



Town & Gown

of the

University of Southern California

Founded 1904

Board Meeting Minutes, April 28, 2015

CEO Report and Updates

Jane Bensussen

Oral Report

President Jane Bensussen called the meeting to order at 10:00 AM. Our meeting was held in the Doheny Library Intellectual Commons Room. Jane thanked everyone for their attendance today and especially for their support throughout the year. We have two Board meetings remaining this year; May 26 and June 23.

President Jane Bensussen shared interesting news:

- Carol Mollett held a beautiful inaugural event for the Trojan Society of Hospitals at Descanso Gardens.
- Linda Givvin was initiated into the Skull and Dagger Society for her devotion to the University.
- Gale and Jane Bensussen were recognized with the Arnold Eddy Volunteer Service Award for their service and loyalty to the University.
- Yvonne Bogdanovich was honored by the Boys and Girls Club with the unveiling of her name on the Middle School Center building.
- Jo Anne Rogers received the Service Award at the Alumni Gala.

Other announcements included:

- Valerie Weiss invites everyone to the San Marino Motor Car Classic on June 14. Valerie arranged for a portion of the ticket price to be donated to a USC charity (Town & Gown is an option).
- The wonderful Tea Party at the Nikias home is this Sunday, May 3. Jane made sure our newest members received invitations.

- Happy Birthday wishes to Judy Piro, Sally Edwards, Christine Ofiesh, and Yvonne Bogdanovich.

Jane announced that the June 23 (transition) Board Meeting will be held at the Law Offices of Peter Weil in Century City. 10250 Constellation Blvd., 19th Floor. Park at the shopping center. TIMELY RSVP's are essential! Steve Yamaguchi is traditionally invited to the transition Board meeting to review the Agreement to ensure we are all aware of its significance, but will attend the May 26 meeting this year. Board members (one per committee) are required to prepare a year-end report that is DUE on or before the June 23 meeting. Linda Givvin, Governance Chair, will send out the policy guidelines to follow for these annual reports. A copy must also be sent via email to Recording Secretary, Sara Pfirmann, who creates a master file. Governance will take the reports along with the recommendations from the Active Advisory Board and conduct an overall assessment of our year and recommend areas for improvement.

The May 5, Cinco de Mayo, general meeting will be a fun and busy day. Current reservations are at 275 but increasing daily. The 110th Anniversary photo gallery will be displayed. There will be a raffle of a few remaining auction items. We will manage membership verification and have the opportunity for members to pay next year's dues. Carol MacDougall, incoming VP of Membership, will welcome lots of new members with their Handbooks and roses. During social time on the patio, punch and cookies will be offered. Wine and margaritas will also be offered – olé! Christine Ofiesh has arranged for the Trojan Marching Band to play. Jane will give a brief review of this year's highlights during lunch. We will have three guests from USC auxiliary services. Lloyd Silberstein will speak about all the building development projects.

There was lengthy discussion about the need for the expansion of our website. In preparation of this discussion, President Jane Bensussen emailed a document to all Board members outlining the details of this proposal. Board members may refer to the Proposal for Initiating Website Registration and Content Management (attached to these minutes). The Finance Committee recommends an increase in the budget to pay for increased data management of the website. We currently use a standalone, non-integrated management system called Google Drive, but we really need to switch all of our efforts to work through the website for long term advantages in data management. IVC Productions was hired to manage the first phase of setting up our membership database on the website. All data in the Handbook has been entered into the website system, but now we need to USE it. The next phase is to create a registration module, test it, and begin using it, for the October meeting. The registration function will include all the same information as our current mailing. This will save us from mailing hundreds of invitations and receiving all the RSVP's. Guests will pay on-line through credit card or PayPal. Members who prefer to mail RSVPS and pay by check/credit card may still do so. Concern was raised about the security and integrity of the system. Personal names will not be accessible or seen except by site administrators to protect privacy factor. IVC Productions is currently used by 25 universities and their security system has been vetted nationwide for integrity. This system will track all event history. Individual profiles will show a record on every member to see which events they have attended and what was donated. In order to accomplish this next phase of website integration, we need to pay IVC Productions \$3,050 for the Registration Module and \$725 for a software program called Word Press.

MOTION: The Finance Committee, moved by Carol Mollett, recommends approving expenses of \$3,775 to expand the website. The motion was approved.

Jane suggests we need to use the services of individuals who are technically skilled to conduct the ever-increasing demands for data management and the preparation of ongoing media/communication. With the December resignation of our Executive Associate, Jane managed the luncheon reservations, membership database and mailing lists herself, and all required reports with the assistance of Carol Mollett and our student worker, Anna Skobis. Jane does not believe the President's role should include managing this level of hands-on technology to maintain the evolving communication and social media needs of Town and Gown. Jane proposes that the workload be divided and appropriate tasks be assigned to two independent contractors. These are tasks that require a paid individual, not a volunteer. To accomplish this, Jane proposes that we hire an Executive Associate at \$1,500 per month and a Media/Communications Associate at \$1,200 per month. The funds needed to cover the cost of these associate positions will be included in the proposed 2015-2016 budget which we will review and vote on during the CFO's report.

Jane has started to make a list of duties/responsibilities for the associate positions which she emailed to all Board members prior to the meeting, but still need to be expanded. They include, but are not limited to:

Executive Associate: Membership database on the website; member mailing lists and labels; committee membership lists; dues management; Life Member appeal; luncheon reservations and seating for events; event registration lists; dietary/parking list support; benefit mailing list; handbook preparation.

Media/Communications Associate: Technical preparation of the President's Newsletter; Maintenance of the member email addresses at townandgownofusc@gmail.com; additions and deletions of content on the townandgownofusc.org website; regular posts on Facebook, ACC and other sites; management of the T&G photo library, including uploading all event digital event photos; technical preparation of sponsorship ads and similar artwork; technical support for fundraising document design and production; technical design of required branding and promotional materials; technical support for the Annual Report; other tasks that require data manipulation and digital information.

Discussion addressed the concept of using student workers for these positions – perhaps even our scholar recipients. Jane indicated that we are building infrastructure and continuity for our large organization. It is critical to improve timeliness, accountability and professionalism for these tasks. The proposed contractors must be reliable, readily available and demonstrate independence and skill in meeting Town and Gown's expectations. There was whole-hearted support for the need for technically skilled people to fill these positions.

Next, Jane proposed increasing the dues to Annual Members to provide higher operating income to support the new programming and fund the contract services to help us manage our organization more professionally. All Board members received an email prior to today's meeting prepared by Jane and CFO, Paula Ciaramitaro, outlining the rationale for an increase in annual dues. Some items of note include:

- We have 583 annual members and per our bylaws, dues will be generated by July 31st. The current dues structure is set at \$100, with \$75 for operating expenses and \$25 for philanthropy.
- We recommend an increase in the dues portion to \$100 to provide adequate resources to operate our organization. The total amount due would be \$125, \$100 plus \$25 for philanthropy.
- Dues were last raised in 2007 from \$50 to \$75. Although we added the philanthropy fee of \$25 last year, we have held the dues portion level for seven years.
- During this time, we have added significantly to our programming with the new website, Day of Service, Women's Conference sponsorship and Volunteer Recognition Dinner sponsorship. All business costs have increased, including printing and postage and the cost of the monthly general meetings and luncheons.
- Our trademark Handbook is the tangible item that represents who we are and what we offer to our membership. The cost of design, printing and mailing is now about \$15 per member.
- The full amount of dues is tax-deductible. That is the reason to increase dues rather than increase the luncheon fee. Our annual members may treat dues as a charitable gift.
- Although we are not promoting Life Memberships, we still have a few who join at this donor level each year. We currently have 265 Life Members who do not contribute directly to our operating costs. Some make donations, but most do not.

Discussion that followed this recommendation proved that we all understand the importance of planning ahead for the future needs of maintaining our operations. This discussion also included the ongoing concern about Life membership. While we are not really promoting Life membership, we all recognize that current and future Life members need to be more informed and better educated about the need for on-going contributions. Life members will receive a special appeal letter asking them to verify their information, join a committee, and make a support gift.

MOTION: The Finance Committee, moved by Carol Mollett, recommends that annual dues for Town and Gown of USC for the 2015-2016 year be raised to \$125. The motion was approved.

At the May 5 general meeting we will have Membership Information forms, prepared by IVC Productions, which will have pre-printed information on each member. These forms will state the new dues rate of \$125. Members will have the opportunity to verify their information, sign up for committees and pay dues.

Jane announced that we have 96 new members this year! We have limited capacity for engaging these amazing new members with only lunch meetings and committee involvement as means for immersion. We need to update our descriptions for committee involvement and then actually meet as committees and develop ways to employ the gifts and talents of our new members! Kudos were given to Sandy Johnston and Elle Feldman for being so good effective at getting everyone on the Hospitality Committee involved and volunteering at meetings. Beth Petak Aaron said it is our obligation to make sure our members are committed to our culture of philanthropy. Judy Piro pointed out that there is a limit to how many people can actually play an active role on a committee. It would be a good idea to match a new member with their sponsored members. We must find other ways to get people involved.

The next topic was succession planning. Again, Jane distributed an email about this prior to the meeting to address what the Governance Committee has been working on. Developing our future leaders must be designed with a purpose, a plan and principles. A defined approach identifies members who have talents and skills to become the leaders of the future. Each current Board member needs to be actively involved in finding their replacement as well as other positions as they meet and get to know new members and their skills and talents. The Board must be continually refreshed with vibrant, experienced and committed women. The goal is to create tiers of engagement for our members. We need more entry points for engagement and perhaps quick reminders at our general meetings that reiterate ways to get involved. Current pre-requisites to join the Board are two years of membership for a member who has served on a committee and even stricter pre-requisites for the CFO and 1st Vice President positions. We all agree we need to find more ways to creatively engage our members and give them opportunities to be involved!

Recording Secretary/Permanent Records

Sara Pfirrmann

Oral Report

Recording Secretary, Sara Pfirrmann, asked if there were any changes or corrections needed to the Board Meeting Minutes from March 31, 2015. None were noted.

Motion: Approval of the Board Meeting Minutes from March 31, 2015. It was moved by Jane Bensussen to approve the Minutes from March 31, 2015. The motion was approved.

Recording Secretary, Sara Pfirrmann, asked if there were any changes or corrections needed to the Consent Agenda for today's meeting. None were noted.

Motion: Approval of the Consent Agenda for April 28, 2015. It was moved by Jane Bensussen to approve the Consent Agenda for April 28, 2015. The motion was approved.

CFO/Treasurer

Paula Ciaramitaro

Oral Report

Treasurer, Paula Ciaramitaro, addressed specific details from the Treasurer's Report and the proposed 2015-2016 budget which had been emailed to Board members. Highlights from the discussion included:

- The analysis of the budget addresses line items in the Scholarship and Administrative accounts.
- Paula and the Finance Committee analyzed realistic numbers, based on historical results.
- USC allocates \$100,000 from the Town and Gown endowment annually for our scholarship program operations. Each year, an amount commensurate with the CPI (consumer price index) may be added to the allocation. Town and Gown has never requested the CPI increase since 2007. As of today, a total of \$117,000 could be requested for the new year. Paula used \$115,000 for budget purposes.
- Some line items have been re-categorized.
- It was noted that the budget needs ACC lunch expenses added back as a stand-alone item. Paula will send the revised file showing the ACC lunch cost separated out, but we will otherwise vote on the budget as it stands except for this one line-item adjustment which will not change the bottom line.
- Under the Administrative budget, figures reflect:
 - Maintaining the lunch meeting cost at \$40 per person.
 - Increasing annual dues to \$125
 - Adding a Media/Communications Associate at \$14,000/year.
 - Increasing Executive Associate to \$18,000/year.
 - Finance Associate will be \$20,400/year.

The current Scholarship Associate is set at \$900/month. If the Scholarship committee needs to increase his hours, the Finance Committee will need to investigate.

Paula said the budget reflects cautious, but realistic figures, keeping in mind finding ways of engaging new members, increasing web site development expenses, adding Associates to help manage the operations of our organization, and the ever increasing cost of business to manage the lunch meetings and our special events.

MOTION: The Finance Committee, moved by Carol Mollett, recommends we accept the 2015 – 2016 budget as presented. The motion was approved.

Paula briefly explained that only preliminary numbers are in for the Benefit. Things are still not entirely complete. She thanked Christine Ofiesh for underwriting the entertainment with her \$17,000 donation. Initial income from the Benefit looks to be about \$64,000. A final benefit P&L will be presented in May.

1st Vice President/Investments

Carol Mollett

Oral Report

Carol Mollett

- Submitted Norris Foundation Post Grant Report, along with Jane Bensussen
- 2015-2016 Town and Gown Budget Planning, along with Paula Ciaramitaro
- Sent Scholars' *Thank You* cards to living donors
- Worked with Steve Yamaguchi & Fei Phail on increasing our Scholarship allowance from Fund 1 to the maximum with CPI from 2007

Clifford Swan Accounts: Fund 2

Town and Gown of USC Scholarship Fund 2A; 2015 first quarter report

Cash & Equivalents	\$97,475.95
Fixed Income	\$453,372.61
Equities	<u>\$646,228.05</u>
Total Portfolio	\$1,197,076.62 (as of March 31, 2015).

Town and Gown of USC Administrative Reserves Fund 2B; 2015 first quarter report

Cash and Money Market Funds \$56,750.00

Town and Gown of USC Beautification Reserves Fund 2C; 2015 first quarter report

Cash and Money Market Funds \$36,056.67

Town and Gown of USC Life Membership Reserves Fund 2D; 2015 first quarter report

Cash and Money Market Funds \$12,038.86

Town and Gown of USC Scholarship Reserves Fund 2E; 2015 first quarter report

Cash and Money Market Funds \$82,600.12

Total Fund 2 Portfolio \$1,384,522.27 as of March 31, 2015

**2nd Vice Presidents/Scholarship Judy Piro & Marcia Kreditor Oral Report/
Consent Agenda**

Vice Presidents of Scholarship, Judy Piro and Marcia Kreditor, reported they are hearing back from candidates selected to receive our scholarships. One candidate responded that even with the offered Town & Gown scholarship, her family cannot afford to send her to USC. We have agreed to defer her scholarship offer one semester in hopes she can get more funding so she can begin in the spring semester. Good news from Fei Yoa Phail at the Office of Comptroller about available funds! There is \$1.6___ + in spendable earnings from our endowment so we can completely fund 57 new scholarships.

- We awarded 33 incoming Freshmen Town & Gown of USC scholarships; 2 excellent candidates declined as they will be attending other universities; 5 have accepted to date. Contracts were emailed to each candidate and responses are due no later than May 10th.
- All current and graduate students have been interviewed and evaluations submitted. Spreadsheets for both groups are prepared to facilitate selection of scholars from both groups.
- The number of current and graduate students offered scholarships depends upon the number of freshmen who accept our Town & Gown of USC scholarships and the remaining funds available.
- We rescinded one graduating scholar's full scholarship (\$10,000) for not meeting our requirements, including not submitting thank you notes to donors, nor the OASIS Completed Course Summary. This scholar also did not respond for months to our multiple emails.

- One graduating senior was unfortunately misinformed regarding the status of audited units as counting as a part of our minimum requirement of 12 units per semester. Judy recalls writing the email to counter this misinformation, but then when the student initiated an appeal regarding the rescission of his scholarship, I unfortunately Judy could not find the email. Thus, his scholarship for this semester was reinstated in view of the lack of documentation to the contrary.
- There are still 9 sashes awaiting pick up by our graduating scholars, both seniors and graduate students, at the Alumni Office. The sashes will be available through May 1st.

Carol Mollett suggested that we create a new fund where we might be able to offer an increased amount of money to help make a difference for a student who might otherwise not choose USC because his family cannot afford to attend. USC uses our scholarship as a recruiting tool. It was suggested that we analyze our current requirements and guidelines for scholarships to see what changes/updates we should make. We should look at current precedent and analyze how we might improve our qualification parameters. Any new fund or criteria would be carefully discussed with Financial Aid.

4th Vice Presidents/Membership Barbara Kelly & Dale Harbour Day

Oral Report/

Consent Agenda

Sara Pfirrmann presented the Membership report.

Motion: The Membership Committee, moved by Sara Pfirrmann, recommends that the following candidates be approved for Annual Membership: Mrs. Jean Fohrer, Ms. Carrie Foglesong, Mrs. Jerrilynn Kline, Mrs. Becky LaForge, Ms. Margaret Marapao, Mrs. Orly Moline, Mrs. Christin Moses, and Dr. Jeanne Ruderman.

**The Membership Committee recommends that the following candidates be approved for Annual Gown Membership: Dr. Linda Larsen and Mrs. Rachel Morrell.
The motion was approved.**

New Business:

Please read all the remaining reports in the Consent Agenda.

3rd Vice President/ Development/Fund Raising

Beth Petak-Aaron

Consent Agenda

- Beth and Jane plan to appoint the Resource Development Committee as described in the Bylaws.
- Beth will be reviewing all new member applications in hopes of including new members on the committee.

5th Vice President/Communication (Internal)

Kathy Duffy

Consent Agenda

- Thinking of you cards were sent to:
Mary Rooney – she had lung surgery
Ann Dorr – both she and her husband have health issues
Marita Robb – she has heart issues
- Get well cards were sent to:
Carol Mollett - 2 cards – due to illness

Kathy Lingle – she broke her toe and tore ligaments

Lucy Haugh – she broke her leg

- A Sympathy card was sent to:
Ruth Milch for the loss of her husband
- A congratulations card was sent to:
JoAnne Rogers for winning the Alumni Service Award this month

5th Vice President/Communication (External)

Connie Cashin

Consent Agenda

- We continue to update the Website.

6th Vice Presidents/ Programs

Kathy Lingle & Virginia Naeve

Consent Agenda

- The final program of the year will feature Lloyd Silberstein, Vice President and Executive Director, USC Capital Construction and Facilities Management. He will address the amazing growth of USC including the development at USC Village.
- The 2015-2016 Program Committee will meet Tuesday, May 5 at 10:00 (prior to the General Meeting) at the far end of the Town & Gown assembly room behind the room divider. The purpose of the meeting is to begin planning the program schedule for next year.

Benefit Chair

Yvonne Bogdanovich

Consent Agenda

- No activity to report since the last Board Meeting/Report.

Nominating Chair

Chris Gregg

Consent Agenda

- No activity to report since the last Board Meeting/Report.

Governance Chair

Linda Givvin

Consent Agenda

- The Governance Committee met on April 7 to continue bylaw revision discussions, specifically updates from Mr. Morgan Taylor, non-profit attorney. Mr. Taylor informed our president, Jane, that his fee will stand at his original offer with no added costs for additional hours needed to finalize the revisions. Timeline to finalize and approve bylaws is by the end of this year. Revised bylaws will be presented to the board of directors for approval followed by approval from the general membership.
- Committee reviewed Standing Rules for revisions and drafted a Table of Contents for the Bylaws.
- Succession Planning, Operational Management of our Organization, Website Expansion Plans and Associate (contract) positions were discussed.
 - Succession Planning:
 - It is important to cultivate committee members to move into leadership roles, this means collaborating with committee members to engage them in committee work. It is the responsibility of our board VP's/Chairs to recommend to the Nominating Committee potential successors for their positions.
 - Discussed the job descriptions of CFO and 1st VP, Investments regarding the 3-year minimum experience on the board prior to election. The bylaws as written preclude newer members from contributing their expertise in this area. Deliberate board appointments must be made to cultivate members with these skills.
 - Operational Management of our Organization:
 - Town & Gown of USC is an “event based” organization: speaker luncheons; annual benefit; philanthropy events; Scholar BBQ; Scholar Luncheon, etc. Jane proposed how to improve the infrastructure for T & G operations.
 - Website Expansion Plans:

- Discussion led by President Jane Bensussen. Jane proposed a plan that she will propose to the Finance Committee/board to enable our organization to have an integrated data base management system.
- Associate (Contract) Positions:
 - Discussed how to reformat the duties of the Executive Associate position; and implementation of a new contract position: Media/Communications Associate for newsletters, Gmail groups, website content, Facebook, photos, sponsorship ads, branding, etc.
 - Jane will make a proposal to the Finance Committee/board regarding the addition of a Media/Communications Associate position in the new budget.

Hospitality Chairs

Sandy Johnston & Elle Feldman

Consent Agenda

- Plans for the May 5th meeting include: 6 registration stations, 15 Membership Data Verification stations, 3 raffle tickets sellers, 9 Greeters, 5 floaters
- Hospitality team will arrive at 8:15
- After registration, members move to the Membership Data Verification tables to update their information for the Handbook and sign up for a committee.
- Annual members will move to the Dues Table.
- As both Membership VPs will be absent from the May 5th meeting, Hospitality will support their normal tasks and order the new member flowers. Incoming VP of Membership, Carol MacDougall, will be at the New Member table to welcome new members.
- Judy Lieb will handle registration questions and manage raffle tickets sales, giving money to Liz Biggs.
- Newsletters were mailed to those members without email. Extra copies of the Newsletters will be available at the New Member table.

Parliamentarian

Marilou Hamill

Consent Agenda

- No activity to report since the last Board Meeting/Report.

Physical Facilities Chairs

Carol Fox & Yvonne Bogdanovich

Consent Agenda

- Committee member, Debra Bradley, is involved in researching early beautification projects and gifts to the University. Claude Zachary, Archivist at USC, has provided many resources for this research, including a ledger from 1910 - 1931.
- A brief discussion has been held with university administration regarding Town and Gown reimbursing the University for payment to vendors related to beautification projects. This process will ensure that Town & Gown receives credit from the University for these contributions.
- Dan Stimmler, Associate Senior Vice President, Auxiliary Services, Kris Klinger, Director USC Hospitality and Jerry Wingate, Director of Design, Trojan Services have been invited as our guests at the May 5, 2015 luncheon. Members of the physical facilities committee work with these staff members on renovation and beautification projects.

Active Advisory Council

Sally Edwards

Consent Agenda

- The Advisory Council met on April 15th and will report at the May Board meeting.

Meeting adjourned at 12:40 PM. Picnic style box lunches by City Fare were provided for lunch.

Respectfully Submitted,



Recording Secretary

Town and Gown of USC

Members in Attendance:

Jane Bensussen

Linda Givvin

Thelma Orr

Liz Biggs

Cristine Gregg

Beth Petak-Aaron

Yvonne Bogdanovich

Marilou Hamill

Judy Piro

Connie Cashin

Dale Harbour Day

Sara Pfirrmann

Paula Ciaramitaro

Sandy Johnston

Kathy Shirley

Kathy Duffy

Marcia Kreditor

Carol Thueson

Jan Dyer

Kathy Lingle

Ruberta Weaver

Sally Edwards

Carol Mollett

Carol Fox

Christine Ofiesh

New Board members in attendance:

D'Arcy McLeod, Linda Swick, Susie Rhodes, Carol Greenhalgh

Attachments: Proposal for Initiating Website Registration and Content Management