



**Town & Gown**  
*of the*  
**University of Southern California**  
*Founded 1904*

## **Board Meeting Consent Agenda** **March 31, 2020**

**MOTION: I, \_\_\_\_\_, move to approve the Board Meeting Minutes from February 25, 2020 and the Consent Agenda for March 31, 2020 as distributed.**

**Second: \_\_\_\_\_**

### **CEO Report and Updates**

**Paula Ciaramitaro**

**Oral Report/ NO  
Consent Agenda**

**See President's Message Attachment: 2020\_03\_27\_17\_28\_09**

**Also please see the following e-mail per Paula's request:**

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**From:** Tina Kreditor <[tina.kreditor@gmail.com](mailto:tina.kreditor@gmail.com)>

**Subject:** Re: March Gala invoice

**Date:** March 30, 2020 at 8:58:20 AM PDT

**To:** PAULA CIARAMITARO <[paulaciaramitaro@mac.com](mailto:paulaciaramitaro@mac.com)>

**Cc:** "Bob, Kathleen and Devon Campos" <[usctrojanfamily@yahoo.com](mailto:usctrojanfamily@yahoo.com)>

Paula - would you mind sending out an email to the board asking them to EMAIL me any check requests by 5pm on Tuesday? Then I can get the checks in the mail on Wednesday.

Thanks!

Tina

On Mar 30, 2020, at 7:45 AM, PAULA CIARAMITARO <[paulaciaramitaro@mac.com](mailto:paulaciaramitaro@mac.com)> wrote:

Hi... this month, our meeting is just "paper". Everything will be emailed. It should have been tomorrow.

Deidre... will this work?

Tina.. let me know. I'm between here and the desert. Not sure where I will be this week.

THANK YOU!

On Mar 30, 2020, at 7:13 AM, Tina Kreditor <[tina.kreditor@gmail.com](mailto:tina.kreditor@gmail.com)> wrote:

Hi -

I was planning on doing another set of checks this week. I am not sure how your visual board meeting is going to happen, but just wanted to have anything from board members and then I will send them off.

Thanks,  
Tina

On Mar 30, 2020, at 1:01 AM, PAULA CIARAMITARO <[paulaciaramitaro@mac.com](mailto:paulaciaramitaro@mac.com)> wrote:

Hi Tina!

Can you get this check issued for Deidre? If there will be a delay with mailing for me/Kathleen signatures, I can pay Deidre and you can reimburse me.

Let me know!

Paula

Begin forwarded message:

**From:** Davidsonfoto <[davidsonfoto@aol.com](mailto:davidsonfoto@aol.com)>

**Subject:** March Gala invoice

**Date:** March 29, 2020 at 3:52:30 PM PDT

**To:** "[paulaciaramitaro@mac.com](mailto:paulaciaramitaro@mac.com)" <[paulaciaramitaro@mac.com](mailto:paulaciaramitaro@mac.com)>, "[tina.kreditor@gmail.com](mailto:tina.kreditor@gmail.com)" <[tina.kreditor@gmail.com](mailto:tina.kreditor@gmail.com)>

**Reply-To:** Davidsonfoto <[davidsonfoto@aol.com](mailto:davidsonfoto@aol.com)>

**DEIDRE DAVIDSON PHOTOGRAPHY**  
**2105 HAVEMEYER LANE**  
**REDONDO BEACH, CA 90278**  
**(310) 869-1099**

Invoice # 202015

INVOICE DATE: March 25<sup>th</sup>, 2020

DATE OF SHOOT: March 5<sup>th</sup>, 2020

*CLIENT: Town and Gown*

*For: Gala with Marc Brown*

**QUANTITY DESCRIPTION UNIT PRICE AMOUNT**

photography Fee \$500.00

Total \$ 500.00

Tax 16.25

Parking 5.00

Total Due \$521.25

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**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.
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**CFO/Treasurer**

Kathleen Campos

**Oral Report/NO  
Consent Agenda****Submitted By:** Kathleen Campos  
CFO/Treasurer**REPORT:**

The finance committee met 2/25/2020 to complete the mid-year audit. The mid-year audit was completed and we suggested the following clarifications under Profit and Loss reports:

**Donations received**

add: additional donation for life members

Product Sales

Raffle

Both of these fund directly to administration. These will pend allocation until year end

**Bank Fees**

code WF for Wells Fargo account charges for EFT option for Kari and Michael payments

**Insurance Expense**

Note we will have three entries

Liability

Directors and Officers

Sexual Harassment

**Professional Fees**

Code individual payees TK, KM, etc.

**Professional Fees**

Currently, both TK and KM are 100% allocated to Administration. We may consider a reallocation between Administration and Scholarship

**Website**

is allocated between scholarship and Administration per each invoice

The CFO approached the Governance Committee to revise the CFO role. Carol Greenhalgh was priceless in the revision.

Finally, this is a reminder. All reimbursements **MUST** have a receipt attached. This is a requirement of the Governance Committee roles and responsibilities under bullet two for the CFO.

Respectfully submitted,  
Kathleen A. Campos CFO

**MOTION: Upon the recommendation of the Finance Committee, I Kathleen Campos move to approve to file the financial reports for 2.29.20**

**MOTION: Upon the recommendation of the Finance Committee, I Kathleen Campos move to approve the completed mid-year audit dated 2.25.20**

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**1st Vice President/ Investments      Hilary Crahan      Oral Report/NO**

**Submitted By:      Hilary Crahan**

**REPORT:      as of March 19, 2020**

<b>Account</b>	<b>Account Value</b>
Scholarship 2A	\$ 1,644,478.30
Life Membership Reserves 2D	\$ 22,214.45
Administrative Reserves 2B	\$ 71,196.64
Scholarship Operating Reserves 2E	\$ 24,379.68
Beautification Reserves 2C	\$ 67,593.27
TOTAL Account Value	\$ 1,829,862.34

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**2nd Vice Presidents/ Scholarship      Sara Pfirrmann      Ann Palmer      Oral Report/NO  
Consent Agenda**

**Submitted By:** Sara Pfirrmann and Ann Palmer

**REPORT:**

- Freshmen interviews began on February 13 and continued through February 28. 55 applicants were interviewed by our dedicated Scholarship Committee interview teams (three team members per interview).
- Having one place, TCC 202, for all interviews, made it easy to locate for all concerned (students, parents and team members).
- Standing lunch reservations were made in January at Moreton Fig if team members chose to have lunch together during the break between the morning and afternoon interviews.
- Emails have been received from many Freshmen applicants thanking the ladies of Town and Gown for the opportunity to interview.
- Scholarship VPs reviewed all of the Freshman applicant scores. Out of the 60 applicants selected to interview, 55 actually attended their session, and 24 received a perfect 30/30 score on their interviews. On March 10, Town and Gown's list of our Freshman candidates was sent to the Office of Admissions. Once we learn which applicants are accepted by the University, we will send scholarship offers.
- On February 21, the Scholarship VPs had an informal meeting with Brittany Baker-Brousseau, Assistant Director, Office of Admissions. Official USC Freshmen acceptance letters will be mailed on March 26, 2020.
- Ian will send a congratulatory email to our chosen candidates around April 2. We hope our scholarship offer to these amazing students will play a significant role in their decision to attend USC in the fall.
- 10 current scholars were on hand at the March 5<sup>th</sup> benefit to assist Hospitality in selling raffle tickets and other tasks. Helping at the benefit satisfied their spring semester contract requirement.

Following is an excerpt of an email from the Alumni Office sent on March 13<sup>th</sup>: ***“Regarding the Covid-19 outbreak, in accordance with the directive issued today from USC’s Office of the Provost, and for the well-being of our alumni constituency, all university-sponsored events and meetings, on and off campus, between now and April 12 will be canceled or postponed. This directive applies to all university-affiliated alumni activities including small in-person meetings that are scheduled to take place during the above time period.”***

- Following the advice of the University, the difficult decision to cancel already scheduled interviews for current, transfer and graduate students was made by the Scholarship VPs and T&G President.
- The application and interview process are at the very core of our mission to offer scholarships to qualified students. Fortunately, we have concluded all entering Freshman interviews so that group of candidates has been scored and evaluated as usual. We were about halfway through interviewing the undergraduate candidates at the time of cancellation.
- Scholarship Committee members were notified of cancellation of interviews. We are all disappointed, but our team was supportive and understanding.

- It has been decided that in order to most fairly assess our undergraduate and graduate pool of candidates in this unique situation, we will use only the application as the basis of our evaluation this year for these candidates. This creates a fair and equitable system for evaluating all applicants – even without the opportunity to meet with them in person.
- An explanation email was sent to all interview candidates. Several emails were received from applicants requesting virtual interviews. Due to the number of interviews remaining it was decided that this was not a feasible option. NOTE: training our Scholarship Committee interview teams on how to conduct interviews using ZOOM and other online platforms might be considered for next year’s training sessions.
- Since the Day of SCervice and the April Luncheon were cancelled, and most likely the May luncheon, the Spring Semester contractual event participation requirements for those students who haven’t completed them have been waived without penalty.
- The Scholarship VP’s are preparing contracts to go out to current scholars who will return next year. Contracts for potential new candidates are also being prepared once we have a good “read” on our numbers.

**On a personal note, I would like the Town and Gown Board to know how hard Sara and Paula worked trying to navigate through these uncharted waters during the two weeks of the Corona Virus onset. Many hours of phone calls, emails, and sleepless nights were spent trying to come up with the most equitable means of evaluating the current, transfer, and graduate applicants who were scheduled for interviews. A heartfelt thank you for your dedication to our committee members, current scholars and applicants. (Ann Palmer)**

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**3rd VP/ Fund Development Virginia Naeve Elle Feldman Oral Report/NO**

**Submitted By:** Virginia Naeve

**REPORT:**

**ACKNOWLEDGMENT LETTERS:**

Approximately 120 acknowledgement/thank you letters have been mailed to Benefit donors. This includes donations from members as well as sponsorships and underwriting donations.

Approximately 85 acknowledgement/thank you letters were mailed to the donors of bottles of wine for the Benefit wine pull.

**THUESON SCHOLARSHIP FUND:**

We were expecting to receive an accounting of the most recent donations to this scholarship fund, but due to the current situation with the Coronavirus, we have not received any current

information. We will continue to hand write thank you notes to the donors of this fund when we receive information.

#### **THE NIXON FOUNDATION EVENT:**

Due to the current situation with the Coronavirus, the Nixon Library in Yorba Linda had to close and we are not sure if the Pat Nixon event will be rescheduled.

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**4th VP/ Membership     Sandy Johnston   Kathie Johnson                      Oral Report/NO**

**Submitted By: Sandy Johnston and Kathie Johnson**  
**REPORT:**

#### **Corona Virus Altered Membership Committee Timeline and Tasks**

- We **cancelled our room** for the **New Member Orientation** scheduled for April 7, 2020 in the Torrey Webb room. Considering the fall unless otherwise directed.
- We **postponed the EVITE** that we created with Kari that was to go to the new members, candidates, Board and interested “others” for the FORMER April 7<sup>th</sup> Orientation.
- We are not planning the **Life Member Celebration** now for the May General luncheon which usually requires 2 posters to be created with the list of all our Life Members’ names and ordering special roses for them.
- We have been rethinking the **Town and Gown of USC Dues Renewal policy** as noted by motions below.

**MOTION: We, Sandra Johnston and Kathie Johnson, Vice Presidents of Membership, move to back the date from March to February for the New Members to NOT become invoiced for the 2020-2021 Town and Gown Membership Dues.**

**Rational:** This would allow our newest members to be members for this year and next year from February going forward instead of the current March date as stated in our current policy sheet. With the mandatory cancellation of our events this effort will help in good will for our NM.

**MOTION: We, Sandra Johnston and Kathie Johnson, Vice Presidents of Membership, move to populate invoices but not send out dues request until Paula and/or the Board agree that it is in good taste.**

**Rational:** The current policy is for dues invoices to **go out in April** with a possible incentive for payment prior to the May General luncheon. We are not sure when events will resume. We will gear up our small committee of 8 vibrant members to capture membership data but feel that a

dues request sent at this time is not our best interest when everyone's focus should be on the care of loved ones, social distancing, and emergency communication due to the VIRUS pandemic.

**MOTION: We Sandra Johnston and Kathie Johnson, Vice Presidents of Membership, move to approve the following candidates as Annual Members: Bonnie Hodge, Leslie Tanquary, Bonnie Vogel.**

**Misc.**

- Membership has enough of the following for inventory for the Fall: post cards, business cards, new member ribbons.
- Will check the status of LIFE PINS with Kari May. They are needed for the fall.
- Have been working on the Dues Policy, Year End Report, Timeline and Manual.  
**We thank Paula for her forward thinking and all Board members for acting responsibly!!**

**Attachments:  
NM applications March 2020**

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**5th VP/ Programs Chris Griffith Patti Jamgotchian**  
**Submitted By: Chris Griffith & Patti Jamgotchian**

**Oral Report/NO**

**REPORT:**

- Due to the safety precautions in place throughout the USC community, the April 7<sup>th</sup> Luncheon Program featuring Dr. Eric Kezirian (renowned sleep surgeon/specialist) and Dr. Valter Longo (longevity and aging specialist) will be postponed to an agreed upon date in the 2020 – 2021 year.
  - Both Dr. Kezirian and Dr. Longo have been informed of the postponement, and the appreciation plaques have been put on hold as well.
  - Until further notice, we will plan on moving forward with the May 5<sup>th</sup> Luncheon featuring organization psychologist, Dr. Marissa Pei.
  - Stay safe and well everyone!!
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**Governance Chair Carol Greenhalgh**

**Oral Report/NO**

**Submitted By: Carol Greenhalgh Pat Whitman**

**REPORT:**

The Governance Committee held a telephone conference on March 19, 2020 from 9:30 a.m. - 11:30 a.m. The Committee reviewed and acted on the following:



- To recommend Board Approval of an amendment to incorporate the role of Historian with the Physical Facilities Position.
- To recommend Board Approval of amendments to the CFO Job Description.
- To recommend Board Approval of revisions to Bylaws, Standing Rules, Operating Procedures and Position Descriptions affected by the elimination of the Immediate Past President position.
- To recommend Board Approval of amendments to the Town and Gown of USC Annual Report Policy.
- To recommend Board Approval to resubmit the VRA, Volunteer Friend of the Year, Award for Mark Aliano to the Alumni Association.
- To send a copy of the Town and Gown Membership Operations Manual Template, 2019 - 2020 to the Board of Directors. This is due in June but may be of help to those who want to get an early start.
- To send to the Board of Directors a copy of:
  - The Town and Gown Annual Report Policy (also to be amended)
  - The Town and Gown Annual Report Form (Due in June)
  - A Sample Town and Gown Yearly Timeline (Due in June.)

The following items are included in the attachments:

1. Town and Gown of USC Board Position Description/ Physical Facilities/Historian Chairs
2. Town and Gown of USC CFO/ Chief Financial Officer
3. Recommended Changes to Bylaws, Standing Rules, Operating Procedures and Position Descriptions of the Immediate Past President
4. Town and Gown of USC Annual Report Policy
5. Town and Gown Membership Operations Manual Template, 2019 – 2020
6. Town and Gown Annual Report Form
7. Sample of a Town and Gown Timeline

**MOTION:**

**Upon the recommendation of the Governance Committee, I, Carol Greenhalgh, Governance Chair, move that the Board approve the changes to the Physical Facilities Position as indicated in red on the attachment.**

**MOTION:**

**Upon the recommendation of the Governance Committee, I, Carol Greenhalgh, Governance Chair, move that the Board approve the changes to the CFO, (Chief Financial Officer,) position as indicated in red on the attachment.**

**MOTION:**

**Upon the recommendation of the Governance Committee, I, Carol Greenhalgh, Governance Chair, move that the board approve the changes to Bylaws, Standing Rules, Operating Procedures and Position Descriptions of the Immediate Past President as indicated in red on the attachment.**

**MOTION:**

**Upon the recommendation of the Governance Committee, I, Carol Greenhalgh, Governance Chair, move that the Board approve the changes to the Town and Gown of USC Annual Report Policy as indicated in red on the attachment.**

**Attachments:**

- **Physical Facilities Position Description**
  - **CFO Position Description**
  - **Recommended Revisions to Bylaws, etc.**
  - **Town and Gown of USC Yearly Report Policy**
  - **VP/Chair Operations Manual Template**
  - **Town and Gown Directors' Yearly Report Form**
  - **Sample Parliamentary Yearly Timeline**
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**NOMINATING CHAIR Marilou Hamill**

**Oral Report/NO**

**Submitted By: Marilou Hamill**

**REPORT:**

- The Town and Gown of USC Board of Directors had approved in January to have the “Members Annual Meeting” moved from March to April. Due to the fact we are not having a luncheon in April, we will be sending out an email with the Town and Gown of USC Slate for 2020-2021 to the general membership for their vote.
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**Benefit Co-Chairs Patti Johnson Helaine Lopes**

**Oral Report/NO**

**Submitted By: Patti Johnson Helaine Lopes**

**REPORT:**

**Committee Members:** Barbara Orechoff (Finances/Cashiering), Edie Etmekjian & Ayuko Siegel (Hospitality), Christine Ofiesh (Boutique), Sara Pfirrmann (Wine Auction), Sandy Johnston (Sponsorships & Program Ads), Kari May (Reservations/Check-in). Patti handled invitations and printed program and Paula Ciaramitaro handled centerpieces.

**Accomplishments:**

- Overwhelmingly positive comments about the 2020 Benefit. The InterContinental, in downtown Los Angeles, was a beautiful location
- Marc Brown was our well-received honoree. He gave a heartfelt and inspiring talk about his career, his time at USC, and his contribution to the Los Angeles community and because of

him we had news coverage from ABC7 News with a clip and Marc's enthusiastic remarks appearing on the 5:00pm news.

- Our preliminary numbers show that Benefit made a net profit of \$115,000.00. Tina is still figuring out the last-minute adjustments but we are happy to report that the event was successful and that we accomplished our mission of adding one more scholarship to our endowment, The Marc Brown Town and Gown Endowed Scholarship. Benefit proceeds came from Dollars for Scholars, sponsorships, advertisements, underwriting, ticket sales, Boutique, donations directly to the Benefit, the Surprise Wine Draw, Raffle prizes, and the small Silent Auction
- We will present a motion at the next meeting to fund this scholarship and Paula will present motions after reviewing with the finance committee for allocation of the remainder.
- Our Entertainment, Mark and the Martinis, was extremely well-received
- We had \$75K+ in sponsorships and ads, \$13K+ in underwriting, and \$10K+ in additional Benefit donations
- Received over 125 bottles of wine for the Surprise Wine Draw
- There were 18 vendors which was perfect.
- There were approximately 370 attendees
- We were able to maintain the ticket price of \$175 as in previous years
- We allowed our committee chairs (particularly Finance and Vendors) to devise their own operating systems
- Thanks to our wonderful volunteers on the day of (we had almost 40 who did an amazing job) and those that helped before with table favors, etc, it was an amazing day.

### **Challenges:**

- We fell short of our hopes for 500-600 attendees
- Hotel was challenging but Paula worked everything out.
- Vendor unloading could have gone smoother
- Most ads arrived before the deadline and in the proper format; however, some dragged in, and we went back and forth with individuals with photos with too-low resolutions.

### **Recommendations:**

- Attendees appreciated the downtown Los Angeles location; we would recommend to carry on that decision
- Some attendees (or non-attendees) missed us having a Fashion Show; consider that for next time
- Give clear instructions of ad specifications and stick to the deadline as much as possible
- Select the date and venue in April or May for the following spring. We were limited in our choices, though everything worked out well, particularly considering the coronavirus! We dodged a bullet by having an early-March date
- Negotiate as low a minimum guarantee as possible with the venue. Attendance recently has been in the mid- to high-300s. The honoree will impact that number.
- We worked with a minimum of committee members. Consider adding members and breaking up the work among more people.

Signature: *Helaine Lopes*

Date: 3/18/2020

Signature *Patti Johnson*

Date: 3/18/2020

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**Hospitality Chairs**

Edie Etmekjian Ayuko Siegel

Oral report/**NO****Submitted By:** Ayuko Siegel**REPORT:**

- At the Benefit on March 5, 2020 Hospitality provided Greeters, Raffle sales and Registration. There were 2 shifts of 1 hour each. (10:00 – 11:00, 11:00-12:00)
- We had 10 volunteers for registrations at each shift.
- We also had 6 volunteers between Raffle sales and Greeters for each shift.
- There were 10 Town and Gown Scholars who came to volunteer throughout the day:
- 3 for set up, 3 to sell raffles, 4 for late registration and help with cashier receipts.

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**COMMUNICATION**

Joyce Fadil

Oral Report/**NO****Submitted By:** Joyce Fadil (and Denise Magro - Member at Large)**REPORT:**

Note cards sent to:

- Hilary Crahan (Mom passed)
- Lisa Siskel Cochran (Mom passed)

Social Media:

- Posted weekly to Facebook and Instagram (engagements continue to steadily grow)
- Instagram page: 78 new followers, 11.5% increase (676 as of February board report -754 currently)
- Facebook page: 1 new follower (892 as of February board report – 893 currently)

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**PHYSICAL FACILITIES CHAIRS**Carol Kroesche/Beth Petak-Aaron Oral Report/**NO****Submitted By:** Beth Petak-Aaron and Carol Kroesche

**REPORT:**

- No activity to report since the last meeting/report

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**PARLIAMENTARIAN**

Chris Gregg

Oral Report/**NO**

**Submitted By:** Chris Gregg

**REPORT:**

- No activity to report since the last meeting/report

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**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

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**ATTACHMENTS:**

- **Consent Agenda Cover Page**
- **Consent Agenda 3.31.20**
- **Physical Facilities Position Description**
- **CFO Position Description**
- **Recommended Revisions to Bylaws, etc.**
- **Town and Gown of USC Yearly Report Policy**
- **VP/Chair Operations Manual Template**
- **Town and Gown Directors' Yearly Report Form**
- **Sample Parliamentarian Yearly Timeline**
- **NM Applications March 2020**
- **President's Message 2020\_03\_27**
- **Board Meeting Minutes 2.28.20**