



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
March 29, 2022, 9:35 a.m.
Scriptorium Room, University Club and Zoom

PARKING RESERVATION ID #338470

*** COVID PROTOCOL FOR IN-PERSON MEETINGS ***

PER USC, ALL IN-PERSON ATTENDEES MUST SUBMIT A [TROJAN CHECK](#)
AND SHOW EVIDENCE OF VACCINATION OR A NEGATIVE COVID TEST.

THANK YOU!

Pre-Meeting (9:35am) All Board Members and Past Presidents

Optional Social Time for all interested Board Members whether attending in-person or on Zoom.

Guest Speaker (9:45am - 10:30am)

Hailey Liu, CFA, Managing Director, USC Investment Office

Topic: Town and Gown of USC Fund I

Introduction: Laurie Hunter Tiedemann

CEO Report and Updates

Hilary Crahan

Oral Report/YES

Submitted By: Hilary Crahan

REPORT:

- **Day of SCervice**

The in-person Town and Gown of USC Day of SCervice was an all-around success and meaningful event.

- 100 volunteers
- 999 FIGHT ON! necklaces completed
- Patrick Auerbach thanked us on behalf of USC
- Representatives from the Roski School of Art and Design stopped by
- A family whose mom is going thru a cancer battle at Norris came and beaded necklaces for the entire event
- Norma Perez and Linda Dankwa have the 999 FIGHT ON! necklaces to deliver to KECK/Norris on Monday.
- D'Arcy McLeod has 7 potential new members for our 501(c)(3).
- Lisa Up de Graff was sharing Instagram stories thru out the entire event.

Thank you to Carol Mollett for organizing. Thank you to all that were able to attend the Town and Gown of USC Day of SCervice: Carol F., Carol M., Jill, Bonnie, Carol K., Mary, Janyce, Norma, Linda D., Lisa, Patti Jam, D'Arcy, and Susie.

- **Reminder**

April 26- 9:45am Fund 2/CS Presentation AND

School of Dramatic Arts Presentation 11am

June 21 – In and Out Board meeting – IN PERSON ONLY-Beth to Agendize

- **Carol Folt**

Carol learned some of our important history and more about The Agreement at our meeting. Beth calendared the December Holiday party and the 2023 Benefit on her calendar.

Chief of Staff Rene Pak and her mother are confirmed to attend the May 3rd general meeting and luncheon as our guests.

- **Welcome Luncheon**

Sally Edwards will hostess a welcome luncheon for Past Presidents to welcome Beth Petak-Aaron as the next CEO/President in May. Hopefully, this may become a new tradition for our 501(c)(3).

MOTION:

I, Hilary Crahan, CEO/President, move to approve a \$100 increase monthly for Kari May beginning July 1, 2022.

Approved by the Executive Committee.

Approved:

Kari May receives \$2,500 monthly

No increase is recommended for Michael Marchak for fy 2022-2023.

Tina Kreditor will be increasing her fees to \$90 per hour beginning July 1, 2022. Tina bills our 501(c)(3) hourly.

* ***NOTE: Let's please continue to refrain from asking Kari May to do things that are not in her scope of work. Please reach out to the CEO for any questions on this. Kari is not our employee, nor is she our secretary.***

• **June In and Out Board Meeting**

- Please plan to provide as many successes/accomplishments/points of pride in your Consent Agenda as you wish.
- Please plan to present only one (1) success/accomplishment/point of pride for your Oral Report.
- 9:30-10:30 New BOD receives training and notebook/thumb drive etc. from Past BOD counterpart.
- 10:30am-11:30am Hilary Crahan MEETING CALLED TO ORDER -OLD BOD meeting (minutes taken by Patti Johnson).
- 11:30am- NEW BOD meeting- Beth Petak-Aaron MEETING CALLED TO ORDER- (minutes taken by Ayuko Siegel).
- Noon luncheon

• **New Business**

- Name Badge ribbons will be ordered next fiscal year 2022-2023 thru Beth. All VP's that require ribbons for name badges please contact Beth directly.

Attachments:

Dean Amber Miller Thank You Email

Recording Secretary/Permanent Records

Patti Johnson

**Oral Report/YES
Consent Agenda**

Submitted By: Patti Johnson

REPORT:

- Recorded Minutes for the February 22, 2022 Board Meeting and the March 1, 2022 General Meeting

- Sent Board Report Request to the Board of Directors for the March 29 Board Meeting
- Created Zoom Invitation for the March 29 hybrid Board Meeting. Sent email to invite the BOD and Past Presidents; collected reports, created Consent Agenda, and posted Meeting Documents onto the Board Portal
- Placed February documents into the Permanent Record binder and flash drive
- Two errors of dates are being corrected in the Nominating Chair Reports in the March 23, 2021 Board Consent Agenda and the March 23, 2021 Board Meeting Meeting.
 1. In the first bullet points of the Reports, both documents are corrected as follows
“The Nominating Committee presented the approved Slate of Directors for election to the Town and Gown of USC Members at the March ~~23~~ 2 (Zoom) Annual Luncheon...”
 2. In the second bullet points of the Reports, both documents are corrected as follows: *“...Installation of Board Directors. The President conducts the installation of new Directors at the May ~~25th~~ 4th (Zoom) General Meeting. The Directors are presented to the Town and Gown of USC Members in attendance (Zoom) by name and office.”*

Oral Report:

MOTION:

I, Patti Johnson, Secretary, move to approve the

- **February 22, 2022 Board Meeting Minutes**
- **March 1, 2022 General Meeting Minutes**
- **Consent Agenda Cover Page for March 29, 2022, and the**
- **Consent Agenda for March 29, 2022, as distributed.**

SECOND: _____

Attachments:

- February 22, 2022 Board Meeting Minutes**
- March 1, 2022 General Meeting Minutes**
- Consent Agenda Cover Page for March 29, 2022**
- Consent Agenda for March 29, 2022**

T&GUSC Website Ad Hoc Committee

Patti Johnson, Chair

**Oral Report/NO
Consent Agenda**

Submitted By: Patti Johnson

REPORT:

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

CFO/Treasurer

Kathie Johnson

**Oral Report/YES
Consent Agenda**

Submitted By: Kathie Johnson

REPORT:

- The annual budget is being reviewed for the fiscal year 2022-2023. We have a very good outline for the Scholarship, Benefit, and Administration budgets. A working budget is being created to present to the Finance Committee and then the BOD for approval at our April BOD meeting.
- The February financials are in good order. We have approximately \$85,000 in income, mainly due to Benefit donations. Additional income was from interest income of \$2927. There were approximately \$30,000 in expenses. The largest expense items were bank charges (including PayPal) of \$1204, luncheon expense of \$8240, postal fees \$1406, Benefit invitation printing \$3050, professional fees of \$8940 and website costs of \$2148. Our total net income was \$58,332.

Oral Report:

MOTION:

Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the February 2022 Financials.

Attachments:

Town and Gown of USC February 2022 Financials

1st Vice President/Investments

Laurie Hunter Tiedemann

**Oral Report/NO
Consent Agenda**

Submitted By: Laurie Hunter Tiedemann

REPORT:

- Please see attached the Clifford Swan portfolio reports as of 3/18/22 for Funds A – E. The market value of the funds is approximately \$2.5M.
- Hailey Liu, Managing Director, USC Investment Office, will join us at the beginning of the Board meeting to provide a status presentation on Fund I. Therefore, the performance report for the overall USC endowment for 12/31/21 is attached again.
- The USC report shows that the results of USC's endowment compare favorably to both the USC policy portfolio and the Barclays U.S. Aggregate Index which USC uses as a benchmark. The USC total endowment has a market value of more than \$8.2B. The market value for T&G's Fund I still has not been released; however, the investment

results will mirror the overall USC endowment as T&G's Fund I is invested alongside USC's endowment funds.

Attachment:

Clifford Swan Fund II Report 03.18.2022

Town and Gown of USC Endowment Performance Review 12.31.2021

2nd Vice Presidents/Scholarship

Carol Wright, Susie Rhodes

**Oral Report/NO
Consent Agenda**

Submitted By: Carol Wright and Susie Rhodes

REPORT:

February 11, 2022 – March 14, 2022

- Interviews began February 7 and concluded March 11, 2022.
- Roughly 250 applicants have been interviewed.
- Most members signed up to interviewed 3 times with a few signing up to interview 4-6 times.
- An email was sent to committee reminding them to complete the scoring of the interviews by Tuesday March 15.
- The VPs began planning for the end of year Scholarship Committee Luncheon to be held on Tuesday May 17 at The Athenaeum at Cal Tech.
- On March 1, 2022, the graduating scholars were invited to the General Meeting where we held the Sash Ceremony. We handed approximately 40 sashes. The remaining sashes will be mailed to the graduating scholars.
- Attached is a document containing a partial list of thank you notes received from applicants at the conclusion of their interviews.

3rd VP/Fund Development

Marilyn Kezirian, Chris Gregg

**Oral Report/YES
Consent Agenda**

Submitted By: Marilyn Kezirian and Chris Gregg

REPORT:

- Provided Fund Development information to members and guests on March 1 before the General Meeting. Our table highlights included a photo display of our donors with their scholars at the Back to School Luncheon in August and genuine, heart-felt handwritten notes from our grateful scholars. In addition, we had numerous scholars drop by the table and share their appreciation for their educational support by T&GUSC. It was great FUN

talking with them; so wonderful to see how happy they were to be back on campus, and so excited about their current studies and their chosen career paths.

- Town and Gown of USC was invited to the Richard Nixon Library for the 110th Commemoration of First Lady Pat Nixon. A flier advertising this special event was sent to the membership by our Executive Associate, Kari May. The Library provided us a table area to display information, and we enjoyed the opportunity to engage and share the mission of Town and Gown of USC with all those attending this wonderful Pat Nixon Day of Service. Special thanks and appreciation to Sandy Johnston and Janeane Dimpel for volunteering their time in welcoming and interacting with the community guests throughout the day.

- In process of planning and preparing for the Major Donors (including our Endowed Donors) Reception which will be held before the May 3 General Meeting and Luncheon from 11:00 am to 11:45 am in a patio area behind the Town and Gown building. It's our time to toast, celebrate, and honor these individuals for their commitment and generosity to Town and Gown of USC—our scholarship, cultural and campus enhancement programs.

A separate reception invitation will be mailed to our Major Donors, and RSVP's will be sent to Kari May, our Executive Associate.

In addition, Fund Development Committee Members will assist with the Major Donor Reception by welcoming and guiding guests to our special honoree area that day.

- A letter was sent on March 7 to our Fund Development Council highlighting our accomplishments this year as a new entity of Fund Development:
 - 1) Brainstorming session on how to improve the number and size of our endowed scholarships, our membership enrollment, our cultural programs, and the camaraderie of good friends.
 - 2) The donor portal created through the innovative practices of Ian and Kari; a secure tool providing insight into members' needs, trends, and successes in all areas of T&GUSC.
 - 3) The Strategic Plan process was developed and a template created to facilitate the work of the VP/Chairs in creating their own strategic plans.
 - 4) As we all are completing our year end business and activities, we as Third Vice Presidents, Fund Development have reviewed our journey as a Council. At this time, we recommend that the Strategic Planning process be carried over to August or early fall when the new Board Directors are in place. This "new" Council will convene and will set the agenda and timeline of its focus to establish the Strategic Plan in 2022-2023.

We want to say kudos to our Council Members for joining together, working diligently, and being so positive about the creation of the "Council." We also admire and appreciate you for your passion, dedication and perseverance expended in your individual Board Director positions for Town and Gown of USC.

Oral Report:

4th VP/Membership

Virginia Naeve, D’Arcy McLeod

**Oral Report/YES
Consent Agenda**

Submitted By: Virginia Naeve and D’Arcy McLeod

REPORT:

- Virginia Naeve and D’Arcy Dietrich McLeod met with the Governance Committee on March 2, 2022, to discuss the issue of requiring three sponsors on the Annual and Life membership applications. After thoughtful consideration, it was decided that the membership applications will require one sponsor name and the applicant will have the option of including two more names if desired.
- As of the last Board meeting, Town and Gown of USC membership was 472 annual members, 314 life members, for a total count of 786 members.
- From February 15, 2022, through March 16, 2022, membership received 8 Annual membership applications. Also approved was one member who had dropped because of Covid and has reinstated her membership.
- After approval of these 8 annual applications, Town and Gown of USC membership will be 481 Annual members, 314 Life members, for a total count of 795 members.

Oral Report:

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: Pamela Hillings Tegtmeier, Polly Paulsen, Tracie Haber, Betsy Jaffe, Debora Sapien, Alexandra Bauer, Cindy Guyer, and Cyndi MacDougall.

MOTION #2:

Upon recommendation of the Membership Committee, we, Virginia Naeve and D’Arcy Dietrich McLeod, Fourth Vice Presidents, Membership, move to approve the following change on the Annual and Life Membership applications: The required number of sponsors shall be changed from three names to one name. There will continue to be two lines for optional sponsor names if desired by the applicant.

Attachments:

Membership Applications, March, 2022. Annual: Pamela Hillings Tegtmeier, Polly Paulsen, Tracie Haber, Betsy Jaffe, Debora Sapien, Alexandra Bauer, Cindy Guyer, and Cyndi MacDougall.

Submitted By: Colleen Stroyke and Bonnie Suffridge

REPORT:

- The March 1, 2022 General Meeting was a Speaker Series format in the Town & Gown ballroom. It featured speaker, Willow Bay, Dean of the Annenberg School of Communication & Journalism. She presented: “*A Conversation with Dean Bay*” and included a panel of 4 of our Town & Gown scholars: Mikayla Buscaino, Samantha De Nicola, Montana Denton and Luke Scorziell. The meeting began at 12:00 pm and was live-streamed on Zoom, Facebook and our website.
- The meeting honored our Past Presidents and those in attendance were given a bouquet of flowers.
- The meeting featured our scholar sash ceremony for graduating scholars. Approximately 50 scholars were in attendance to receive their sashes. Many of their parents were also in attendance.
- Over 200 members and guests were in attendance with 245 registered, and 113 registered for the livestream.
- Opportunity drawing ticket sales were \$2,440 and there was an additional \$955 in other donations. The event was recorded and is available on the Town & Gown of USC website.
- Our final General Meeting of the year, on May 3, 2022, will be a celebratory luncheon! Occupancy restrictions were lifted and we expect a full ballroom of members. Many exciting things are planned that day, including a special donor reception, a performance by the Trojan Marching Band, the installation of our 2022-2023 Board of Directors, and our speaker presentation from Heidi Scheid, Executive Vice President, Scheid Family Wines.
- Check In/Social begins in the Courtyard at 11 a.m. and the Luncheon will begin at 12:00 p.m. The meeting will livestream at 12:45pm on Facebook and our website.
- Invitations will be emailed on 4/7, 4/11, 4/15, 4/18, 4/22, 4/25 & 4/26. RSVPs to attend the luncheon and to purchase Opportunity Drawing tickets are due April 26th. Ian will send out a Zoom link reminder to registered guests on the morning of the event, 5/3.

Oral Report:

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Submitted By: Beth Petak-Aaron

REPORT:

- Governance Committee met on March 2.
- Topics of covered included the 3 signature requirement on each new member application. There was consensus amongst the committee that the 3 signature requirement remain but potentially making signature 2 and 3 optional. Membership VP's will discuss at the BOD meeting.
- The Hiring Policy that was written by Peter Weil has been edited and uses the word "vendor" in place of employee.
- VP and Chair Operations Manual: It was discussed amongst the committee the importance of having each VP position complete an Operations Manual to be due at the June 21st In and Out Board Meeting. Please refer to the outline attached.
- Alumni Service Award: It was discussed and voted on that T&GUSC needs a process for receiving nominations from the BOD. Helaine will work on making new guidelines to give to the Board as well as including a list of members who have received this award. Helaine will discuss with the BOD.

Oral Report:

MOTION:

Upon recommendation of the Governance Committee, I, Beth Petak-Aaron, move to approve the Town and Gown of USC Hiring Policy as presented.

Attachments:

**Town and Gown of USC Hiring Policy, v. 2
VP and Chair Operations Manual Template, dated 11.2019**

<u>Nominating Chair</u>	Helaine Lopes	Oral Report/NO Consent Agenda
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Submitted By: Helaine Lopes

REPORT:

- The Nominating Committee presented the approved Slate of Directors for election to the Town and Gown of USC Members at the March 1st Annual Luncheon. An oral vote was taken and the Slate of Directors was elected as follows:
Secretary: **Ayuko Siegel**
1st VP, Investments: **Patti Jamgotchian**

2nd VP Scholarship: **Shana Glassman**

3rd VP Fund Development: **Carol Wright**

4th VP Membership: **Colleen Stroyke**

5th VP Programs: **Debbie Wong**

Nominating Committee Member (2022-2023): **Eddie Etmekjian**

Nominating Committee Member (2022-2023): **Linda Dankwa**

- Installation of Board Directors

The President conducts the installation of new Directors at the May 3 General Meeting. The Directors are presented by name and office to the Town and Gown of USC Members in attendance.

- The Nominating Committee completed the Nomination and Election procedures and wants to thank the Board, again, for all of your time, energy, and input into this year's process.

Benefit Chair

Eddie Etmekjian

**Oral Report/YES
Consent Agenda**

Submitted By:

Eddie Etmekjian

REPORT:

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Oral Report:

- Eddie will present an update
- Eddie will pick the winner of a Robert Ellis bracelet and necklace

Hospitality Co-Chairs

Kate Farlow, Janyce Teasley

**Oral Report/YES
Consent Agenda**

Submitted By: Kate Farlow and Janyce Teasley

REPORT:

- February 22, 2022, attended the Board of Directors meeting virtually and celebrated February birthdays.
- February 28, 2022, Co-Chair attended the California Club to stuff envelopes with invitations for the Benefit
- Before March 1st, Co-Chairs filled out opportunity drawing tickets from online list provided by Kari May.
- March 1st, 2022, set up hospitality table, attended Benefit and General Meetings

- The opportunity drawing tickets were chosen by the Co-Chairs. Bonnie Vogel won the \$250 gift card and Mary Kasem won the Trojan Treasure gift bundle donated by Bonnie Suffridge.
- March 12, 2022, attended the USC Day of Service.
- Sent out reminders and received confirmation for hospitality commitment at the Benefit.
- The Chairs are in constant communication regarding duties for the Benefit.

Oral Report:

- March birthdays

Communications Chair

Lisa Up de Graff

**Oral Report/NO
Consent Agenda**

Submitted By: Lisa Up de Graff

REPORT:

- Note cards sent to:
 - Dean Amber Miller (thank you)
 - -Dean Willow Bay (thank you)
- Social media:
 - Posted weekly to Instagram, Facebook, and Twitter
 - Instagram: 1,639 followers. 168 more followers since 9/2021
 - Facebook:1,057 followers. 49 more followers since 9/2021
- Instagram: We are picking up followers daily- from hashtags, liking other USC organization's posts, etc.

Promoting our Benefit and Opportunity drawings daily with most response/traction from IG.

Although some posts only have a few likes, the outreach and accounts engaged is much bigger. Unfortunately, people are seeing our posts but not liking them nor sharing them EYEBALLS- That is how we will drive engagement and (at least for our OD tix) increase our sales.

EYEBALLS - Also how we will INCREASE BRAND AWARENESS AND FUNDRAISING INITIATIVES.

I humbly urge you to LIKE and SHARE our posts, either on IG or FB.

If everyone on the Board SHARED our posts re the OPPORTUNITY DRAWING TIX, we could reach a whole new audience.

Food for thought!!!!

Physical Facilities/Historian Chairs Kathleen Campos, Jody Zuvich

Oral Report/NO

Submitted By: Kathleen Campos and Jody Zuvich

REPORT:

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

Audit Chair

Deb Bradley

**Oral Report/YES
Consent Agenda**

Submitted By: Deb Bradley

REPORT:

- The Audit Committee has received and reviewed the financial statements of Town and Gown of USC regarding the Administrative and Scholarship budget/expenses for July 1, 2021 to December 31, 2021 in an internal review.
- The Committee would like to thank the 1st Vice President, Investments and the CFO for their Board of Directors presentation in January, 2022, to provide in-depth explanation of their respective accounts for the entire board, as well as for the benefit of the Audit Committee.

MOTION:

After internal review by the Audit Committee of Town and Gown of USC of the information provided, or made available to, the Audit Committee, and with the understanding that such information is accurate, complete, and not subject to any qualifications or limitations, I, Debra Bradley, as Audit Committee Chair, and on behalf of the Audit Committee, move that the six-month financial statements of Town and Gown of USC for the six-month period ending December 31, 2021, be approved.

Parliamentarian

Ayuko Siegel

**Oral Report/NO
Consent Agenda**

Submitted By: Ayuko Siegel

REPORT:

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

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.
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ATTACHMENTS:

- **Dean Amber Miller Thank You Email**
- **Consent Agenda Cover Page for March 29, 2022**
- **Consent Agenda for March 29, 2022**
- **February 22, 2022 Board Meeting Minutes**
- **March 1, 2022 General Meeting Minutes**
- **Town and Gown of USC February 2022 Financials**
- **Clifford Swan Fund II Report 03.18.2022**
- **Town and Gown of USC Endowment Performance Review 12.31.2021**
- **Membership Applications, March, 2022. Annual: Pamela Hillings Tegtmeyer, Polly Paulsen, Tracie Haber, Betsy Jaffe, Debora Sapien, Alexandra Bauer, Cindy Guyer, and Cyndi MacDougall.**
- **Town and Gown of USC Hiring Policy, v. 2**
- **VP and Chair Operations Manual Template, dated 11.2019**