



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 Minutes
April 26, 2022, 9:45 a.m.
University Club (Scriptorium Room) and Zoom

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

All Board Directors and Past Presidents

The Directors and Past Presidents had a brief social time before the meeting began.

Opening

The meeting was called to order at 9:45 am by CEO/President **Hilary Crahan**.

Hilary welcomed everyone and asked them to give a special welcome to today's VIPs Wilma Pinder and Beth Petak-Aaron for their recent awards from the Black Alumni Association and the USC Alumni Association, respectively. Hilary attended both awards galas, and she said Wilma and Beth made our organization proud.

Hilary introduced the meeting's guest speaker, Roger Gewecke, of Clifford Swan Investment Counselors.

Guest Speaker

Roger Gewecke, Clifford Swan

Introduction: Hilary Crahan

Roger Gewecke is joining us today to provide a status presentation of the Town and Gown of USC portfolio, known as Fund II, which is managed by Clifford Swan Investment Counselors.

Roger is a third-generation alumnus of USC, as not only did he graduate from USC, but both his parents graduated from USC and his grandfather graduated from the medical school at USC.

Roger is a principal at Clifford Swan and has managed the Town and Gown of USC portfolio for six years now.

Roger was happy to address the Board again. He congratulated the BOD for going “high tech” with this hybrid meeting. He mentioned his mom is a member of Town and Gown of USC. He commended the organization for all the good works it does for USC students.

His presentation included a set of slides which he reviewed.

The six Sections of the presentation were looks at the Portfolio’s History, Investment Objectives, Investment Outlook and Strategies, Fund 2A (Scholarship) — Portfolio Positions, and Other Funds.

Highlights:

- The primary Investment Objective is the Preservation of Capital and Purchasing Power, balanced with the secondary objective of Growth of Principal. Both objectives are currently being met. Risk Tolerance is Moderate, despite current inflation rates (“Inflation is transitory, though it currently is at a 40-year high.”) CS is working to shield the organization and keep the portfolio where it should be both in terms of Risk Tolerance and Returns. The Funds are expected to last in perpetuity as it provides scholarships for deserving students. Return Expectations are 5-6%.
- In the time period of 12/3/2007 to 3/31/2022, the Current Market Value of Fund 2A (\$2.73M) has more than doubled since its Initial Value (\$1.12M).
- The *Policy* Asset Allocations for Scholarship Fund 2A is approximately 60% Reserves/40% Equity; the Actual is approximately 57% Reserves/43% Equity.
- The Investment Outlook. Positives: Corporate earnings growth are still bullish (expect 5-7% growth) ; liquidity conditions are still positive; investor risk tolerances remain high; household finances are strong; with as Fed hikes rates, interest rates are low by historical standards. Negatives: Fed plans to raise interest rates faster than originally anticipated; labor and material shortages persist, inflation remains elevated; consumer confidence has dampened, the risk of recession is growing (currently about 50/50; “we are in a ‘not-quite bearish’ market”, especially as real income declines; geopolitical conflicts (ex., Ukrainian war, China/Taiwan) are increasing economic uncertainty. *How does CS look to manage these factors?* They look for companies that have experienced growth in earnings in 8 of the last 10 years, and which show consistent growth and solid balance sheets.
- Investment Strategy. It makes sense for the portfolio to own Fixed Income Investments — not bonds, but high quality issuers with shorter maturities so that reinvestments can be made with higher rates.

- Two recently successful stocks include a company that provides lithium (for electric cars) and another company that provides a chemical that helps farmers increase their crop yield. Some tech companies have lagged recently, but they should bounce back.
- Fund 2B (Administrative Reserve Fund) could be managed in the same way as Fund 2A, but he suggests that until it gets a little bigger, the best way to increase Fund 2B might be mutual funds. He recommended the Board look into that soon. Hilary suggested this may be a project for the incoming 1st VP, Investments, Patti Jamgotchian, and the incoming CEO/President, Beth Petak-Aaron.
- Roger said the investment returns will likely be a little less in the coming years, until inflation abates. Looking at history, the stock market, *on average*, has gone up about 9.5% annually compounded. The world will always have problems; he remains optimistic. The standard practice is to invest in markets that would withstand a recessions.

Hilary thanked Roger for his in-person presentation, and she thanked him for the generous donation he and his wife made to the 2022 Benefit.

Attachment:

Roger Gewecke Presentation, April 26, 2022

CEO Report and Updates

Hilary Crahan

Oral Report/YES**
Consent Agenda**

Submitted By: Hilary Crahan

REPORT

- WIDNEY SOCIETY

Town and Gown of USC is a member of the Widney Society. At this event, honoring \$1 million-plus donors, one of our Town and Gown of USC scholars was a featured speaker. Isabell Lau was one of the three Trojans that spoke to the assembled group.

As a matter of note, the CEO/President brings a Past President as her guest.

- MAY GENERAL MEETING AND LUNCHEON

We will salute the outgoing Board of Directors. Please do plan to attend in person. We will plan to highlight the service and leadership of Sara Pfirrmann, Deb Bradley, Chris Gregg, Kathi Nicolard, Laurie Hunter Tiedemann, Joyce Fadil, and Virginia Naeve.

Past President Yvonne Bogdanovich and Secretary of the Corporation, Patti Johnson, will be helming this portion of the day.

Oral Report:

- Secretary **Patti Johnson** gave a recap of the recent **88th Annual Alumni Awards**, where Town and Gown of USC President-Elect Beth Petak-Aaron received the Alumni Service Award.
 - The 88th Annual Alumni Awards dinner was on Saturday, April 23, at the InterContinental Hotel in downtown Los Angeles
 - There were about 500 attendees, everyone in formal dress
 - It was wonderful to be in-person and to see people we hadn't seen since 2019
 - As a sponsor, T&GUSC received a table of ten. Ten BOD members sat at the table, as well as ACC Chair Vivian Gumbiner
 - There were seven wonderful award winners, including our own President-Elect, Beth Petak-Aaron. Beth received one of three Alumni Service Awards
 - John Iino, President of the Board of Governors, introduced a tribute video to Beth
 - The people on the video said beautiful things about Beth. Speakers on the video: Beth's husband, Tony Aaron; Danielle Harvey, from the Alumni Association; Carol Fox, Past President of T&GUSC; and Patti Johnson, Secretary of T&GUSC and coordinator of the nomination, were on the video.
 - Beth was radiant. She spoke on stage after the video. Her speech was heartfelt and perfect. She thanked everyone and she mentioned the groups she's involved in. She told of how successful each group was, all because of the women who lead them. The Town and Gown of USC members present were very proud of Beth
- Patti also gave more information about the optional **Doheny Library Tour** taking place after today's meeting. Unfortunately, Carol Fox, who arranged for the tour, was home ill today. Patti will take her place. The tour will begin on the front steps of Doheny shortly after the meeting. The tour will be led by Librarian Ruth Wallach.
- Kathleen Campos shared what she did for Wilma Pinder at the Black Alumni Awards, where Wilma received the Kilgore Service Award. Kathleen and everyone at the Town and Gown of USC table opened "poppers" at their table and enjoyed customized M&Ms they made for Wilma. Kathleen said Wilma was radiant and funny that night, and she "probably did not stay on script!"

MOTION:

I, Hilary Crahan, CEO/President, move to approve the purchase of five (5) \$100 gift cards for Tina Kreditor, Michael Marchak, Roxy Szigat, Kari May, and Ian Chestnut as a 2021-2022 fiscal year-end thank you for their professional services.

Approved unanimously by the Executive Committee. No Second needed.

Approved: 04.26.2022

Recording Secretary/Permanent Records

Patti Johnson

**Oral Report/YES
Consent Agenda**

Submitted By: Patti Johnson

REPORT

- Recorded Minutes for the March 29, 200 Board Meeting and the April 5, 2022 Benefit
- Sent Board Report Request to the Board of Directors for the April 26 Board Meeting
- Created Zoom invitation for the April 26 hybrid Board Meeting. Send email to invite the BOD and Past Presidents, collected reports, created Consent Agenda, and posted Meeting Documents onto the Board Portal
- Requested Ian Chestnut to post the new Non-Discrimination Policy onto the Board Portal
- Placed March documents into the Permanent Record binder and flash drive
- Set date for an “onsite training” session with the 2022-2024 Secretary, Ayuko Siegel
- Set up a Zoom meeting for the 2022-2023 Programs Committee for April 22

Oral Report

- The 4th Vice Presidents, Membership, will move today to approve additional applicants who wish to change their membership status from Annual to Live Memberships.

MOTION:

I, Patti Johnson, Secretary, move to approve the

- **March 29, 2022 Board Meeting Minutes**
- **April 5, 2022 Benefit Minutes**
- **Consent Agenda Cover Page for the April 26, 2022, Board Meeting, and the**
- **Consent Agenda for the April 26, 2022, Board Meeting, as distributed *and amended*.**

SECOND: Beth Petak-Aaron

Approved: 04.26.2022

Attachments:

March 29, 2022 Board Meeting Minutes

April 5, 2022 Benefit Minutes

Consent Agenda Cover Page for April 26, 2022

Consent Agenda for April 26, 2022

T&GUSC Website Ad Hoc Committee

Patti Johnson, Chair

**Oral Report/NO
Consent Agenda**

Submitted By: Patti Johnson

REPORT

- Working with Ian Chestnut to update copy on the “History” page and to add photos on various pages.

CFO/Treasurer

Kathie Johnson

Oral Report/YES

Consent Agenda

Submitted By: Kathie Johnson

REPORT:

- Income for March 2022 was at \$109,487. Largest sources of income were due mainly to opportunity drawing of \$30,990, Benefit reservations of \$50,005 and Benefit donations of \$28,877. We had \$5,358 in interest income.
- March expenses were \$71,949. The largest were \$35,240 for BH Hotel, \$13,811 for fashion show, \$5,005 for printing, professional fees of \$5,237 and \$4,626 website.

Admin and Scholarship Budgets

- Both the Admin and Scholarship budgets for 2022 - 2023 remained similar to that of 2021-2022. Since we had based the 2021 budget on in-person meetings and never met in person, it was felt these numbers were still relevant.
- Our allowance for both Admin and Scholarship increased to \$70,375.

Scholarship:

- Scholarship added a new line item "Committee Thank you Event" not to exceed \$3,500. This was taken from the Luncheon budget item in order to have an annual recognition and thank you event for the committee members. Luncheon expense was reduced from \$19,000 to \$17,801.
- Sashes line item increased to \$5,400 to reflect the rise of cost of the sash. (\$72 for each sash, which is given as a gift to the graduating scholars; number of grads are estimated)

Admin:

- Automobile expense was eliminated.
- \$1,000 was added to Day of SService.
- Handbook postage increased \$1,000.
- Printing expense/Invitations was eliminated. Using email rather than snail mail.
- Printing expense/Other eliminated for same reason as above.
- Professional fees - Executive Associate received \$1,800 annual raise.

Oral Report

- All receipts for reimbursement are due to Tina Kreditor prior to the **May 24** Board Meeting
- Kathie presented three motions for a vote.

MOTION #1:

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

Approved: 04.26.2022

MOTION #2

Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the 2022-2023 Administrative budget.

Approved: 04.26.2022

MOTION #3:

Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the 2022-2023 Scholarship budget.

Approved: 04.26.2022

Attachments:

Town and Gown of USC March 2022 Financials

Town and Gown of USC Scholarship and Administrative Budgets, July 2021- June 2022 and July 2022-June 2023

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 4/15/22 for Funds A – E. The market value of the funds is approximately \$3M.

Attachments:

Clifford Swan Funds 2A-E Report as of 04.15.2022

2nd Vice Presidents/Scholarship

Carol Wright, Susie Rhodes

**Oral Report/NO
Consent Agenda**

Submitted By: Carol Wright and Susie Rhodes

REPORT:

March 14, 2022 – April 18, 2022

- Scholarships

- Interviews concluded March 11, 2022. All scores were posted by March 16.
- We received our ranked lists based on the scores from Ian Chestnut on 3/23/2022.
- The VP's met in person and by phone to discuss the list of Incoming Freshman, Current/Transfer and Graduate scholarship applicants. A list of potential scholarship recipients for each group was decided based on Reading scores and Interviewing scores.
- A incoming freshman/transfer list was sent to Bethany Baker-Brousseau at Admissions on April 8, 2022. A follow up email was sent on April 13. A phone call to Admissions determined that Bethany is no longer associated with the Admissions office and the list was sent to Jordan Holmes, Senior Assistant Director of Admissions with a cc to Kirk Brennan, Director of Admissions on April 18, 2022 to confirm admission to the university.
- A list of current undergrads was sent to Frank Chang in the Registrars Office to confirm the list of students are enrolled and in good standing with the university.
- Carol Wright attended the March 25th ACC scholarship luncheon. It was amazing to see so many of our scholars in attendance with their parents. Prior to the luncheon, Carol handed out 14 sashes to graduating scholars who were unable to attend the Mar 1st luncheon.
- The VP's attended the March 29 Board Meeting, one in person, the other virtually.
- The VP's attended the April 5th Town & Gown Benefit
- On April 8th, Carol Wright attended the Finance Committee Meeting virtually.
- Year End Committee Luncheon:
 - The VPs continue planning for the end of year Scholarship Committee Luncheon to be held on Tuesday, May 17, at The Athenaeum at Cal Tech. To date, out of 56 invitees, 22 attending, 15 regrets, and 19 not replied yet
- Sashes:
 - The remaining sashes were mailed to the graduates who were not in attendance for the March 1st sash ceremony or at the ACC Scholarship Luncheon on March 25th
- Application:
 - The VP's are evaluating the application to make it more applicable for graduate applicants.

Submitted By: Marilyn Kezirian and Chris Gregg

REPORT:

- **A letter was sent to our Fund Development (FD) Committee updating them on the highlights of FD activities and accomplishments this year:**
 - Creation of the Fund Development Council
 - Donor Portal created by Ian and Kari
 - Development of Strategic Plan process which will be utilized with the Council in the fall
 - Back to School Donor Reception in August 2021
 - Creation of May Donor Reception in honor of Endowed and Major Donors for 2021-2022.
 - Request for five FD Committee Members to be hostesses for May 3 Donor Reception
 - Invitation to and Information Table for March 16 Pat Nixon Day of Service @ Richard Nixon library.

- **Preparing for May 3 Donor Reception**
 - We are so excited to be able to celebrate and honor all of our donors for 2021-2022. It is a wonderful way to say, "Thank You," and to recognize our donors for their passion, dedication, and generosity to Town and Gown of USC.
 - Many thanks to Kari for creating the Endowed Donor General Meeting and Luncheon Invitation; in addition, to using the Donor Portal for creating the list of Major Donors to be invited to the May 3 Donor Reception. And to Roxy for her graphic talents in creating a beautiful reception invitation. We have received both invitations and will complete the next steps for the mailing process by April 18.

Oral Report

- Marilyn reported that the VPs were happy this year with the accomplishments of the Fund Development Committee. The Fund Development Council was established and recognized. The process of Strategic Planning will continue next year; they have good objectives in mind. The Donor Portal is in place, and it is working. The portal identifies major donors, who will be recognized next week at the reception before the May 3 General Meeting.
- Chris spoke about the May 3 Donor Reception, where the major donors and the Endowed Scholarship Donors will be honored. Invitations were mailed on April 16; RSVPs are

coming in. She expressed kudos to Roxy Szigat for creating the invitations for the reception. At check-in that morning, the donors will receive ribbons, will be directed to the Town and Gown foyer, and will be greeted by Fund Development Committee members. Champagne and appetizers will be served while the donors mingle and enjoy camaraderie with each other. Chris and Marilyn will say a few words, thanking the donors for their support of the scholarship program. She and Marilyn are grateful to the Board members for their guidance, assistance, and support this year.

- Hilary expressed thanks to Chris for her eight years of service on the Board.

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 of USC membership was 481 Annual members, 315 Life members, for a total count of 796 members.
- From March 16, 2022, through April 15, 2022, membership received two Annual membership applications and four [updated to **six**] change of status memberships from Annual to Life membership.
- After approval of these two Annual applications and four [updated to **six**] change of status memberships from Annual to Life memberships, Town and Gown of USC membership will be 479 Annual members and 319 Life members, for a total count of 798 members.

Oral Report

- The membership renewals have been e-mailed out. D’Arcy thanked Virginia Naeve (absent today) and Colleen Stroyke (the incoming VP Membership) for their help in editing the forms. It is easier now for Annual Members to request status changes to Life Membership. The Home page of the T&GUSC website shows a scrolling ticker tape banner indicating the renewal page is now open.
- The VPs will honor Life members at the May 3 General Meeting. Those in attendance will receive a signature rose
- D’Arcy thanked Linda Dankwa, Board Director and USC Clinical Nurse Lead on the Neuroscience ICU at the Keck School of Medicine, for publicizing Town and Gown of USC membership on the Keck website. D’Arcy and Colleen will make a presentation about T&GUSC at the Nurses Week kickoff celebration on May 9.
- After today’s approvals, including the update from four status requests to six, the numbers will be 477 Annual and 321 Life memberships, for a total of 798 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: Leslie Schwene and Cathy Zaas.

Approved: 04.26.2022

MOTION #2:

Upon recommendation of the Membership Committee, we, Virginia Naeve and D’Arcy Dietrich McLeod, move to approve the following Candidates for change of status from Annual to Life Membership: Wandy Jung, D’Arcy Dietrich McLeod, Virginia Naeve, and Nancy Tafoya.

Approved: 04.26.2022

MOTION #3:

Upon recommendation of the Membership Committee, we, Virginia Naeve and D’Arcy Dietrich McLeod, move to approve the following candidates for change of status from Annual to Life Membership: Rachel Morford and Meredith Weiss.

Approved: 04.26.2022

Attachments:

Membership Applications, April, 2022 (Separate documents). Annual: Leslie Schwene and Cathy Zaas, Change from Annual to Life: Wandy Jung, D’Arcy Dietrich McLeod, Virginia Naeve, Nancy Tafoya, Rachel Morford, and Meredith Weiss.

5th VP/Programs

Colleen Stroyke, Bonnie Suffridge

Oral Report/**YES**
Consent Agenda

Submitted By: Colleen Stroyke and Bonnie Suffridge

REPORT:

- 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, a tribute to our outgoing Board of Directors, and our speaker presentation from Heidi Scheid, Executive Vice President, Scheid Family Wines.

Check In/Social begins in the Courtyard at 11a.m., and the Luncheon will begin at 12:00 p.m. The meeting will livestream at 12:45pm on our Facebook page and our website.

Invitations were 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.

- Programs 2022-2023 is underway! Speaker recommendation requests have been made to the Programs Committee, the Board, and Past Presidents. All recommendations are due April 20. A Zoom with the Programs committee is on April 22nd to review the potential speakers.

Oral Report

- The VPs will move today to transfer to the Clifford Swan Fund 2A account the Opportunity Drawing proceeds from October through March. The proceeds from these months total \$17,500.00.
- The May 3 Luncheon Meeting will have a celebratory theme. The RSVPs as of this morning is 293 in-person reservations and approximately 25 live-streaming reservations. The deadline is today.
- The Opportunity Drawing purchases as of this morning total \$2,455. Tickets are still available. Proceeds from the May Drawing will be transferred to our Clifford Swan account next month. The Opportunity Drawings have earned over \$20,000 this year
- Scheduled for the May Meeting: the Trojan Marching Band will perform, there will be a tribute to the outgoing Board Directors, the Life Members will be recognized, the 2022-2023 Board of Directors will be installed, and Heidi Scheid will be the featured speaker. All Board Directors will be called to the stage to be recognized and to encourage members to join the Board in the future.
- Bonnie Suffridge and Debbie Wong, the 2022-2023 VPs, Programs, had a Programs Committee Meeting on Zoom last Friday. The committee members gave suggestions for speakers for next year. The ballots of suggested speakers went to the committee yesterday, with a deadline of this Friday. The ballots are coming in already. Everyone is excited about next year.
- Several VIPs are attending the May 3 General Meeting. This will be a great opportunity to showcase our organization to high-level administrators and Deans. The Board was asked to let Colleen, Bonnie, Kari, and Hilary know if there were any additional guests who should be invited.

MOTION:

We, Colleen Stroyke and Bonnie Suffridge, Fifth Vice Presidents, Programs, move to approve the transfer of \$17,500.00 to our Clifford Swan Fund 2A account.

SECOND: D'Arcy McLeod

Approved: 04.26.2022

Governance Chair

Beth Petak-Aaron

**Oral Report/YES
Consent Agenda**

Submitted By: Beth Petak-Aaron

REPORT:

- Helaine Lopes will be sharing nomination information for the Volunteer Recognition Awards Dinner, which is held in September. All nominations will be due no later than **May 3, 2022**
- The Governance Committee invites the Directors to consider submitting a nomination for the Volunteer Recognition Awards. They are asking for nominations for the President's Award, Widney Alumni House Volunteer Award, and Volunteer Friend of the Year Award. The Committee will review all nominations and vote on one per category to be submitted to the USC Alumni Association. Documents/nomination forms are attached to the Consent Agenda. They will be added to the portal as well, but Directors may feel free to use the attachments. Also attached: a list of all those who have received the awards in the past, as well as the policy describing the different awards and other pertinent information. The policy currently is on the Portal ("VRA Nominations Policy" under *Policies, Procedures & Bylaws*); the list of previous recipients will be posted soon.
- Once completed, please submit the forms to Beth Petak-Aaron. All nominations must be submitted by **May 3rd**.
- Governance will meet on May 4. Nominations will be brought to 5/24 BOD meeting

Oral Report:

- Patti Johnson reported on behalf of Helaine Lopes, who was not in attendance. All Directors were invited to submit nominations for three of the Volunteer Recognition Awards, namely, the Widney Alumni Award, the President's Award, and the Volunteer Friend of the Year Award.
- The Governance Committee will review all nominations and will vote on one person per category to present for approval at the May 24 Board Meeting. The approved nominees will be submitted to the Alumni Association
- The nomination forms are posted on the Board Portal. Also on the Portal: the list of previous recipients of the Awards and the T&GUSC policy which describes the Awards and other pertinent information
- Tuesday, May 3, is the deadline to submit nominations to Beth Petak-Aaron

Attachments:

Widney Alumni House Award Nomination Form

President's Award Nomination Form

Volunteer Friend of the Year Award Nomination Form

2021-2022 BOD Awards Recipients List

Town and Gown of USC Nominations for Volunteer Recognition Awards Policy

REMINDER:

VP and Chair Officers Operations Manual Template [due by June 21]

Nominating Chair

Helaine Lopes

**Oral Report/NO
Consent Agenda**

Submitted By: Helaine Lopes

REPORT

- The 2022-2023 Board of Directors will be installed at the May 3 General Meeting.
-

Benefit Chair

Eddie Etmekjian

**Oral Report/YES
Consent Agenda**

Submitted By: Eddie Etmekjian

REPORT

- Thank you to Hilary, the Honorees, and the Board of Directors and members for helping to make the benefit so successful.
- It was a great day, and honoring the Women of Vision was so special. We met our goals, and beyond.

Oral Report:

- Thank you, again, to everyone for making the Benefit such a success
- The *Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum Endowed Scholarship* now has a total value of \$132,050.
- Eddie's motion today will be to transfer \$129,550 to this new endowed scholarship fund. The \$2,500 difference was given directly to USC for T&GUSC's Fund I scholarship fund.

MOTION #1:

I, Eddie Etmekjian, 2022 Benefit Chair, move to donate \$129, 550.00 into the Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum Endowed Scholarship Fund.

SECOND: Patti Jamgotchian

Approved: 04.26.2022

MOTION #2:

I, Edie Etmekjian, 2022 Benefit Chair, move to approve the transfer of \$29,220.00 into our Clifford Swan Fund 2A account.

SECOND: Sara Pfirrmann

Approved: 04.26.2022

Hospitality Co-Chairs Kate Farlow, Janyce Teasley

**Oral Report/YES
Consent Agenda**

Submitted By: Kate Farlow and Janyce Teasley

REPORT

- March 24th sent out reminders to ladies who signed up to volunteer for the April 5th Benefit.
- March 29th attended the Board meeting at USC in-person and virtually. Four March birthdays were celebrated.
- March 3rd sent confirmation requests for all Hospitality volunteers.
- When all volunteers were confirmed, a list was sent to Sara Pfirrmann and Edie Etmekjian so special name tags could be made by Sara.
- Extra Benefit Scarves were ordered from Patti Jamgotchian and given to Hospitality April 5th.
- April 4th one chair went to the Beverly Hills Hotel to leave her box of supplies and help.
- The other chair gave her bag of supplies to a friend staying at the Hotel April 4th.
- April 5th arrived at the Beverly Hills Hotel at 8:00 am to set up the Hospitality Area.
- Edie Etmekjian arrived with Boutonnieres for husbands and escorts to be handed out by the Hospitality committee.
- Scarves and special name tags for each volunteer were handed out as the ladies arrived to help.
- Kari May provided all the sign-in sheets and a sign for late arrivals to check in at a table in the Ballroom.
- After lunch, the Hospitality area was cleared.
- April 6th a list of all Benefit No Shows people was sent to Kari May. The sign-in sheets were also mailed to Kari.
- April 13th attended Zoom meeting with Hilary regarding May 3rd Celebrations.
- April 13th A thank you note to all the Hospitality Volunteers was sent to Patti Jamgotchian for her Newsletter.

Oral Report:

- The Board celebrated the April birthdays: **Kathie Johnson, Lisa Up de Graff, Sally Edwards, Rhona Gewelber, and Yvonne Bogdanovich.**
- **Bianca Patterson** led the Board in singing “Happy Birthday” to the birthday women
- Hilary thanked Janyce and Kate for their help on the Opportunities Drawings throughout the year

Communications Chair

Lisa Up de Graff

**Oral Report/NO
Consent Agenda**

Submitted By: Lisa Up de Graff

REPORT:

- Note Cards sent to:
 - Kathi Nicolard (sister ill)
 - Colleen Stroyke (Dad stroke)
- Social Media:
 - Posted weekly to Instagram, Facebook, and Twitter
 - Instagram: 1,679 followers. Picked up 40 more followers this month.
 - Facebook: 1,059 followers. That is 2 more followers this month

* Instagram: We are picking up followers daily- from hashtags, liking other USC organization's posts, etc.

I still encourage everyone to LIKE and SHARE our posts (if applicable) on your social media platforms.

It is readily apparent that Instagram is the biggest driver of eyeballs for our organization. This is how we will increase our Brand awareness and Fundraising Initiatives.

The mysterious algorithm that drives social media computes the LIKES, SHARES, and COMMENTS on our Town and Gown of USC platforms. We need to increase our footprint and presence to get our message out in order to reach entities aligned with our 501(c)(3) mission and goals. You never know where the next big donor will appear!

Physical Facilities/Historian Chairs Kathleen Campos, Jody Zuvich

**Oral Report/NO
Consent Agenda**

Submitted By: Jody Zuvich and Kathleen Campos

REPORT:

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

Audit Chair

Deb Bradley

**Oral Report/NO
Consent Agenda**

Submitted By: Deb Bradley

REPORT:

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

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

Closing Business

- The featured speakers at the **May 24** Board Meeting will be Haven Lin-Kirk, Dean, USC Roski School of Art and Design (arranged by Carol Mollett), and Emily Roxworthy, Dean, USC School of Dramatic Arts (arranged by Marilou Hamill)
- Hilary requested photos to be sent to Lisa Up de Graff for posting on social media. Upcoming opportunities include USC Commencement on May 13, the Nurses Day at Keck on May 9, and the Library Tour after today's meeting.
- Carol Greenhalgh thanked everyone for the Endowed Scholarship and the Benefit. It was a complex event, but very organized. The Benefit was magical and heartfelt. The Honorees received a lovely hardbound copy of the program book. Hilary thanked Kathi Nicolard, the 2021 Benefit Chair, who first created the hardbound book last year for Ruberta Weaver.
- Kathie Johnson thanked Wilma Pinder for her heartfelt introduction to the Pledge of Allegiance at the Benefit.

- Sally Edwards also expressed gratitude to Edie and the Benefit Committee. She said Edie did an unbelievable job, and all the donations to the Endowed Scholarship was amazing. Sally said this has been a highlight of her life. She thanked everyone for their generosity

MOTION:

I, Kathleen Campos, move to adjourn today’s meeting.

SECOND: Beth Petak-Aaron

Approved: 04/26/2022

The meeting was adjourned at 10:55 am.

ATTACHMENTS:

- **Consent Agenda Cover Page for April 26, 2022**
- **Consent Agenda for April 26, 2022**
- **March 29, 2022 Board Meeting Minutes**
- **April 5, 2022 Benefit Minutes**
- **Town and Gown of USC March 2022 Financials**
- **Town and Gown of USC Scholarship and Administrative Budgets, July 2021- June 2022 and July 2022-June 2023**
- **Clifford Swan Fund 2A-E Report as of 04.15.2022**
- **Membership Applications, April, 2022. Annual: Leslie Schwene and Cathy Zaas; Change from Annual to Life: Wandy Jung, D’Arcy Dietrich McLeod, Virginia Naeve, and Nancy Tafoya. *Added today:* Rachel Morford and Meredith Weiss**
- **Widney Alumni House Award Nomination Form**
- **President’s Award Nomination Form**
- **Volunteer Friend of the Year Nomination Form**
- **2021-2022 BOD Awards Recipients List**
- **Town and Gown of USC Nomination for Volunteer Recognition Awards Policy**
- **VP and Chair Operations Manual Template, 11.2019**
- **Roger Gewecke Presentation, April 26, 2022**

Attendees (*Past Presidents*):

IN-PERSON

Kathleen Campos
 Hilary Crahan
Sally Edwards
 Edie Etmekjian
 Kate Farlow
 Chris Gregg

Mary Hall
 Lori Jackson
 Patti Jamgotchian
 Patti Johnson
 Carol Kroesche
 D’Arcy McLeod
 Ann Palmer

Norma Perez
 Beth Petak-Aaron
 Wilma Pinder
 Susie Rhodes
 Ayuko Siegel
 Colleen Stroyke
 Jill Stuart

Bonnie Suffridge
Janyce Teasley
Pat Whitman
Deborah Wong

ON ZOOM
Linda Dankwa
Carol Fox

Linda Givvin
Carol Greenhalgh
Marilou Hamill
Kathie Johnson
Marilyn Kezirian
Kathi Nicolard
Bianca Patterson
Sara Pfirrmann

Linda Swick
Carol Wright (cruising in
Marseilles, France)

Guests, In-Person:
Roger Gewecke

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