the next few days to the Board of Directors and Past Presidents

**Benefit Chair**

**Eddie Etmekjian**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Eddie Etmekjian**

**REPORT:**

- A Benefit Committee Chairs Meeting was held on 9/27/2021
- Ayuko Siegel, Benefit Secretary/Benefit Finance Chair sent the minutes.
- There will be 4 of us speaking briefly about benefit updates.

- Patti Jamgotchian, PR campaign; Ann Palmer, the vendor boutique; Sara Pfirrmann, the Opportunity Drawing Requests; and Edie Etmekjian, the Benefit Fashion Show Chair, will give oral updates

**Oral Report:**

- **Edie Etmekjian, Benefit Chair.** At the November 2 General Meeting, Edie will announce the Robert Ellis Fashion Show. Robert has promised fun and surprises. He is working with Christine Ofiesh, the Favors Chair, on ideas of what he will donate as table favors. For the November General Meeting, Hilary suggested that all of the Past Presidents and the Board of Directors wear Robert Ellis. Then, either before or after the Sizzle Reel, Edie will announce the Fashion Show and everyone wearing Robert Ellis will be asked to stand, or to stand with a photo of themselves in a Robert Ellis ensemble
- **Patti Jamgotchian, Publicity Chair.** Robert Ellis’s fashion show will be elegant, sophisticated, and timeless. Ian is preparing a Sizzle reel featuring Robert Ellis, to be shown at the November General Meeting and posted on the website and social media. Future short videos will be posted on Facebook, Instagram, and Twitter. Wilma Pinder and Sally Edwards are featured in upcoming videos. Lisa Up de Graf will take photo of everyone wearing Robert Ellis fashions at the the November 2 meeting
- **Ann Palmer, Vendor Chair.** There will be space for 12 vendors at the Benefit. They currently have six vendors including Lavender Blue, Borrowed Bling, Classy Bag Lady, Ronelle Designs, Rocks by Amy (new), Dry Divas (new). Edie will confirm that Robert Ellis will sell scarves. Ann will attend the San Pedro/Peninsula Cancer Guild Annual Luncheon in November to explore additional vendors
- **Sara Pfirrmann, Opportunity Drawing Chair.** Sara thanked everyone who brought gift cards today. She will have a table at the November 2 General Meeting to collect additional cards. She also is hoping to collect exceptional gifts for the silent auction
- Hilary reminded everyone that all proceeds from the Benefit will go to the new endowed scholarship for the six women being honored: Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum

**Hospitality Co-Chairs** Kate Farlow, Janyce Teasley

**Oral Report/YES  
Consent Agenda**

**Submitted By:** Kate Farlow and Janyce Teasley

**REPORT:**

- Before October 5<sup>th</sup> meeting, Co-chairs filled out tickets for participants from the on-line opportunity drawing from lists sent from Kari May.
- At October 5<sup>th</sup> meeting, all volunteers arrived on time ready to check in, greet and sell raffle tickets.

- The check-in went smoothly as Kari May made the list of attendees shorter for each check-in lady.
- Raffle tickets were sold for the October 9<sup>th</sup> USC vs Utah football game. These tickets were donated by Ann Palmer. The Raffle brought in \$105.00.
- At the end of the program, raffle tickets were chosen for the Opportunity on-line \$500 gift card and for the football tickets. The winner of the gift card was Karen Westland. The in-person raffle winner was Wilma Pinder.
- Arrangements were made to deliver the \$500 gift card.
- The Co-chairs participated in the Benefit Committee Zoom meetings and emails.
- Co-chairs answered all on-line emails from Town and Gown of USC and replies for those who volunteered for meetings.
- The November meeting reminders were sent to the November volunteers.
- On October 18<sup>th</sup> one chair will attend the walk-through at the California Club in preparations of the December Holiday meeting.
- The Co-chairs will join in-person the Fund Development meeting on October 25<sup>th</sup> at the home of Marilyn Kezirian.
- At the October 26<sup>th</sup> Board meeting, we will celebrate Colleen Stroyke's birthday.

***Oral Report:***

- Kate and Janyce wished a happy birthday to Colleen Stroyke

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**Communications Chair**

**Lisa Up de Graf**

**Oral Report/NO  
Consent Agenda**

**Submitted By:** Lisa Up de Graf

**REPORT:**

- Note cards sent to:
  - Jeanne Niotta (Children involved in boating accident) 10/05/21
  - Mike Bohn (Thank you) 10/07/21
  - Ann Palmer (Shoulder surgery) 10/12/21
- Social media:
  - Posted Weekly to IG, Facebook, and Twitter
  - Instagram: 1471 followers (40 new since last report)
  - Facebook: 1029 following (20 new since last report)
  - From Sept 17-Oct 14:
    - 1,421 Post Engagements. 11 New Page Likes. 14 Check-ins.

- Instagram still appears to be the most viable vehicle for our social media content. Thank you, everyone, for continuing to like and, especially, comment on our posts as that engagement drives the algorithm and places our posts at the top of people's feed.

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**Physical Facilities/Historian Chairs Kathleen Campos, Jody Zuvich**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Kathleen Campos and Jody Zuvich**

**REPORT:**

- The members of the Physical facilities/ Historian Committee met with Claude Zachary, the archivist of USC, to review the Town and Gown of USC archives. We were able to peruse the original scrapbooks for the periods between 1940 and 1980s. Marilou, Jody and Kathleen took pictures of interesting articles and pictures which we can use for both the 2022 Benefit and the Town and Gown of USC website. One of the pictures will be included with a description in our next Town and Gown of USC Newsletter. There were three historical bound books for which Claude is vetting the pricing to replicate the information in a digital format. At our previous Board Meeting, we received from Linda Givvin a copy of *The Chronicle* of USC which features a picture of The Agreement signing. This will be scanned and reproduced as camera-ready.
- We met with Jerry Wingate and his associate, Megan Conlin, on September 28, 2021. Jody Zuvich, Wilma Pinder, Marilou Hamill, and Kathleen Campos attended a lunch hosted by Jerry Wingate at the University Club. We discussed the long history between Town and Gown the building and Town and Gown the people. We requested for USC Design in advance of the meeting to generate a priority list. We discussed the carpeting and potential replacement options. One consideration is if there was still a wood floor underneath and the ramification of the sound of a wooden floor in the room. The Ballroom is approximately 4,000 square feet. Jerry shared he expected the hybrid format for meetings for the next 5 to 10 years. Since the staffing has expanded, the Director of USC Auxiliary Design is also creating an archive of Design projects throughout the University.
- Megan presented their priority list for 2021. It includes upgraded lighting and a new projector. Please note they can ONLY receive bids from approved USC vendors. The previous projector was purchased by the University. The internal audio/visual specialist (Robert) recommended a projector which has twice the capacity of the current projector. The current projector would be repurposed to the Scriptorium room at the University Club, which is the appropriate size. We have included the bids for both items. In addition, we requested if the pricing included installation and the cost of the application upgrades. Please note the upgrades to audio/visual purchased by Town and Gown of USC are

actively being used by our organization as well as the USC community. Our past Board Meeting utilized the equipment in our hybrid format.

- The Co-Chairs request the Board’s feedback on the priority list

**Oral Report:**

- Kathleen read a letter received from Catherine Quinlan, Dean of USC Libraries, thanking T&GUSC for the donation to complete the processing of Town and Gown of USC archives
- The Audio-Visual equipment T&GUSC donated previously to the university has benefitted scholars, parents, donors, potential members, current members, and Town and Gown of USC itself, as it has gained recognition throughout the university. The equipment is being used all over the university, and T&GUSC is receiving the credit. Our A-V gift aligns with T&GUSC’s mission of beautification

**LIGHTING EQUIPMENT**

- Jerry Wingate, of USC Auxiliary Design, gave the PF/H Committee a wish list of two items, namely, lighting and a projector for the Town and Gown Ballroom
- Today, Kathleen sought feedback on the request for lighting equipment
- The lighting would be used for speakers for all meetings and events, including those of T&GUSC. It would bring the lighting to the cutting edge, and it would help with hybrid meetings, expected to continue for the foreseeable future
- Jerry had three bids for the lighting. The best price, \$8,350, includes the lighting equipment and installation
- The lighting would be installed into the ceiling, technicians would control it by an app and a mobile phone, and it would be capable of pinpointing light throughout the room
- T&GUSC targets \$10,000 annually to the Clifford Swan 2C Beautification Fund. There is currently over \$73,000 available in the fund; the \$8350 could be easily funded
- **FEEDBACK:** 1) the VPs, Programs, were especially supportive, 2) “any lighting enhancements would be great,” 3) current lighting is obsolete for today’s technology, 4) some of the Directors would like to see a schematic of the lighting and how the lights would work, and 5) the lights are LED

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**Audit Chair**

**Deb Bradley**

**Oral Report/NO  
Consent Agenda**

**Submitted By:**

**Deb Bradley**

**REPORT:**

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

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**Parliamentarian**

**Ayuko Siegel**

**Oral Report/NO**

**Submitted By:** Ayuko Siegel

**REPORT:**

- On 9-30-21, an electronic vote was requested which came from our President Hilary as follows:

**Motion: I, Hilary Crahan, CEO/President, move to approve inviting the Spirit of Troy AND Joanne Asman/Traveler to sell merchandise at the Holiday Boutique on November 2nd.**

**Approved by the Town and Gown of USC Executive Committee 09.29.2021. As the Motion was approved by the Executive Committee, no second is needed.**

Background:

This motion has been approved in past years.

Traditionally, the November Holiday Boutique was ACC vendors on the Town and Gown patio. However, there are fewer ACC groups that sell wares now. And, Town and Gown of USC likes to be collegial with the Band and with Traveler. Having the ACC groups sell as well as the Band and Traveler is a win-win all the way around.

**Approved: On 10-1-21, we reached quorum, and the motion passed unanimously.**

**Members-at-Large** Sara Pfirrmann/Jill Stuart/Deborah Wong **Oral Report/NO Consent Agenda**

**Submitted By:** Sara Pfirrmann

**REPORT:**

- No activity to report since the last meeting/report

**Guest Speaker** Catherine Quinlan, Dean, USC Libraries

**Introduction: Carol Fox, Past President**

**Carol Fox** has gotten to know Dean Quinlan from the Libraries Board of Councilors. In her 15th year as the Dean, she is known as innovative, collaborative, and always looking ahead. She has begun several new programs to expand the impact of the Libraries:

1. Sidney Harman Academy for Polymathic Study
2. With USC Marshall School, the Master of Management in Library and Information Science
3. Digital Repository, in partnership with USC ITS and the USC Shoah Foundation Institute

Dean Quinlan is the recipient of four Emmy Awards, resulting from her partnership with KCETLink to produce “Lost L.A.” Originally from Canada, she worked and taught there at several universities. She comes from a large musical family, and she holds a bachelor’s degree in

music, a master's degree in library sciences, and an MBA. She also is a long-time member of Town and Gown of USC. She and her husband live in Playa Del Rey; they are about to celebrate their second anniversary. These are highlights from her presentation:

**Dean Quinlan** spoke about her first day on campus. Responding with a smile to a parking attendant, she said, "No, I haven't read all of the books in the library."

The description of her job as "The Mayor" of the Libraries is accurate. USC has a combined 23 libraries at the University Park campus, the Keck School of Medicine, the Archives, and at the Wrigley Institute on Catalina. The Libraries have 220 faculty and staff. They hire about 100 students every semester; the students "come and go" because of their busy school load and other commitments.

The libraries have ten million items, which is "fairly large." She said USC doesn't need to have the #1 largest collection because "quality matters." More important is that the libraries support the research of its university and also support its students, faculty, and staff. The collection needs to be accessible, discoverable, and usable.

She wants to build a community of "critical consumers of information" among the students and the faculty. They need be able to find and evaluate information, to discern between opinion and facts, and to understand how to use the information they find.

She likes to try new things. When she interviewed with USC President Steven Sample, he told her to "Try for a B," meaning be willing to take risks. This advice gave her the confidence to try new things, including starting the Digital Repository and the Sidney Harman Academy.

The Libraries are "like Switzerland" — they can help everyone. USC Visions & Voices, USC Libraries, USC Cinematic Arts, and USC Architecture came together in April 2019, to create a multi-media event, *Frankenstein Re-Animated*. Dean Quinlan got to make the opening remarks for the event, and she was projected as a monster face on the facade of Doheny Library.

When she arrived to USC 14 years ago, the Libraries had not been run by a professional librarian for over ten years, and it lacked adequate faculty and staff. She asked the Provost for funds to hire people; she received \$2 million. Unfortunately, she gave back the \$2 million after a year because she could not find the right people to hire. In the second year, she again received \$2 million, and ended up returning \$1 million because, again, she couldn't find enough good people to hire. She interviewed people who "liked to read," but she said librarians are not just readers and are not quiet. She was looking for people who are social and engaged. And so, eight years ago, she started her own accredited Master of Management in Library and Information Science program, through the Marshall School. Its graduates are now working at libraries, Netflix, Hulu, and in every media, from books to digital.

Dean Quinlan was interested in teaching Los Angeles history, and so she partnered with KCET to create "Lost L.A." She got students involved from many areas of study. The result was a successful program and the Emmys. She brought an Emmy today to show to the BOD. The show, with its wide variety of programming, is available still on the KCET website.

On March 16, 2020, everyone left campus because of COVID-19. But teaching continued, and the libraries were still needed. They remained open everyday. The staff was shipping out materials, answering questions, and helping in anyway they could. The usual staff couldn't manage the increased demand, and so she put out a call to all of the library staff and faculty. Fifty-five people volunteered to be cross-trained so they might help everyone access all of the libraries. The libraries re-opened fully on August 16 this year.

As she looks forward, she sees textbooks as a major student expense,. She is looking for equivalent resources and is engaging students to research the possibilities. This may include avatars that could introduce students to some of the libraries' special collections. The avatars can "talk" to the students to help them learn about items in the libraries.

She looks forward to trying more new things and to earning a "good solid B."

She fielded a question about possible donations of historical family materials and how to preserve them. She said the libraries could digitize them to save space and to make them available to a wider audience, and then they would return the items to the donors.

She brought USC Libraries informational packets today for the Board.

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*CONTINUED...*

**Physical Facilities/Historian Chairs Kathleen Campos, Jody Zuvich**

**Oral Report/YES  
Consent Agenda**

***Oral Report, cont.:***

**MOTION #2:**

**I, Kathleen A. Campos, Physical Facilities/ Historian Co-Chair, with the support of the Physical Facilities/ Historian Committee, move to purchase the recommended lighting system for \$8,350, to be paid from the Clifford Swan Fund 2 C**

**Approved: 10.26.2021**

**MOTION #1:**

**I, Kathleen A. Campos, and Jody Zuvich, Co-Chairs of Physical Facilities/Historian, propose Town and Gown of USC give three gift cards of \$50.00 each to Jerry Wingate, Robert Trano, and Karla Campos for their support of Town and Gown of USC.**

***KATHLEEN AMENDED THE MOTION AS FOLLOWS:***

**AMENDED:**

**I, Kathleen A. Campos, Co-Chair of Physical Facilities/Historian, propose Town and Gown of USC give three gift cards of \$100.00 each to Jerry Wingate, Robert Trano, and Karla Campos for their support of Town and Gown of USC.**

**SECOND: Sara Pfirrmann**  
**Approved: October 26, 2021**

**Attachment:**  
**Lighting Estimate for Town and Gown Ballroom**

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**Closing Business**

**MOTION:**  
**I, Hilary Crahan, move to adjourn today's meeting.**  
**SECOND: Carol Wright**  
**Approved: 10.26.2021**

The meeting was adjourned at 11:26 am.

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**ATTACHMENTS:**

- **Consent Agenda Cover Page for October 26, 2021**
- **Consent Agenda for October 26, 2021**
- **September 28, 2021 Board Meeting Minutes**
- **October 5, 2021 General Meeting Minutes**
- **T&GUSC Adding Bill.com**
- **Town and Gown of USC September 2021 Financials**
- **AJ Gallagher Insurance Premium 2021-2022**
- **Check Requisition Form, dated 10.17.21**
- **Clifford Swan Fund II Portfolio Report 3rd Quarter, 09.30.2021**
- **Membership Applications, October, 2021. Annual: Nancy Sharp Mills, Tiffany Lemons, Kimberly Doder, Alicia Lind, Colleen Jester, Lucy Hartford, Pamela Erickson Herr, Patricia Hamra, Angela Bennett, and Alisa Chanpong-Amateau; Life: Lynn Mehl., October 2021.**
- **Draft: Town and Gown of USC Code of Ethics and Conduct, v.5**

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**Attendees (*Past Presidents*):**

<b>IN-PERSON</b>	Chris Gregg	Carol Kroesche	Sara Pfirrmann
Kathleen Campos	Mary Hall	D'Arcy Dietrich	Wilma Pinder
Hilary Crahan	Marilou Hamill	McLeod	Susie Rhodes
Edie Etmekjian	Lori Jackson	Virginia Naeve	Ayuko Siegel
Kate Farlow	Patti Jamgotchian	Ann Palmer	Jill Stuart
<i>Carol Fox</i>	Kathie Johnson	Norma Perez	Bonnie Suffridge
<i>Linda Givvin</i>	Patti Johnson	Beth Petak-Aaron	Janyce Teasley

Lisa Up de Graff  
Carol Wright

**Guest:**

Dean Catherine  
Quinlan

**ON ZOOM**

Debra Bradley  
Linda Dankwa  
Joyce Fadil  
*Carol Greenhalgh*

Marilyn Kezirian  
Helaine Lopes  
*Carol Mollett*  
Bianca Patterson  
*Alli Solum*

Colleen Stroyke  
Laurie Hunter  
Tiedemann  
Deborah Wong  
Jody Zuvich

**Guest:**

Tina Kreditor

**Respectfully submitted,**  
**Patti Johnson**  
**Secretary, Town and Gown of USC**