



**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**  
**May 24, 2022, 9:45 a.m.**  
**University Club (Scriptorium Room) and Zoom**

**Pre-Meeting (9:35 a.m.)    Current and Incoming Board Directors and Past Presidents**

During the pre-meeting social time, **Hilary Crahan, CEO/President**, confirmed the new Board Directors in attendance had signed the Confidentiality Agreement forms, and she invited the new Directors to introduce themselves and name their positions for next year. Those present in-person were: **Shana Glassman, Janeane Dimpel, Meredith Weiss, and Joan Levis. Kandi Wopschall** attended on Zoom.

**Beth Petak-Aaron, President-Elect**, described the roles Joan Levis and Jody Zuvich will hold next year. Joan, the incoming Communications Chair, will work on communications, social media, and gathering material for the newsletter, and Jody, as a Member-at-Large, will do handwritten communications, such as notes, birthday cards, and the like. Beth assured the BOD that they will have a “good time” next year, and she will encourage T&GUSC members to reach out to the appropriate Directors with their questions and comments.

Beth also apprised the Board of her new email address: [beth.petak.aaron@alumni.usc.edu](mailto:beth.petak.aaron@alumni.usc.edu)

**Bianca Patterson**, Audit Committee, spoke about the 2021-2022 Impact Video she and Ian Chestnut recorded yesterday on campus and in the Town and Gown Ballroom. Bianca wrote the script for the video, highlighting this year’s successes and accomplishments, and Ian will edit it. The 8-minute video will be posted soon on the Town and Gown of USC website. Fun fact: Bianca and Ian knew each other when they both were USC students (Ian was one year ahead).

**Ayuko Siegel**, Parliamentarian, confirmed that a quorum had been reached.

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**Opening**

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

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**Guest Speaker**

**Haven Lin-Kirk, Dean, USC Roski School of Art and Design**  
**Introduction: Carol Mollett**

Unfortunately, Dean Lin-Kirk tested positive for COVID yesterday, May 23, and so was unable to attend today's meeting. Carol Mollett, Past President also had planned to share memories of Gayle Garner Roski, which Carol received from the BOD and Past Presidents. Sadly, Carol herself took ill this morning and was unable to participate fully in the meeting. She was present on Zoom. Hilary will email to the Board the memories of Gayle. Hilary also shared that USC President Carol Folt, in her year-end video report, was wearing the Town and Gown of USC scarf designed by Gayle Roski.

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**CEO Report and Updates**

**Hilary Crahan**

**Oral Report/YES**  
**Consent Agenda**

**Submitted By: Hilary Crahan**

**REPORT**

- **June 21<sup>st</sup> In and Out BOD meeting**
  - Beth will go over the details of our June 21<sup>st</sup> In and Out BOD meeting.
  - Please plan to stay for luncheon
- **Online Opportunity Drawing**
  - Town and Gown of USC received a form letter from the California Attorney General notifying us to stop selling opportunity drawing tickets on line. Please see attachment.
  - No penalty nor fines were incurred.
  - As a prudent business measure, Beth Petak-Aaron and Hilary consulted with our attorney, Peter Weil, on April 29, 2022, to make sure that no other followup is needed, on our end, regarding this notice.
  - Peter Weil advised our 501(c)(3) to stop selling opportunity drawing tickets online and that no further action is needed.
  - Opportunity Drawing tickets will be sold, in person, for the foreseeable future.
  - The Executive Committee, Tina, Ian, and Kari were informed as well.

***Oral Report:***

- Hilary invited Beth Petak-Aaron to review the In/Out Board Meeting, on Tuesday, June 21. (Note: this date changed a few months ago from June 14)
  - The meeting will begin with 20 minutes for the outgoing Directors to meet with their incoming successors. This will include sharing best practices and handing over the

Operations Manual and other notebooks, either physically or electronically. Next, Hilary will conduct the “Out” Board Meeting, and then Beth will conduct the “In” Meeting. After adjournment, lunch will be served. Beth said the Scriptorium Room, site of the meetings, would be set up with round tables and flowers.

- Letter re Regulation of Nonprofit Raffles. T&GUSC’s online sales of Opportunity Drawing tickets began during COVID in 2020, when in-person events were not possible. For the 2021 Benefit, T&GUSC also applied and was granted a permit to allow online alcohol sales (alcohol was included in some Opportunity Drawing prizes). This year, the alcohol sales permit was not approved, as the Beverly Hills Hotel did not want Opportunity Drawing ticket selection of the prizes with alcohol in them during the Benefit to conflict with the hotel’s own alcohol permit with the ABC.

The State was alerted to T&GUSC’s online OD sales. T&GUSC then received the attached letter to disallow online Opportunity Drawing ticket sales. Beth and Hilary consulted T&GUSC’s attorney Peter Weil, who recommended T&GUSC follow the restrictions cited in the letter. There were no fees and no penalties per this form letter. At the June 21 Board Meeting, Beth will discuss with the incoming Board whether to apply for a permit for 2022-2023 or to return to only in-person sales. Carol Kroesche, the 2023 Benefit Chair, noted the decision, whatever it may be, will affect next year’s Benefit.

#### NEW BUSINESS

- In a later email to the Past Presidents and Board of Directors, Hilary Crahan presented a request by T&GUSC member Judith Harris for Town and Gown of USC to hold a clothing and other necessities drive for Ukrainian war victims and war refugees. The Executive Committee deemed this inappropriate as did emails from many Board Directors. Hilary reached out to Judith and explained that the Board passed on her noble recommendation.

#### Attachments:

**Letter re Regulation of Nonprofit Raffles, from the California Department of Justice  
Letter of Gratitude from the Office of the President, 05.18.2022**

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<b><u>Recording Secretary/Permanent Records</u></b>	<b>Patti Johnson</b>	<b>Oral Report/YES Consent Agenda</b>
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**Submitted By:** Patti Johnson

#### REPORT

- Recorded Minutes for the April 26, 2022, Board Meeting and the May 3, 2022 General Meeting
- Sent Board Requests to the Board of Directors for the May 24 Board Meeting

- Created Zoom invitation for the May 24 hybrid Board Meeting. Sent email to invite the BOD and Past Presidents, collected reports, created Consent Agenda, and posted Meeting Documents on the Board Portal.
- Placed documents into the Permanent Records binder and flash drive through April 2022
- Met with incoming Secretary Ayuko Siegel to discuss the responsibilities and the mechanics of the Secretary position

### **Oral Report**

- Amendments to the Consent Agenda. 1) During the CFO Report, the 3rd VPs, Fund Development, will present a discussion of the dues; 2) During the CFO Report, the 2022 Benefit Chair will make two motions regarding transfers of the Benefit proceeds; 3) The CFO Report has added a revised 2022 Benefit Budget as an attachment. This was emailed to the Board of Directors and Past Presidents yesterday, May 23; and 4) There will not be an Oral Report during the Benefit Report
- Completed additional Secretarial tasks
  - Invited the 2022-2023 new Board Directors to today's meeting and emailed the meeting documents to them
  - Collected 2021-2022 T&GUSC materials to submit to Claude Zachary, USC Archivist: Handbook, Benefit invitation and program, General Meeting Minutes, and Newsletters. Will deliver them to Claude this week
- June Board Reports. Directors will be invited to list bullet points of their accomplishments through the year. The list may have any number of accomplishments. At the June 21 "Out" Board Meeting, Directors will be invited to speak about *one* accomplishment for 30-60 seconds
- VP and Chair Operations Manuals are due by **June 21**. Copies should be emailed to FOUR people: 1) Patti Johnson, Secretary, at [secretary@townandgownofusc.org](mailto:secretary@townandgownofusc.org) , 2) Beth Petak-Aaron, Governance Chair, at [governancechair@townandgownofusc.org](mailto:governancechair@townandgownofusc.org), 3) Hilary Crahan, President, at [president@townandgownofusc.org](mailto:president@townandgownofusc.org) and 4) the outgoing Board Director's successor.
- NOTE: All VPs and Chairs should submit manuals (Patti has a list if there is a question).
- **Save the Date:** Incoming Secretary Ayuko Siegel has arranged for the 2022-2023 Board of Directors Board Portal Training Session, to be held on Zoom, on **Wednesday, June 22, 2022**. Details to come

### **MOTION:**

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

- **April 26, 2022, Board Meeting Minutes**
- **May 3, 2022 General Meeting Minutes**
- **Consent Agenda Cover Page for May 24, 2022 and the**

- **Consent Agenda for May 24, 2022, as distributed and amended.**

**SECOND: Carol Wright**

**Approved: 05.24.2022**

**Attachments:**

**April 26, 2022 Board Meeting Minutes**

**May 3, 2022 General Meeting Minutes**

**Consent Agenda Cover Page for May 24, 2022**

**Consent Agenda for May 24, 2022**

**VP and Chair Operations Manual Template**

**T&GUSC Website Ad Hoc Committee**

**Patti Johnson, Chair**

**Oral Report/NO  
Consent Agenda**

**Submitted By: Patti Johnson**

**REPORT**

- Ian updated items on the website’s History page:
  - Updated the name of the Dr. Joseph Medicine Crow Center and a few numbers in the article
  - Enlarged the photos on that same page and deleted the duplicate photos
  - Added four Historical Documents to the same page. These are the fantastic digitized documents arranged by our Physical Facilities/Historian Committee and Claude Zachary, USC Archivist
- See the Benefit report for additional updates to the website

**CFO/Treasurer**

**Kathie Johnson**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Kathie Johnson**

**REPORT:**

- April 2022 P & L shows income of \$45,428.
  - Largest Sources of Income:
    - Benefit \$ 13,272
    - Dues 8,000
    - Luncheon 20,485
    - Donations 2,865
- Expenses \$170,681
  - Largest Expenses:
    - Dispersed Donations \$129,550 (transfer)

Luncheon 18,566  
Professional fees 9,339  
Scholarship celebration 3,008  
Website 2,635

- Net Income -\$123,216 (negative due to the transfer mentioned above)

### ***Oral Report***

- Kathie introduced 3rd VPs, Fund Development, **Marilyn Kezirian and Chris Gregg**, to speak about how the Annual dues per person is allocated, and has been, since 2014/2015 (attachments to 3rdVPs' report).

Marilyn said the new Fund Development Council was asked to clarify the dues allocation. The BOD has received the appropriate documentation as attachments to the Consent Agenda. The VPs reviewed records, and they found the following:

- In 2015, the dues were raised to \$125. The April 2015 Board Meeting Minutes and a Board Memo from April 2015 clearly state the Administrative portion of the dues was raised from \$75-\$100, and the Philanthropic portion remained at \$25, for a total of \$125. The documentation showed the intention of the Board; however, the motion to increase the dues did not specify the allocation.
- As a marketing effort, it is important to clarify and state the allocation. New and current T&GUSC members should know that \$25 of their annual dues is going to philanthropic projects. It also is good information when applying for grants, namely, that all dues-paying members contribute to philanthropic projects. The allocation facts have unintentionally slipped through the cracks.
- In fact, this allocation of \$25 toward philanthropy has been in practice even before 2014. The \$25 per Annual member has been used for various philanthropic projects.
- In 2022-2023, 448 Annual members x \$25 each = \$11,200. The amount has been budgeted for \$12,000 (480 Annual members)
- Philanthropic projects include: Student Scholarships, Campus Enhancements and Cultural Programs, Day of SCervice (necklaces), CAREs, Speakers Honorariums, Volunteer Recognition Dinner ad, Sponsorships, and more. This year, T&GUSC purchased computers for students and the scholarship amount for each graduate student was approved to increase to \$15,000 starting in 2022-2023
- Related, the computers were a one-time line expense and may be evaluated annually. There are funds in Fund 2A to approve the same expense for next year; this could be brought up at the June 21 Board Meeting.
- As result of the discussion, the following motion was presented.

**MOTION #1: [re-numbered from the Consent Agenda]**

**Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the allocation of the Town and Gown of USC Annual Member dues as follows: \$100 to budgeted administrative costs and \$25 to budgeted philanthropic projects (for a total of \$125 Annual Dues per Member), per the 2014-2015 Board decision [amended].**

**Approved: 5.24.2022**

- Kathie introduced **Edie Etmekjian**, 2022 Benefit Chair, who presented two motions related to proceeds from the Benefit. Motion #3 was due to additional funds from the Benefit's Opportunity Drawing.

**MOTION #2: [re-numbered from the Consent Agenda]**

**I, Edie Etmekjian, 2022 Benefit Chair, move to approve a \$10,000 donation to the Clifford Swan 2C Beautification Fund.**

**SECOND: Ayuko Siegel**

**Approved: 05.24.2022**

**MOTION #3 [re-numbered and moved from the Consent Agenda]**

**I, Edie Etmekjian, 2022 Benefit Chair, move to transfer \$1,545.00 into Clifford Swan Fund 2A.**

**SECOND: Sara Pfirrmann**

**Approved: 05.24.2022**

- Kathie Johnson continued with her CFO Report
- She reviewed the P&L and Expenses numbers in the written report
- 2022 Benefit Final Budget:
  - \$2,500.00 donated directly to USC through the Associates
  - \$10,000 Beautification (approved above)
  - \$1,545.00 Additional Opportunity Drawing (approved above)
  - \$29,220.00 Opportunity Drawing donation to Fund 2A (April BOD meeting)
  - \$129,550.00 donation to Fund 1
- NET Benefit Proceeds: \$172,815
- All reimbursable receipts are due at midnight tonight

**MOTION #4: [re-numbered from Consent Agenda]**

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

Approved: 5.24.2022

**[MOVED UP]**

**MOTION #2**

~~Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the allocation of the Town and Gown of USC Annual Member dues as follows: \$100 to budgeted administrative costs and \$25 to budgeted philanthropic projects ( for a total of \$125 Annual Dues per Member.)~~

**Attachments:**

**Town and Gown of USC April 2022 Financials**

**Town and Gown of USC 2022 Administrative Budget, Rev 04.30.2022**

**Town and Gown of USC 2022 Benefit Budget, Rev.**

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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:**

**May 3<sup>rd</sup> Donor Reception: A Time to Toast our Endowed and Major Donors**

- Third Vice Presidents, Fund Development, Marilyn Kezirian and Chris Gregg hosted their first Donor Reception in the Town and Gown Foyer to honor and celebrate all of our Donors, 43 of whom were present. Joining with Marilyn and Chris were Fund Development Committee and Hospitality Members who warmly welcomed the donors into the Foyer. Lovely canapés and sparkling drinks were served by the wonderful university hospitality staff. Everyone had a good time visiting and sharing stories, meeting new donors, and sounds of laughter and enjoyment were in the air.
- During the Reception, the 3<sup>rd</sup> Vice Presidents gathered everyone together and expressed how vital the donors’ contributions are to our mission and vision of Town and Gown of USC by saying, ” To our endowed donors, we appreciate your continued generosity in endowing scholarships (at present 201 to be exact) to deserving merit scholars, truly making their dreams come true. This year we allocated 1.7 million dollars for 171 scholarships, with each scholar receiving \$10,000.” To our Major Donors, we are grateful for your financial support towards our special projects and programs, most recently our most successful Benefit. And for our new donor portal that has enabled us to identify these valued individuals we humbly say “thank you.”
- In closing, Marilyn and Chris recognized our CEO/President, Hilary Crahan, who has led our organization skillfully and graciously and with innovation to reach our goals and maintain our momentum these past two years. And to Beth Petak-Aaron, our next Presi-

dent, who will faithfully lead us in the coming two years to reach new heights and ably enrich our history.

### **May 23rd Fund Development Donor Portal Meeting**

- **In attendance:** CEO/President, Hilary Crahan; President-Elect Beth Petak-Aaron; IVC Productions, Ian Chestnut; Executive Associate, Kari May; 3<sup>rd</sup> Vice Presidents, Fund Development, Marilyn Kezirian and Chris Gregg; and incoming 3<sup>rd</sup> Vice President, Carol Wright
- The meeting was scheduled to review the Donor Portal used for our identification of our Major Donors who were our guests at the May 3<sup>rd</sup> Donor Reception. Updated information will be shared at our Board Meeting on May 24<sup>th</sup>.

### ***Oral Report***

- Marilyn and Chris reported on the first Donor Reception, held on May 3. They were able to identify the invitees through the new Donor Portal. A total of 43 major donors attended the reception. Champagne and canapés were served. The VPs thanked the donors that day for their generosity and contributions to the T&GUSC mission. Today, the VPs thanked Hilary, Beth, Deidre Davidson (photographer), Rhona Gewelber (floral arrangements), Kari May, Roxy Szigat (invitations), and the Fund Development and Hospitality Committee members.
- A meeting was held on Zoom yesterday to discuss the Donor Portal. In attendance were Ian Chestnut, Hilary, Beth, Kari, and the incoming 3<sup>rd</sup> VP, Carol Wright. The Portal works, and evaluation will continue in order to maximize its potential. Questions for the Governance Committee to consider: What are the criteria for “major” donor? All in-kind donations will be counted; how will they be handled and reported? The VPs are conferring with legal counsel to understand how to report Opportunity Drawing prize donations as it relates to “major” donors. The time period next year to determine major donors, i.e., a \$1,000 level, will be July 1 through the 2023 Benefit, as well as donations made in spring 2022 with dues payments. An automated, personalized thank-you letter will be generated for all donors. The Governance Committee will need to approve all of the above.
- Per Hilary, all donations, whether monetary or in-kind, will be counted toward major donors status. We want to have as many major donors as possible, and we want the donors to feel they are adequately thanked.
- Laurie Hunter Tiedemann stated that T&GUSC, as a 501(c)(3) organization, needs to be careful in terms of how donations are documented. Our receipts should describe the property/gift, show the date of donation, and declare no exchange of goods or services. It is not our responsibility to determine the value of a gift.

- Hilary shared that Town and Gown of USC will donate \$1.9 million for the 2022-2023 scholarship recipients.

**Attachments:**

**Town and Gown of USC Board Memo on Dues, April 2015**  
**Town and Gown of USC Board Meeting Minutes, April 28, 2015**  
**Treasurer’s Report, August 31, 2014**

<b><u>1st Vice President/Investments</u></b>	<b>Laurie Hunter Tiedemann</b>	<b>Oral Report/NO Consent Agenda</b>
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**Submitted By:** Laurie Hunter Tiedemann

**REPORT:**

- Please see attached the Clifford Swan portfolio reports as of 5/13/22 for Funds A – E. The market value of the funds is approximately \$3M.

**Attachments:**

**Clifford Swan Funds 2A-E Report as of 05.13.2022**

<b><u>2nd Vice Presidents/Scholarship</u></b>	<b>Carol Wright, Susie Rhodes</b>	<b>Oral Report/NO Consent Agenda</b>
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**Submitted By:** Carol Wright and Susie Rhodes

**REPORT:**

- Scholarships:
  - 18 Freshman were offered scholarships with 4 declining due to accepting admission to other schools. 28 current/transfer applicants were vetted by Financial Aid and will be offered this week. The graduate list of 23 was finalized and sent to the Registrar's office for confirmation of enrollment. In total, we will offer new scholarships to 65 applicants to join the 99 confirmed returning scholars. 'We have a few current scholars who are deciding to take a 5th year or will be returning from Leave of Absences, but we are waiting for their contracts to be sent back. In a conversation with Laurie Hunter Tiedemann, 1st VP Investments, it was decided to keep the total number of scholars to 170. If all 23 graduate applicants accept the offer of scholarship, we will have a total of 45 graduate scholars at \$15,000 each for academic year 2022-2023.
- On May 16, 2022, Carol Wright attended the Finance Committee Meeting virtually.
- Year End Committee Luncheon:

- On Tuesday May 17 at The Athenaeum at Cal Tech., the year-end luncheon was held. 30 reservations were made to attend and 27 attended the luncheon. The afternoon began with Chardonnay, sparkling water and passed appetizers, followed by a luncheon of salmon or chicken salad, rolls and Sauvignon Blanc. A champagne toast was made with appreciation and gratitude to Ann Palmer, Scholarship Advisor; Michael Marchak, Scholarship Associate; Laurie Hunter Tiedemann, 1st VP Investments (for her hard work in assigning the different scholarships to the scholars), a very tedious job; Sara Pfirrmann for the committee gifts; and to other members of the committee for their contribution to scholarship.
- Application:
  - The VP's are continuing to evaluate the application to make it more applicable for the graduate applicants.

**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 477 Annual members and 321 Life members, for a total count of 798 members.
- From April 16, 2022, through May 15, 2022, Membership received six Annual membership applications and seven change of status applications from Annual to Life membership.
- After approval of these six Annual applications and seven change of status applications from Annual to Life memberships, Town and Gown of USC membership will be 476 Annual members and 328 Life members, for a total count of 804 members.

***Oral Report***

- D'Arcy McLeod and Colleen Stroyke, the incoming 4th VP, made a presentation about Town and Gown of USC at Keck's Nurses Week kickoff on May 9. The program included presentations of Keck scholarships. The VPs thanked Hilary Crahan for attending with them.
- D'Arcy thanked Linda Dankwa, Board Director, who arranged with Keck's Communications Department to recruit Keck personnel for T&GUSC membership.
- As of yesterday, May 23, only 259 Annual members have outstanding Dues Renewals and eight Life members have received invoices for installments.

- Patti Jamgotchian remarked that during the pandemic T&GUSC lost members for various reasons; she congratulated Virginia and D’Arcy for bringing in so many members in the past year.

**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: Evelyn Vizzi, Shelby Campion, Emily Rorden, Karen Bowman, Ann Proctor, and May Kim-Tenser  
Approved: 05.24.2022**

**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: Carol Styx, Bonnie Yamaoka, Tiffany Lemons, Jean Getchell, Diane Morgan, Candy Duncan, and Susie Rhodes.  
Approved: 05.24.2022**

**Attachments:**

**Membership Applications, May, 2022. Annual: Evelyn Vizzi, Shelby Campion, Emily Rorden, Karen Bowman, Ann Proctor, and May Kim-Tenser**

**5th VP/Programs**

**Colleen Stroyke, Bonnie Suffridge**

**Oral Report/**YES**  
Consent Agenda**

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

**REPORT:**

- The May 3<sup>rd</sup> General Meeting and Luncheon, included the installation of the newly elected and appointed Board of Directors, the recognition of Life Members, a Donor Reception, a performance by the Trojan Marching Band, a tribute to our outgoing Board of Directors, and the speaker presentation from Heidi Scheid, Executive Vice President, Scheid Family Wines.
- 300 members were in attendance for the luncheon. In addition, 22 registered for the livestream and there were 27 online who viewed. The Opportunity Drawing raised \$2,365.
- The event was recorded and is on the Town and Gown of USC website along with event pictures.
- Programs 2022-2023 is underway. A Zoom Programs Committee Meeting was held on April 22, 2022. Voting on speakers has concluded and the contacting of new speakers has begun. The list of 2022/23 speakers will be shared in the summer.

### **Oral Report**

- The VPs were happy the May 3 General Meeting could celebrate a great year. They especially enjoyed having the Trojan Marching Band close out the year.
- The Programs Committee met, voted on speakers for next year, and now are actively pursuing them. Look for an announcement this summer.
- Hilary thanked them for being positive and for the great job they did this year.
- The VPs presented a motion related to the May meeting's Opportunity Drawing:

### **MOTION:**

**We, Colleen Stroyke and Bonnie Suffridge, Fifth Vice Presidents, Programs, move to approve the transfer of \$2,365.00 to our Clifford Swan Fund 2A account.**

**SECOND: Beth Petak-Aaron**

**Approved: 05.24.2022**

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**Governance Chair**

**Beth Petak-Aaron**

**Oral Report/YES  
Consent Agenda**

**Submitted By: Beth Petak-Aaron**

### **REPORT:**

- Governance met May 4, 2022. The following topics were discussed:
- Renaming the Audit Committee. Because our 501(c)(3) does not, at this time, do an annual or semi-annual audit, it has been recommended by the Governance Committee to rename the committee to Internal Management Review/Audit Committee. This title clarifies the purpose behind the committee, which does complete an Annual Internal Review
- An additional topic discussed at the meeting were the nominations of Volunteer Recognition Award nominees.

### **Oral Report:**

- Beth explained the Governance Committee's recommendation to change the name of the Audit Committee. As stated in the written report, T&GUSC does not do an annual or semi-annual audit, but does do an annual internal review. If T&GUSC would hire an auditor in the future, this Committee's title would readily indicate who would work with the auditor.
- On behalf of the Governance Committee, Helaine Lopes and Beth Petak-Aaron announced who they wish T&GUSC to nominate for Volunteer Recognition Awards.
  - For the Widney Alumni House Award, Helaine proposed Chris Gregg, recommended to the Committee by Linda Swick. Chris is a retired elementary school Principal, has

served as a volunteer for 24 years, graduated from USC in 1974, and has served on the T&GUSC Board (11 years) and with the Trojan League of Los Angeles. She and her husband have created a T&GUSC endowed scholarship.

- For the Volunteer Liaison of the Year, Beth presented Claude Zachary, USC Archivist, for his work with T&GUSC's archived documents.
- Linda Swick congratulated Chris on her nomination. She said Chris has served so well for so many years, and Linda is grateful for the Committee's recognition of Chris.
- Chris gave heartfelt thanks to the Board for the nomination. She said it has been an honor and privilege to serve. She appreciates the friendships she has made through T&GUSC, which she believes is what T&GUSC is all about. She also appreciates the hard work everyone does, and the dedication they have, toward the mission of T&GUSC. She was overwhelmed with the nomination.
- Marilyn said Chris has been wonderful partner in Fund Development. She reiterated that Chris is not retiring — Chris is completing her maximum of eight consecutive years on the Board — but Chris is only a call away. T&GUSC will continue to seek her wisdom.

**MOTION #1:**

**Upon recommendation of the Governance Committee, I, Beth Petak-Aaron, move to approve the name of the Audit Committee to the Internal Management Review/Audit Committee.**

**Approved: 05.24.2022**

**MOTION #2:**

**Upon recommendation of the Governance Committee, I, Helaine Lopes, move to approve the nominees as discussed at the Board of Directors meeting.**

**Approved: 05.24.2022**

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**President-Elect    Beth Petak-Aaron**

**Oral Report/YES  
Consent Agenda**

**Submitted By:    Beth Petak-Aaron**

**REPORT:**

- Beth Petak-Aaron has been working with Ann Palmer (Governance Chair 2022-2023) on the publication of the handbook. Because of various increases in cost, there are proposed minor changes to the handbook that make the publication more fiscally prudent.

***Oral Report:***

- Beth recently submitted the annual request for the \$50,000 Kenneth & Eileen Norris grant.

- She is working with Ann Palmer on the 2022-2023 Handbook. The cost of printing it has gone up substantially, largely because of the cost of paper. The budget for the Handbook has gone up to \$13K. Thankfully, the printer obtained some of the paper at a lower cost, though at a lower quality.
  - Beth & Ann are looking at options for the Roster section, including reducing the printed listings to name, birthday, cell phone numbers, email addresses, and membership type. The complete roster would be on the Membership Portal.
  - Other options (for next year): 1) send a letter to the membership to ask whether they would want a hard copy of the roster, 2) charge for a hard copy for non-Board members
  - The Handbook needs to add information, (ex., Non-Discrimination clause), but we cannot add pages because of the type of binding. Thus, a need to cut pages.
  - Related: the rosters of old Handbooks should be shredded so the private contact and other information would be disposed of properly.
  - Discussion ensued. Main points: Much of the general information can be posted on the website. (The roster would be on the Membership Portal.) Hardcopies would still go to stockholders, including President Folt, Patrick Auerbach, the Deans, the Board, and others. Nine hundred are currently being printed. Not all members use the Membership Portal or electronics in general, the importance of sustainability, the importance of the Handbook to the BOD but not necessarily to the general membership, and more. This is a time of transition; companies and USC are shifting from paper. This could be a five-year process.
  - Beth’s original motion (below) is tabled until the June 21 Board Meeting. The Handbook goes to print in early August.
  - The Board may contact Beth before the June 21 meeting with any questions and/or comments.

**MOTION:**

**I, Beth Petak-Aaron, move to approve the modification of the “roster” section of the handbook.**

**TABLED UNTIL JUNE**

**Nominating Chair**

**Helaine Lopes**

**Oral Report/NO  
Consent Agenda**

**Submitted By: Helaine Lopes**

**REPORT**

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

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**Benefit Chair**      Edie Etmekjian

**Oral Report/NO  
Consent Agenda**

**Submitted By:**              Edie Etmekjian

**REPORT**

- Benefit Public Relations — Patti Jamgotchian
  - Town and Gown of USC website has been updated to include:
    - Donors
      - Fully Endowed Funds – added *The Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr and Alli Solum Endowed Scholarship Fund*
      - 2022 Benefit Patrons
      - 2022 Benefit Sponsorships & Underwriting
      - 2022 Benefit Opportunity Drawing Donors
      - 2022 Benefit Ad Donors
    - Events, Past Events
      - 2022 Benefit Women of Vision video
      - 2022 Benefit Photo Gallery
  - May Newsletter included 2022 Benefit event photos

**MOTION #1: [MOVED TO CFO REPORT]**

~~I, Edie Etmekjian, 2022 Benefit Chair, move to approve a \$10,000 donation to the Clifford Swan 2C Beautification Fund.~~

**MOTION #2 [added] [MOVED TO CFO REPORT]**

~~I, Edie Etmekjian, 2022 Benefit Chair, move to transfer \$1,545.00 into Clifford Swan Fund 2A.~~

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

**Oral Report/YES  
Consent Agenda**

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

**REPORT**

- April 21st sent out reminders to volunteers for the May 3<sup>rd</sup> meeting and asked for confirmation that they would be attending.
- April 26<sup>th</sup> attended the Board meeting in person.
- At the Board meeting, celebrated April birthdays and gave cupcakes to birthday ladies. Gave bags to friends to take to birthday ladies not able to attend.

- Filled out opportunity drawing tickets for those who bought them.
- May 3<sup>rd</sup> — arrived at 8:30 to set up tables for volunteers. Kari May was ill and could not attend so Hilary Crahan brought the sign-in sheets and alphabet signage.
- One co-chair helped ladies who were checking-in and the other co-chair helped with collecting the COD's and seating assignments.
- Attended meeting and chose winners for \$250 Visa gift card won by Franci Agajanian. And for a special USC Play Ball Basket donated by Sandy Johnston. This was won by Rosie Sapia.
- A special announcement was made congratulating Rhona Gewelber for her 18 years of service for providing centerpieces at our luncheon meetings. Flowers were taken to Rhona's home as she left early.
- On May 5<sup>th</sup> attended the Benefit thank you luncheon given by Edie Etmekjian and her husband.
- Sent check-in sheets to Kari May.

***Oral Report:***

- The Board celebrated the May birthdays: Jody Zuvich, Edie Etmekjian, Jane Bensussen, Patti Jamgotchian, Judy Pohlmann, Linda Givvin, Kate Farlow, and Ann Palmer
- Bianca Patterson entertained all with her rendition of “Happy Birthday, dear Ladies.”

**Communications Chair**

**Lisa Up de Graff**

**Oral Report/NO  
Consent Agenda**

**Submitted By:** Lisa Up de Graff

**REPORT:**

- Note cards sent to:
  - Serena Overhoff (mom passed)
  - Heidi Scheid (THANK YOU)
- Social Media:
  - Posted weekly to Instagram, Facebook, and Twitter
  - Instagram: 1,706 followers. 27 new followers since last month.
  - Facebook: 1,066 followers. 7 new followers since last month.

We are still picking up new followers daily on Instagram- from hashtags, liking other USC organization's posts, etc. I once again ENCOURAGE everyone to LIKE and SHARE our posts (if applicable) on your social media platform. This is a terrific and free way to 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 want to increase our footprint and presence to get our message out in order to reach entities aligned with our 501(c)(3) missions and goals.

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**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.

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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  
Consent Agenda**

**Submitted By:** Ayuko Siegel

**REPORT:**

- An electronic vote was conducted on April 27-28, 2022

**MOTION:**

**Upon recommendation of the Membership Committee, we, Virginia Naeve and D'Arcy Dietrich McLeod, move to approve the following candidate for change of status from Annual to Life membership: Paula Baker.**

**SECOND: As this motion comes from the Membership Committee, no second is needed.**

**Approved: 4/28/2022**

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**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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**Guest Speaker    11a.m.    Dr. Emily Roxworthy, Dean, School of Dramatic Arts**

**Introduction: Marilou Hamill**

**Marilou Hamill** introduced Dean Roxworthy to the Board. Highlights:

**Dean Emily Roxworthy** earned undergrad and advanced degrees in theater arts, literature, and performance studies from Cornell University (an M.A.) and Northwestern University (a B.S. and Ph.D). She served on the theater and dance faculty at the University of California, San Diego, and also served there as the Associate Vice Chancellor of Faculty Diversity and Equity, Provost of Earl Warren College, and Associate Dean of the Graduate Division. She founded a theater company that uses improvisational workshops to create diversity training for chairs and deans on the ten UC campuses. Through digital role-play technology and her first book, *The Spectacle of Japanese American Trauma: Racial Performativity in World War II*, she tells the story of Japanese American internment camps. She has received numerous awards for her scholarly articles and distinguished teaching.

### ***Highlights from Dean Roxworthy's presentation:***

Dramatic arts have been part of USC since 1945. While the School marked its 75th anniversary in 2020, during COVID, the celebration was delayed until last fall. In those 75 years, the school evolved from being a department, to being part of the School of Cinematic Arts, to being the School of Theater, to currently being the School of Dramatic Arts.

There are about 600 students in the School; the majority are earning B.A. degrees with an emphasis in areas such as acting and comedy. Other students are earning B.F.A. degrees, a conservatory-type curriculum in which the students focus on one particular aspect, such as acting (stage, screen, and new media), musical theater, stage management, technical direction, design (set/scenic design, costuming, lighting, and sound). The design students are particularly employable, and they often have jobs before they graduate. For graduate students, the School offers M.F.A. in acting (a 3-year program that brings in about ten students a year), and an M.F.A. in Dramatic Writing (3-year program that brings in three students a year).

The School's Drama Center, with a small theater, is located in a small building on campus next to Dedeaux Field and Marks Tennis Stadium. The rest of the School is located in seven other locations on campus. In Spring 2024, the School will be adding the building of the United University Church on 34th Street. (The congregation relocated years ago.) The building is being adapted to house a main stage theater with seating for 120 people, and an improv theater and a student-run cafe in the basement.

The School operates multiple theaters on campus (the McClintock, the Scene Dock, the Massman, the Bing, and others), where they produce about 20 main stage shows and additional “independent” student shows yearly. They also have graduate-student productions off-site.

Dean Roxworthy came to USC for many reasons. One is our inspirational female President Carol Folt (“who leads with her values”), and others are the “amazing” Trojan Family spirit, USC Football, and the beautiful campus. Specifically for her professional interests, she found USC to successfully combine a rigorous training in the craft of dramatic storytelling with “applied theater” — i.e., theater for social change. Her recent book, *The Theatrical Professoriate: Contemporary Higher Education and Its Academic Dramas*, addresses how theater can assist universities to achieve diversity, inclusion, and equity.

Expanding on “rigorous training” — students are grounded in their craft by learning the classics. They learn Shakespeare and the ancient Greeks, for example. They also learn to apply it, which is the reason for the many “labs”, aka theatrical productions. Four musicals will be produced next year: *Into the Woods* (Sondheim, in the autumn), *Carrie* (Stephen King, autumn), *Company* (Sondheim, spring), and *Urine Town* (a Tony-winner, spring; this will be an Associates event, 3-D live-streamed, and part of the Visions and Voices program).

In these productions, the M.F.A. students will be working closely and performing with their undergraduate counterparts, benefitting both groups. Two B.F.A. conservatory performance programs in McClintock will showcase its students, 75% of which are students of color. Plays will be written by diverse students in terms of race and gender, and will include a Nigerian take on *Romeo and Juliet* (it will be live-streamed to Nigeria). Shakespeare’s *A Winter’s Tale* also will be produced.

Rigorous Training also includes being “media agile.” Ex., performers now are expected to know how to act with cameras on wires above and all around them, so that shows may be live-streamed and as movie-musicals. Students need to be able to perform in all sorts of platforms.

It is important for students to be “multi-hyphenated” artists. Actor-producer. Actor-director. Actor-writer. Etc. This comes about through Independent Student Productions (ISPs). Anywhere from a dozen to 20 ISPs put on improv shows or other performances that allow the students to take on and learn from their multiple responsibilities.

Learning to be a Casting Director is another way to become a multi-hyphenated artist. A student who shadows a casting director can learn to be a better actor, and, in fact, they can have a successful career working as a casting director. This program is the first of its type in the nation. The School’s Board of Councilors has a couple of casting directors and agents.

Students are given projects that help them become multi-hyphenated. A program began last year for 3rd-year M.F.A. students in which they do the writing, directing, producing, and starring in their own short films. They spend the spring editing it, with the goal of showing it in May of their third year. This is an incredible addition to their resumes.

Another aspect of Rigorous Training: Theater for social change, particularly regarding diversity, inclusion, and equity. In the MFA Dramatic Writing course, there has been growth in the number

of international writers, particularly through USC's International Artists program. Voices are being heard that have not been heard before.

The last area the Dean mentioned was Applied Theater, in terms of how theater can help in other industries. Ex. With Athletics — six short vignettes were created with students athletes, professional actors, and advisors to be performed before 800 USC athletics. The interactive vignettes portrayed scenes in which the audience could change the outcome. One topic was a student-athlete struggling with mental health issues. The vignette idea was done also with the Marshall School's International Women's Day, and with Keck Medical, the latter teaching improv to teenage cancer patients. Dean Roxworthy noted this type of program can help the USC campus expand its outreach.

Unfortunately, as there was a luncheon scheduled for the Scriptorium Room immediately after the Board Meeting, there was no time for questions. Hilary and the Board warmly thanked the Dean for her presentation today.

Hilary ended by inviting the Dean to attend a Town and Gown of USC luncheon as our guest in the fall.

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## **Closing Business**

### **MOTION:**

**I, Carol Wright, move to adjourn today's meeting.**

**SECOND: Marilou Hamill**

**Approved: 05.24.2022**

The meeting was adjourned at 11:28 am.

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### **ATTACHMENTS:**

- **Letter re Regulation of Nonprofit Raffles, from the California Department of Justice**
- **Letter of Gratitude from the Office of the President, 05.18.2022**
- **Consent Agenda Cover Page for May 24, 2022**
- **Consent Agenda for May 24, 2022**
- **April 26, 2022 Board Meeting Minutes**
- **May 3, 2022 General Meeting Minutes**
- **VP & Chair Operations Manual Template 11.2019**
- **Town and Gown of USC April 2022 Financials**
- **Town and Gown of USC 2022 Administrative Budget, Rev 04.30.2022**
- **Town and Gown of USC 2022 Benefit Budget, Revised**
- **Town and Gown of USC Board Memo on Dues, April 2015**
- **Town and Gown of USC Board Meeting Minutes, April 28, 2015**
- **Treasurer's Report, August 31, 2014**
- **Clifford Swan Funds 2A - E Report as of 05.13.2022**

- **Membership Applications, May, 2022. Annual: Evelyn Vizzi, Shelby Campion, Emily Rorden, Karen Bowman, Ann Proctor, and May Kim-Tenser**

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

**IN-PERSON**

*Yvonne Bogdanovich*  
 Hilary Crahan  
 Edie Etmekjian  
 Kate Farlow  
*Linda Givvin*  
 Mary Hall  
 Marilou Hamill  
 Lori Jackson  
 Patti Jamgotchian  
 Patti Johnson  
 Carol Kroesche  
 Helaine Lopes  
 D'Arcy McLeod  
 Virginia Naeve  
 Ann Palmer  
 Norma Perez  
 Beth Petak-Aaron  
 Susie Rhodes

Ayuko Siegel  
 Colleen Stroyke  
 Bonnie Suffridge  
 Lisa Up de Graff  
*Pat Whitman*  
 Carol Wright

**ON ZOOM**

Kathleen Campos  
 Linda Dankwa  
 Joyce Fadil  
*Carol Fox*  
 Chris Gregg  
 Kathie Johnson  
 Marilyn Kezirian  
*Carol Mollett*  
 Kathi Nicolard  
 Bianca Patterson  
 Sara Pfirrmann

Jill Stuart  
 Linda Swick  
 Laurie Hunter Tiedemann  
 Jody Zuvich

**Guests, In-Person:**

Janeane Dimpel  
 Shana Glassman  
 Joan Levis  
 Meredith Weiss

**Guests Speakers, In-Person**

Dean Emily Roxworthy

**Guests, on Zoom:**

Kandi Wopschall

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