



Town & Gown
of the
University of Southern California
Founded 1904

Board Meeting Minutes from February 25, 2020 Consent Agenda

MOTION: I, Linda Swick, move to approve the Board Meeting Minutes from January 28, 2020, the General Luncheon Meeting Minutes from February 4, 2020 and the Consent Agenda for February 25, 2020 as distributed.

Second: Pat Whitman

CEO Report and Updates

Paula Ciaramitaro

**Oral Report/ YES
Consent Agenda**

Paula talked about how we all need to be communicating through and using the portal. It was brought up how important it is to identify all the ways we are expecting to use the portal and what works and what doesn't work for different areas. Scholarship for example has had some problems logging on and the web site not working. We need to identify things Ian needs to be responsible for and create a punch list of what needs to be corrected, so everything consistently works for us. There have been a few communication issues with Ian. During the initial portal training, we were informed that we would be given printed instructions with bullet points on use of the portal. This has not been done and there are members still having some trouble. Over all, things have improved since the beginning of the portal use but there is still a learning curve. Paula mentioned that perhaps we should have Ian come again for some training. Paula asked members to send her an e-mail with any issues they may be having with the portal. She would like to have both, Ian and Andrea, come here on the same day. Andrea's presentation will be about fundraising and Ian can teach a refresher on use of the portal.

Sara informed us that one of our scholars will be performing in the Secret Garden Production here at USC from April 2nd thru April 12th. Discussion ensued about the ability to get a block of tickets for members wanting to go.

Paula is working on putting together an evening Fireside Chat on April 14, 2020. It will feature Mike Bohn-Athletic Director, as the moderator, Clay Helton-Football, Andy Enfield- Men's Basketball and Caryl Smith Gilbert- Women's Track and Field. Paula asked that we all support this event. Kari will do an evite.

Paula thanked Hospitality and Sara, saying the Scholarship luncheon on February 4, 2020 was fantastic. We made money on the raffle, the sashes were great, and the video loop of the scholars was well received. Everyone loved it!

There was a small issue with the scholars standing in line waiting to go to the podium to receive their sashes at the time meals were being served. Many of the scholars did not get a hot meal. The meal count is guaranteed. However, Paula decided not to take a credit for these non-served meals since Mark is always so accommodating. In the future we need to be more aware of the timing and make sure the scholars all receive their meal. We had 100+ comps and still made money on the luncheon.

We are having some trouble getting our own members to support the Benefit. So far, we only have about 370 RSVP's. Kari to send another email blast. We have received support with ads, sponsorships, and from the schools, but we don't have the people attending. It is a fiduciary responsibility of all members of Town and Gown to support our events. Discussion ensued.

We will have 18 vendors at the Benefit. Timree has not responded to wanting to be there. We have sold enough to pay for the inventory we bought from them.

Sara has received over 200 bottles of wine for the wine draw. The very best premium wines of this group will be in the wine draw at the Benefit.

We still need volunteers at the Benefit. See Edie or Ayuko.

Congratulations to Kathleen Campos who will be receiving an Alumni Award in April. We will have a Town and Gown table. Let Paula know if you are interested in going.

Hilary announced that we have another fully funded endowment fund, the Arnold and Christine Gregg Fund. Thank you, Christine!

Paula brought up the idea of having some sort of incentive to get members to sign up and pay their annual Town and Gown membership dues at the May luncheon. Last year getting a free raffle ticket seemed to work well.

On the May General Luncheon invitation, Chris Griffith will include a reminder with a link to pay membership dues.

Membership will be having their new member orientation in April at the back of the dining room and always appreciates Board members who can drop in. Paula brought up the possibility of being able to use the Torrey Webb room in the Hancock Building, which is free, for new member orientation. It is a nice room that can be set up as something special with champagne for the new members.

Sandy will look into this.

Dr. Marissa Pei, organizational psychologist, will be the May Speaker. She will be bringing in her own people for her book sales. We will not have to handle the money. She will be donating all proceeds to Habitat for Humanity.

Physical facilities did a wonderful job with the cabinets. They have been updated. If anyone has any Town and Gown memorabilia they would like to lend for display see Paula, Beth, or Carol Kroesche.

Clifford Swan will be here today after our meeting to talk about our portfolio and to answer any questions Board members may have.

Recording Secretary/ Permanent Records Kathi Nicolard Oral Report/ NO
Consent Agenda

Reminders:

- If you are giving an **oral report** please give or e-mail me a **copy of you notes**.
- If you are the **VP/chair for a committee**, I will also need a **copy of your Monthly Committee Meeting Minutes** for the Permanent Record.
- **Motions** presented from the floor need to be **submitted in writing** prior to the start of the Board meeting. Motion forms are available from me and Parliamentarian, Chris Gregg.

CFO/Treasurer Kathleen Campos Oral Report/**YES**

Submitted By: Kathleen Campos
CFO/Treasurer

REPORT:

- Sexual harassment insurance has been purchased for Town and Gown.
- The finance committee will be meeting at lunch today to review the 6-month 12.30.19 budget to actual expenses.
- Sent recommendations to clarify the CFO role to the governance committee.

MOTION:

Upon the recommendation of the finance committee, I, Kathleen Campos move to approve to file the financial reports for 1.31.20

Approved 2.25.20

Attachments:

actual to admin
admin budget
scholarship budget
fin 1.30.20

Oral Report:

As we reviewed and updated our insurance, we realized we had coverage for General Liability, Directors and Officers, but not for Sexual Harassment. Because we are interacting with students

on a frequent basis through the scholarship interview process, we want to be comprehensive in our protection. Furthermore, because of the personal relationships that have developed between students and some members, including those who may possibly be sponsoring their scholarships, we want to make sure we are very well covered.

- AJ Gallagher recommended that we match our sexual harassment policy to the same level of the general liability policy. The premium is \$700. We will also be getting two rebates from AJ Gallagher
- A sexual harassment policy rider for the insurance for our organization has been established
- Passed on to the Governance committee and Carol Greenhalgh some changes to the CFO role and responsibilities that needed to be tightened up
- Reminder to have questions ready for Clifford Swan when they come in so we can be proactive in understanding our portfolio
- Will be having 6-month review for finance committee today at lunch

1st Vice President/ Investments

Hilary Crahan

Oral Report/NO

Submitted By: Hilary Crahan

REPORT:

**See attachment:
Investment TGUSC Report**

2nd Vice Presidents/ Scholarship

Sara Pfirrmann Ann Palmer

**Oral Report/NO
Consent Agenda**

Submitted By: Sara Pfirrmann and Ann Palmer

REPORT:

- We are in the interview phase. 188 candidates have RSVP'd for interview dates (56 incoming freshmen, 83 current or transfer, and 48 graduate level candidates). The interview process spans from February 13 through April 15, 2020. We have set aside 10 days for freshmen interviews, 15 days for current/transfer (in person or via Skype/FaceTime) and 9 days for graduate candidates.
- Interviews will be held in 1 location (TCC 202) this year, which will help to make the process run very smoothly. We greatly appreciate the help of Andrew Huerta, Asst. Director/Admissions Center in securing this space.

- The Scholarship Portal sends an automatic confirmation email to candidates two days prior to their appointment. The Scholarship Committee members also receive a reminder email from the portal.
- The February Scholarship Recognition Luncheon was a huge success! As was announced at the luncheon, attendance was higher than the Holiday Luncheon! Evites were sent to graduating scholars and their parents. Donors, Deans and University VIP's received hard copy invitations. 27 scholars, 69 parents, and 47 graduating scholars were in attendance. During the luncheon, a slide show was on the four screens highlighting each graduating scholar. They received their Town and Gown graduation sashes, introduced themselves and shared their plans for the future. As with the previous luncheons this year, the final student speaker had a connection with the featured speaker. A group photo was taken of the graduates and the Donors.
- A huge thank you goes out to the members of the Scholarship Committee who assisted the VP's in making the luncheon such a special event.
- Donors had a small reception prior to the luncheon in the Alan Hancock building and received a Town and Gown vase as a thank you gift for all their support.
- The Scholarship Portal has been an extremely valuable way to correspond with our current scholars. Updated announcements are posted regularly,
- We are in the process of working with Michael to better track our Progressive and Graduate degree students.

3rd VPs/ Fund Development Virginia Naeve Elle Feldman

Oral Report/**YES**

Submitted By: Virginia Naeve

REPORT:

Virginia will report on current progress and issues regarding Fund Development and Stewardship.

Oral Report:

In January 70 invitations were sent to major donors of endowed scholarships to invite them to attend a reception held before the February luncheon. We received 20 responses, many from Board members.

The donors were invited to come to the Hancock Building, Torrey Webb room. Everyone enjoyed it. This was not a solicitation for money. It was more about engagement and making them feel appreciated and welcome. Some have given more money to us, some not. Donna Caruso sent us \$5000. Dornsife did a sponsorship and also sent another \$500.

Acknowledgement/thank you letters were sent out.

Dana Dornsife e-mailed Paula and expressed how she is looking forward to attending the Benefit. Paula reiterated how important it is to constantly interact, talk with, and keep our donors engaged.

It is important that Fund Development is in charge of making sure that the Benefit sponsorships, underwriting, and even wine money that comes in are under the Fund Development umbrella. These donations need a thank you and a tax letter. Helaine and Patti to do the hand written thank you notes and anything that needs a tax id will be sent out by Virginia.

We are invited again to have a table at the Nixon Foundation in March and will send out an email to committee members to see if anyone wants to help work the table. It's more about presence and getting our name out there. However, this event is the same day as our day of service.

The Thueson scholarship fund is very close to being completely endowed.

4th VPs/ Membership Sandy Johnston Kathie Johnson Oral Report/YES

Submitted By: Sandy Johnston and Kathie Johnson

REPORT:

Each month Kathie and I will unveil if we have a Board member who brought in a minimum of 3 candidates as membership for that respective month. We do have a winner to announce for this month! Stay tuned.

We are pleased to announce 5 candidates that we hope to approve today.

MOTION: Upon the recommendation of the Membership Committee, we, Sandy Johnston and Kathie Johnson move to approve the following 5 Candidates for Town and Gown of USC Annual Membership: Cyrice Griffith, Jennifer Middlemas, Domini Tarman, Kristin von KleinSmid and Lisa Donlon York.

Approved 2.25.20

Succession Planning

- We have been working with each other to ensure that we streamline our Year End Report, Manual, and Timeline to make it more user friendly, less wordy. A work in progress.
- We have been working with our incoming Vice President to determine the best time to go over our policies and procedures with her.
- We have a date to start on our transitioning with our successor and to go over the necessary tasks of late Spring, early Summer membership duties to ensure no delays with the Handbook, etc.

February Luncheon

- Fewer visits to our MIT Table but still passionate during the February social time. Will ensure with Kari that the coding is on all check in sheets for the New Members to stop by our table.
- The photo was difficult this time, but we hope to improve for April and May. Sitting near the piano does help to ensure the logistics. We appreciate all who assist with membership tasks!
- We appreciate Kari and Tina with the tracking of dues.

March Benefit

- We skip our duties for this lunch but will be back with more motions during the Board meeting!

April and May

- We will continue with our MIT, (Membership Information Table) near the chapel during the Social time, announcements at the podium of new members before the lunch, and photo of New Members after lunch, hopefully near the piano.
- Unless we are told otherwise, we plan to have our **New Member Orientation** scheduled for **10am-11am** in the back of the dining room prior to the **April General luncheon**. It will be scheduled as a “**Drop In**” with the hopes that a handful or two of the Board members just happen to drop in and make an “unscheduled” 3-minute informal talk individually with our new members or to the group in whatever seems “comfortable and not forced”. Kari will assist us with the E-VITE. We won’t have many chairs as most have traveled to get here and we want our members to mingle easily. We hope some computer bugs get out of the E-VITE prior to going live to ensure correct time of event, date, etc. If you know of anyone who feels that they missed an orientation, no matter how long ago, please ensure that we get them an E-VITE.
- We appreciate all the board members whom have been assisting with membership in any way and who attend this important function. We understand that all board members have many tasks to accomplish with their own committees possibly that same day and time. We hope to have coffee, water, mints and possible favors for our newest members. We plan having at least 20 new members at this event. A special thank you to Paula and again to all our Board members who may “drop in” and assist with our new member Orientation and engagement process.

Dues in May

- We look forward to having the smoothest web transition this year for next year’s dues collection. We will keep you posted and work early with Ian and Paula.

Attachment:

2020 Feb NM Applications

Oral Report:

Since the Benefit is in March, the new member orientation planned for March will be held in April. Kathie will be asking Board Members here if they would like to drop in on the new member orientation in April sometime between 10AM and 10:45 AM. It will take place at the back of the dining room. It will be a very informal mix and mingle where people can hear about the history of Town and Gown, what the Board Members do, as well as find out about each other, carpooling etc. We would like to get at least 8 board members to come from Hospitality, Scholarship, Programs, Past Presidents, anyone who would like to come. It is always nice to have people from the Board there.

We had a problem with our g-mail and website regarding receipt of an application when there was no application received. Somehow, the application automatically went to Kari instead of to us and she uploaded it. This has been worked out and is working fine now. In the past, dues have been a little delayed. This year Kathie and Sandy will be working things out with Ian, Tina, and Kari so as to be right on time for annual dues collection in May.

5th VP/ Programs Chris Griffith Patti Jamgotchian

Oral Report/NO

Submitted By: Chris Griffith and Patti Jamgotchian

REPORT:

- February luncheon featuring Dr. Arthur C. Bartner was a resounding success! A record-breaking attendance of 540 guests was reported on day of event. Each of the impressive, graduating Town & Gown Scholars received their sashes and introduced themselves prior to Dr. Bartner's presentation. Another group of amazing students! We were thrilled to have Dr. Bartner target his presentation to our Scholars with his overview of his "Keys to Success."
- Next Luncheon Program will be Tuesday, April 7th, and will feature two prominent Doctors from USC Keck: Dr. Eric Kezirian (renowned sleep surgeon/specialist) and Dr. Valter Longo (longevity and aging specialist). Each speaker will give a 15-minute presentation and conclude with a 15-minute Q & A period.
- Speaker Checklist and Tentative Timeline of April luncheon have been forwarded to our speakers.

Governance Chair Carol Greenhalgh

Oral Report/YES

Submitted By: Carol Greenhalgh

REPORT:

The Governance Committee held a telephone conference on January 23, 2020. Items discussed:

- Review of the CEO's Annual Report for 2018- 2019
- Reviewed and made suggested amendments to the Secretary/Permanent Records Position
- Discussion of the Physical Facilities Committee to include the position of Historian

- Update on the Restoration Fund
- Governance Committee Role
- Discussion regarding changing the Town and Gown Annual Meeting Date of March to April 2020, for this year only, due to the Benefit being held on March 5th.

MOTION:

Upon the recommendation of the Governance Committee, I, Carol Greenhalgh, Governance Chair, move that the Board approve the changes to the Secretary/Permanent Records position description as indicated in red on the attachment.

Approved 2.25.20

Attachments:

- Secretary/Permanent Records Description
- Volunteer Recognition Awards Policy
- VRA Letter to the T&G Board
- VRA Nomination Form
- VRA Town and Gown Past Recipients

Oral Report:

Carol reviewed the attachments that were sent out from governance and went over the motion. In reviewing the Volunteer Recognition Awards Policy and the VRA Nomination Form, she asked that when filling out the nomination form to: list the persons qualifications, what assignments they have had, the committees served on, and the years served as well. Nominations are due March 12, 2020.

Governance committee will meet on March 19, 2020.

NOMINATING CHAIR Marilou Hamill

Oral Report/NO

Submitted By: Marilou Hamill

REPORT:

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

Benefit Co-Chairs Patti Johnson Helaine Lopes

Oral Report/YES

Submitted By: Patti Johnson Helaine Lopes

REPORT:

The Benefit Committee has been working steadily on plans for the Benefit. The tasks have included:

- Committee Chairs did a walk-through of the hotel on January 31. It was very helpful in deciding the floor plan of the registration tables, bars, cashiers, gathering & storage rooms, and more.
- Christine Ofiesh has confirmed 19 vendors for the Boutique. Helaine is coordinating the Boutique with Christine.
- Sara Pfirrmann has collected over 100 bottles of wine for the surprise wine draw.
- Sara has arranged for help from T&G scholars and students from the Leventhal School of Accounting.
- We received some premier wines that will be part of a mini-silent auction.
- Sara is working on a special raffle related to the wine auction.
- We have collected experience-type items that will be in part of our raffle. We will have about 5-6 packages for the raffle. Thank you to everyone who has donated!
- Sandy Johnston has led the way in obtaining sponsorships from USC Schools, departments, and individuals. Thank you to all Board members who have sponsored and/or purchased an ad!
- Our honoring of Marc Brown has led to beneficial sponsorship opportunities, including ABC7 and other companies and friends who want to honor Marc.
- Payments have been received for the majority of sponsors.
- We have several underwriters and have opportunities for a more.
- Parents of scholars at the February Scholarship Luncheon were given their own invitation that day and were invited to attend the Benefit and/or support in any way.
- Kari May has been receiving RSVPs; we will give an updated number at the Board Meeting.
- Helaine and Patti attended a menu-tasting at the hotel and selected the menu, including a vegetarian option. The meal will be delicious!
- Barbara Orechoff (cashiering), Edie Etmekjian, and Ayuko Siegel (greeters/registration) have organized their helpers for the Benefit
- Paula ordered the gift for Marc Brown through Chris Griffith
- Patti has been working with our graphic designer on the creation and approval of ads, the printed program, and signs for the Benefit and on the T&G website. One challenge for individual advertisers has been to find high-resolution photos. The templates have helped, and we also have been able to help find photos through other means.
- Deadline for the program is/was February 20. It is expected to be proofed and printed by March 2 or 3.
- We have ordered table favors and will do a wrapping party on Feb 27 at Paula's house.
- Merle Norman is donating sunscreen as part of our favors.
- Everything is falling into place. We are excited for an entertaining and fun event.

Oral Report: 2.25.20

Update:

- Program is complete, going to printer today
- Over \$75,000 in sponsorships and Ads
- Over \$13,000 in underwriting

- Over \$10,000 in additional Benefit donations
- Have about 350 attendees so far; we need more!!!
- Mark & Martinis will perform twice
- Will have 4-5 wine-related Silent Auction Items
- Will have about 4-5 Experience-type Raffle Items
- Working on schedule of photographs to be taken that day, inc Past Presidents
- 42 Ads in program book
- Wrap & Wine on Thursday, 2/27, at Paula's house

Hospitality Chairs

Eddie Etmekjian Ayuko Siegel

Oral report/NO

Submitted By: Ayuko Siegel

REPORT:

- At the T&G Luncheon on 2/4, 495 lunches were served
- Total Raffle sales - \$1,835
- Total Center Piece donation - \$510
- Total Name Tag Sales - \$30
- Total \$ for Scholar collected - \$2
- Total T&G Merchandise sales - \$408 (Breakdown of items sold available upon request)
- Total COD's collected -\$450

COMMUNICATION

Joyce Fadil

Oral Report/NO

Submitted By: Joyce Fadil (and Denise Magro - Member at Large)

REPORT:

Note cards were sent to the following members:

Mrs. Anne Douglas (Husband passed)

Posted weekly to Facebook and Instagram (engagements continue to steadily grow)

Instagram page: 75 new followers, 12.5% increase (601 as of January board report - 676 currently)

Record Instagram Post: February Luncheon/Dr. Bartner - 146 likes

Facebook page: 22 new followers, 2.5% increase (870 as of January board report - 892 currently)

Please follow Town and Gown of USC on Instagram and Facebook (and we love it when you

"like" our posts). When you post your own pictures of Town and Gown events to your own Instagram and Facebook pages, please tag @ Town and Gown of USC and/or #Town and Gown of USC in your posts. Please ask Denise or Joyce to show you where your posts will show up on Town and Gown of USC pages when you tag Town and Gown of USC.

Communications continues to welcome pictures from members of Town and Gown events. For best quality posts, please airdrop to Denise or Joyce at the event or text to Denise 714-679-8312 by 5 pm the day of the event.

PHYSICAL FACILITIES CHAIRS Carol Kroesche Beth Petak-Aaron Oral Report/NO

Submitted By: Beth Petak-Aaron and Carol Kroesche

REPORT

- We are working on getting the cabinets updated with Town and Gown memorabilia and working with the Nixon Foundation on what to do with their items which are currently in the cabinets.
- We have ordered a past president's name plaque for Paula Ciaramitaro.

PARLIAMENTARIAN

Chris Gregg

Oral Report/NO

Submitted By: Chris Gregg

REPORT:

- No activity to report since the last meeting/report

MEMBERS-AT-LARGE Isabel Weil/Denise Magro/Laurie Hunter-Tiedemann

Oral Report/NO

Submitted By: Laurie Hunter Tiedemann

REPORT:

No activity to report since the last meeting/report

ATTACHMENTS:

- **Consent Agenda Cover Page**
 - **Consent Agenda 02.25.20**
 - **Board Meeting Minutes 01.28.20**
 - **General Luncheon Meeting Minutes 02.04.20**
 - **NM Applications Feb 2020**
 - **Secretary/Permanent Records Description**
 - **Volunteer Recognition Awards Policy**
 - **VRA Letter to the T&G Board**
 - **VRA Nomination Form**
 - **Investment TGUSC Report**
 - **VRA T&G Past recipients**
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Meeting adjourned 02.25.20 @ 11:28 AM

Approved: Beth Petak-Aaron Second: Sandy Johnston

Attendees:

Yvonne Bogdanovich	Debra Bradley	Kathleen Campos
Paula Ciaramitaro	Hilary Crahan	Janyce Crittenden-Teasley
Edie Etmekjian	Joyce Fadil	Carol Fox
Linda Givvin	Carol Greenhalgh	Chris Gregg
Christine Griffith	Marilou Hamill	Debbie Wong
Patti Jamgotchian	Kathie Johnson	Patti Johnson
Sandy Johnston	Carol Kroesche	Helaine Lopes
Denise Magro	Virginia Naeve	Kathi Nicolard
Beth Petak-Aaron	Sara Pfirrmann	Ayuko Siegel
Linda Swick	Pat Whitman	

**Respectfully Submitted,
Kathi Nicolard
Recording Secretary, Town and Gown of USC**