



Town & Gown
of the
University of Southern California
Founded 1904

Mission Statement

Town and Gown of the University of Southern California is a nonprofit philanthropic organization whose purpose is to support USC through scholarships for students, building and campus enhancements, and cultural programs.

Board Meeting Consent Agenda
January 25, 2022, 9:35 a.m.
Zoom

Pre-Meeting (9:35am) All Board Members and Past Presidents

Optional Social Time for all interested Board Members.

CEO Report and Updates Hilary Crahan

**Oral Report/YES
Consent Agenda**

Submitted By: Hilary Crahan

REPORT

- **INDEPENDENT CONTRACTORS**

A zoom was held with the Town and Gown of USC Independent Contractors on December 14, 2021.

- 8:00am Tina
- 8:30am Michael
- 9:00am Kari

The meetings allowed us to take the time to thank each for the acumen and business support they provide to our 501(c)(3). Multiple leaders took this moment to thank Tina, Kari, and Michael; gear up for 2022; and introduce them formally to our President-Elect, Beth Petak-Aaron.

Directors included Laurie Hunter Tiedemann, Patti Johnson, Kathie Johnson, Susie Rhodes, Carol Wright, Beth Petak-Aaron, and Hilary Crahan

- ON-CAMPUS MEETINGS

The goal is to be back on campus beginning in March for the General Meeting and Luncheon, the Day of Service, and the BOD meeting. We will know more after the students return to campus on January 24th.

We have a credit (pre-payment) for the January BOD technology. We will use this credit at a future in-person BOD meeting.

- JUNE IN AND OUT BOARD OF DIRECTORS MEETING

★ Please note the change of date: **Tuesday, June 21st, 9:45am to 1:00pm**

Luncheon will be served. Scriptorium Room of the University Club.

- BENEFIT

The Chief of Staff let us know that Carol Folt will be unable to attend. She will be in New York. She will be pre-recording a message for the Benefit.

Oral Report

Attachment:

Thornton Chamber Singers Letter

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

REPORT

- Recorded Minutes/Notes for November 30, 2021, Board Meeting; December 6, 2021, Holiday Luncheon; and January 11, 2022 General Meeting
- Created Zoom Invitation for January 25 Board Meeting; invited current Board Members, and Past Presidents, collected reports, created Consent Agenda, and posted Meeting Documents onto Board Portal
- Added documents and various letters to Permanent Records through December 2021
- Represented T&GUSC at December 9 Keck Scholarship Luncheon (substituted for President Hilary, who had a scheduling conflict)
- Participated in Zoom Meeting to thank Kari May, Executive Administrator, for her work for T&GUSC
- Created Zoom meetings for Fund Development Council (Donor Portal Reveal, January 18, 2022) and Audit Committee (January 25, 2022)

Oral Report

MOTION:

I, Patti Johnson, Secretary, move to approve the

- **November 30, 2021, Board Meeting Minutes**
- **December 6, 2021 Holiday Luncheon Minutes**
- **January 11, 2022 General Meeting Minutes**
- **Consent Agenda Cover Page for January 25, 2022, and the**
- **Consent Agenda for January 25, 2022, as distributed.**

SECOND: _____

Attachments:

- November 30, 2021 Board Meeting Minutes**
- December 6, 2021 Holiday Luncheon Minutes**
- January 11, 2022 General Meeting Minutes**
- Consent Agenda Cover Page for January 25, 2022**
- Consent Agenda for January 25, 2022**

T&GUSC Website Ad Hoc Committee **Patti Johnson, Chair** **Oral Report/NO
Consent Agenda**

Submitted By: **Patti Johnson**

REPORT

- The December 3, 2021, meeting was postponed to a later date
- Articles were submitted for the December and January newsletters to highlight items to visit on the website

Nominating Chair **Helaine Lopes** **Oral Report/YES
Consent Agenda**

Submitted By: **Helaine Lopes**

REPORT

- As Nominating Chair, it has been an honor and privilege to be appointed to this position this year. It was also an honor to work with each member of the nominating committee who were responsible, knowledgeable and committed to the nominating process. The Committee met on Zoom beginning with an Orientation Meeting discussing the roles and responsibilities as a Nominating Committee. They reviewed the Nominations and Election Policy and Procedures, the Succession Planning Program, the General Requirements for a Board Director, Bio Data Base, Checklist for Identifying Leadership Capability, the Board Matrix, and the Board Description Positions for each elected

position. The Committee wants to thank the Board for its time, energy, and input into the nomination process. The nominations received were reviewed, vetted, and evaluated, and we are pleased to present the new slate of Directors today for the Board's approval by a ballot vote cast by each Director at the Board meeting today.

Oral Report

MOTION

CFO/Treasurer

Kathie Johnson

**Oral Report/YES
Consent Agenda**

Submitted By: Kathie Johnson

REPORT

- We have a Wells Fargo Bank checking account balance of \$240,000. The Finance Committee proposed a transfer of \$100,000 to Clifford Swan Fund 2B for Administrative Reserves.

In April, following our Benefit, we will make another transfer to Fund 2B in an amount that will leave a \$75,000 balance in the Wells Fargo Bank account.

- As a review for everyone, we have 5 board members who hold Wells Fargo Elite credit cards for TG. These Board Members and the card limits for each are as follows:

Hilary Crahan (CEO) \$25,000 Administrator and signer
Kathie Johnson (CFO) \$22,000 Administrator and signer
Tina Kreditor (Accounting Associate) \$25,000
Kari May (Administrative Associate) \$5,000
Patti Johnson (Secretary) \$2,000 Signer

Our credit card has a \$150,000 line of credit.

We also accumulate rewards points based on how much is purchased. We currently have approximately 23,000 points. For every 25,000 in points, we can redeem a \$250 American Express gift card. We have been redeeming our points for the gift cards which have been used for our monthly raffles.

- Bill.com has been running smoothly. It has made accounting and check reimbursement faster, more efficient and cut the amount of time our Accounting Associate spends on this task. If anyone has any questions about the process, contact Kathie.
- The BH Hotel Benefit deposits have been made with our credit card as follows:
 - deposit #1 5/12/21 \$12,000
 - deposit #2 1/13/22 \$35,000

- Annual transfers from Wells Fargo Bank to Clifford Swan Fund 2A since 2020:
 - \$136,091 for fiscal year ending 6/30/2020
 - \$151,455 for for fiscal year ending 6/30/2021
 - \$55,830 for 7/1/2021 - 12/31/2021
- 1st VP, Investments, Laurie Hunter Tiedemann, will provide more information on the Clifford Swan Funds A-E in her Oral Report

Oral Report

MOTION #1:

Upon recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve a transfer of \$100,000 from our Wells Fargo checking account to Clifford Swan Fund 2B.

MOTION #2:

Upon the recommendation of the Finance Committee, I, Kathie Johnson, CFO, move to approve the November and December 2021 Financials.

Attachments:

- Town and Gown of USC November and December 2021 Financials (Excel)**
- Town and Gown of USC November and December 2021 Financials (pdf)**

1st Vice President/Investments

Laurie Hunter Tiedemann

**Oral Report/YES
Consent Agenda**

Submitted By: Laurie Hunter Tiedemann

REPORT

- Please see attached the Clifford Swan portfolio reports as of 1/15/22 for Funds A – E, which comprise Town & Gown Fund II. The market value of the funds is approximately \$2.9M.
- The Clifford Swan portfolio is made up of 5 different fund accounts –
 - 2A Scholarship
 - 2B Administrative Reserves
 - 2C Beautification Reserves
 - 2D Life Memberships Reserves
 - 2E Scholarship Operating Reserves

The market value of the Scholarship fund represents \$2.7M of the portfolio.

- These accounts are basically dormant and just continue to be invested and grow. We rarely need to pull funds from them, but they are there for special projects or other out-of-the-normal annual activity.

Attachment:

Clifford Swan Fund II Report as of 01.15.2022

2nd Vice Presidents/Scholarship

Carol Wright, Susie Rhodes

**Oral Report/NO
Consent Agenda**

Submitted By: Carol Wright and Susie Rhodes

REPORT

November 17, 2021 – January 14, 2022

- Email generated by Scholarship Application portal reminding applicants of the Dec 1 deadline sent two weeks prior.
- Email generated by Scholarship Application Portal reminding applicants of the Dec 1 deadline sent two days prior.
- Applications closed December 1, 2021 at 11:59 pm.
- There were 953 application started
- There were 417 applications completed
- Email sent to Ian regarding updated committee list and recording of training.
- The Scholarship VPs and the Scholarship Advisor went through the 417 applications to weed out ineligible applications based on rules of residency, GPA's, graduation date, and missing information. Found a current scholar reapplied. His application was pulled from consideration. Found a former Scholar applied for Grad School. Application pulled. Applicant will receive scholarship.
- Training packets were assembled to be mailed to the members who did not attend the training.
- Email sent to Ian list of ineligible applications to be removed from consideration. Final number of applications to be read and evaluated is 396.
- Email sent to committee regarding the start of reading and evaluating. Each reader was assigned between 20-24 applications. Reading & evaluating portal opened December 13, 2021, and was to be concluded Jan 5, 2022.
- VPs sent reminder email to committee members reminding them of the deadline date. Extended the deadline to Friday January 7.
- The VPs found that some members did not receive the email that the portal had opened Dec 13. The VPs found that sending group emails to 50 people are not always received in the inbox. The deadline was extended and was finalized a week later to Jan 12, 2022.

- It was decided at a meeting to discuss the COVID situation on campus and decided that the interviews scheduled to begin in February will be held virtually on Zoom.
- The VPs updated the PowerPoint Presentation on Interviewing
- The VPs are working on updating the Training Manual and Appendices
- VPs submitted article for the Newsletter
- Training on Interviewing will be held virtually and is scheduled for the afternoon of Wednesday, Jan 19, and the morning of Thursday, Jan 20.
- After the training, the PowerPoint Presentation, the Training Manual with Appendices, and the recording of the training will be uploaded to the Scholarship Committee Portal.

3rd VP/Fund Development Marilyn Kezirian, Chris Gregg

**Oral Report/YES
Consent Agenda**

Submitted By: Marilyn Kezirian and Chris Gregg

REPORT

Third Vice Presidents, Fund Development (FD) have been involved in the following projects and activities:

- After November 30 Board Meeting, joined 5th VP's Programs and Scholarship Advisor in meeting with Karla Campos regarding facilities to be used at the Tutor Campus Center for the Scholars and Donors Luncheon and the Donor Reception on February 1.
- Planning and preparation for hosting Donor Reception at Moreton Fig for our February 1 Scholars and Donors Luncheon.
- Conferred with CEO/President in December regarding the February 1 Donor Reception Invitation, the Donor General Meeting and Luncheon Invitation and the Donor Reception facility requests.
- The Donor Reception Invitation and Endowed Donor General Meeting and Luncheon Invitation were completed in December. The Endowed Donors are being honored and are guests of Town and Gown of USC with complimentary parking. Many thanks to Roxy Szigat (ROX INK Calligraphy) and Kari May for their professional expertise in the design and printing of the invitations.
- Fund Development developed a letter to update the FD Committee on FD activities which was emailed in December to invite the Committee for a Zoom meeting on January 21 at 10 am. In addition, requests were made for assistance from the FD Committee for the following: 1) To assist with preparing Donor invitations for outgoing mail on January 11 before T&GUSC Luncheon Meeting and (2) Greeting and hosting our donors at the Donor Reception on February 1 before the Scholars and Donors Luncheon.
- Attended a Scholar/Donor Luncheon Planning Zoom Meeting on January 4, 2022 with our CEO/ President, Scholarship VP's and Programs VP's.

- Pre-reveal Donor Profile Program is scheduled for a Zoom meeting on January 14 with Ian Chestnut, IVC Productions, Kari May, Executive Associate, and CEO/President Hilary Crahan.
- Reveal Donor Profile Program to be presented in Zoom Meeting by Ian Chestnut, IVC Productions to **Board of Directors and Past Presidents on January 18 at 9:30 am.**
- Reviewed and updated 2021-2022 FD Calendar
- Hand written acknowledgement notes expressing appreciation and gratitude for donations to Fund I and Fund II.
- Current plan being initiated for next FD Council Meeting with major focus to finalize financial goal for 2022-2023 Fund Development Plan.

*****Note: On January 6 the Board approved the following motion: “As per the current restrictions at USC, the February 1st General meeting and Luncheon become a virtual event.” On January 9th, we sent an email letter to our FD Committee informing them that both the January 11th and February 1st were virtual. Therefore, the Donor Reception is postponed at this time.**

Oral Report

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 462 Annual members and 312 Life members, for a total count of 774 members.
- Two members of Town and Gown of USC who had not paid to renew their membership when it was due by the last fiscal year, have now paid. Kari May informed us that with these payments, we can add two members to the total count. Before approval of the motions below, the total Town and Gown of USC member count is adjusted to 776.
- From November 15, 2021, through January 15, 2022, Membership received 7 Annual membership applications, 1 Life membership application, and 1 change of status from Annual to Life membership application. After approval of these applications, Town and Gown of USC membership will be 470 Annual members and 314 Life members for a total count of 784 members.

Oral Report

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: Carolyn Johnson, Patty Adams, Arlene Muro, Bernadette Kirkpatrick, Felicia Cudjoe-Appauh, Michelle Li, and Colleen Premer

MOTION #2:

Upon recommendation of the Membership Committee, we, Virginia Naeve and D’Arcy Dietrich McLeod, move to approve the following application for Life Membership: Diane Bleak.

MOTION #3:

Upon recommendation of the Membership Committee, we, Virginia Naeve and D’Arcy Dietrich McLeod, move to approve the following application for a change of status from Annual Membership to Life membership: Kristen von KleinSmid

Attachments:

Membership Applications, January, 2022. Annual: Carolyn Johnson, Patty Adams, Arlene Muro, Bernadette Kirkpatrick, Felicia Cudjoe-Appauh, Michelle Li, and Colleen Premer; Life: Diane Bleak; and Change from Annual Membership to Life Membership: Kristen von KleinSmid

5th VP/Programs

Colleen Stroyke, Bonnie Suffridge

**Oral Report/YES
Consent Agenda**

Submitted By: Colleen Stroyke and Bonnie Suffridge

REPORT

- The Annual Holiday Luncheon was held on December 6, 2021, at the California Club in downtown L.A. The tradition of elaborately decorated tables was a visual delight. There was a special livestream of the festive dining room and decorated tables for 30 minutes prior to the luncheon. Performances by graduated Town & Gown of USC scholar, Geovanna Nichols, and Scholarship Associate, Michael Marchak, highlighted the event.
- We had 360 members and guests RSVP, and 52 people viewed the livestream.
- Opportunity Drawing ticket sales were \$3,345. The event was recorded and is available on the Town & Gown of USC website.
- Additional Report from Carol Mollett:
2021 Holiday Luncheon at the California Club December 6, 2021
Hilary Crahan sponsored the Town and Gown of USC Annual Holiday Luncheon and Meeting.
The event's coordinators were Rhona Gewelber, Carol Mollett, and Hilary Crahan.

Rhona & Carol reached out to the 2019 T&G Holiday Luncheon table decorators and asked if they would like to participate this year; 14 declined, which was good because we only had 30 tables to be decorated.

There were 30 tables with 12 seats and sold out with 360 RSVPs. We served 346 Chicken Salads and 14 vegetarians; the luncheon had bread, starter, main dish, and dessert.

We had a signature drink, Merry & Bright, at the No-host Bar with 265 drinks sold.

Rhona Gewelber so generously hosted a breakfast coffee & muffins breakfast for the decorators.

There were 68 cars valeted at the California Club and 146 cars at the West Lawn parking. We assigned arrival time to each decorator to reduce the number of people decorating and unloading; I recommend doing this annually.

Geovanna Nichols-Julien, a Town and Gown of USC past scholar, sang a few holiday songs.

It was a spectacular celebration!

- Due to rising COVID cases in Los Angeles, the January 11, 2022, General Meeting was changed to a Zoom Speaker Series format. We honored Past ACC Chairs & Current Chair; and Current ACC Presidents, as well as featured keynote speaker, Grant Kirkpatrick, FAIA, an Award-Winning architect who presented an exceptional program, “The New Renaissance.”
- We were pleased that 260 members and guests RSVP’d, and over 166 people viewed the presentation on either Zoom, Facebook or through the website.
- A blitz of social media posts in the last week were integral in advertising the change to the Zoom format.
- Opportunity drawing ticket sales were \$2,400 and there was an additional \$730 in other donations. The event was recorded and is available on the Town & Gown of USC website.
- The February 1, 2022, General Meeting will also be a Zoom Speaker Series. It features speaker, Dr. Pinchas Cohen, Dean of the Leonard Davis School of Gerontology, who will present his topic: “*Healthy Aging Strategies*.” The meeting will begin at 12:30pm and will livestream on Zoom, Facebook and the website.
- Electronic invitations will be emailed on 1/13, 1/18, 1/21, 1/24, 1/28, 1/31. Please RSVP. Ian will send out a Zoom link reminder to registered guests on the morning of the event, 2/1.

Oral Report: 1-minute presentation

- We hope all of you have registered for the Feb. 1st General Meeting and Zoom Speaker Series featuring our keynote speaker, Dr. Pinchas Cohen, Dean of the USC Leonard Davis School of Gerontology. This has the shortest RSVP window all year. Please RSVP.

- The scholar sash presentation and the reception for donors will be postponed until March or May's meeting

Attachments:

Emailed Instructions to Holiday Luncheon Decorators, 2021

List of Holiday Table Decorators, 2021

Governance Chair

Beth Petak-Aaron

Oral Report/YES

Consent Agenda

Submitted By: Beth Petak-Aaron

REPORT

- Governance Committee met on January 5th.
- Under Old Business there was discussion around General Talking Points for the members of the BOD when discussing the T&G of USC BOD and the potential for becoming an active member of the BOD. Mary Hall and Norma Perez will be presenting the general talking points for discussion and vote.
- Under New Business there was discussion centered around the Membership application and the need for three signatures. It was decided that Beth Petak-Aaron would reach out to Past Presidents and ask if anyone knows why there is the need for three signatures on each application. There will also be a request for discussion at the BOD meeting. Beth will be guiding a discussion from our current Board of Directors regarding the three member signatures.

MOTION:

Upon recommendation of the Governance Committee, Mary Hall and Norma Perez move to accept the Town and Gown of USC talking points regarding service on the Town and Gown of USC Board of Directors.

Attachments:

Board of Directors Talking Points

Benefit Chair

Eddie Etmekjian

Oral Report/YES

Consent Agenda

Submitted By: Eddie Etmekjian

REPORT

- Eddie Etmekjian, Chair:
 - On January 4th we had a stamping and stuffing party for the Patrons Letter and Solicitation letters, hosted by Hilary Crahan

- We mailed out the Patrons Letter and Solicitation Letters, on the January 4, 2022. We are receiving a good response
- We are looking forward to an in-person event at the Beverly Hills Hotel on April 5
- We had a Benefit Committee Meeting on January 11th
- Carol Fox, Benefit Advisor, gave her approval of our plans
- Kim Kaufmann and Rondi Nuno need volunteers to be Hostesses at the Benefit
- Kathleen Campos is working on the photo timeline for the Benefit. Jane Bensussen will create the Past President Photo and Ad
- Janeane Dimpel and Pat Whitman are working on a comprehensive cashiering training and data entry program
- Kate Farlow and Janyce Teasley have 28 Hospitality Volunteers for Benefit Check-In
- Ayuko Siegel has been working on the Benefit Expenses and Profit Spreadsheets
- Christine Ofiesh has been working on the Table Favors
- Charlotte Etmekjian is contacting the Florist so we have a prototype of the Centerpiece
- Kathie Johnson and Erica Johnson, Underwriting:
 - Thank you to all who have already sent in donations
 - Many sponsorship opportunities are still available
- Patti Jamgotchian, Public Relations:
 - We continue to promote our 2022 Benefit via engaging Town and Gown of USC social media posts, newsletters, and our website. The Benefit branding of beautiful pink and white stripe with tropical green leaf graphics continues. Since our last Board meeting, we have posted the following videos to social media and the Town and Gown of USC website, featuring:
 - Alli Solum and scholar Emma Adamson
 - Bianca Patterson and scholar Kris Acevedo
 - Yvonne Bogdanovich, and scholar Bethany Yew
 - Carol Mollett and scholar Abraham Ramirez
 - Sandy Johnston
 - Pat Whitman and scholar Brynley Johnson
 - Sara Pfirrmann
 - Website: With the help of Ian Chestnut and last year's Benefit template, we added Benefit pages to the Town and Gown of USC's website home page and Benefit Landing page. These website additions include:
 - Benefit video featuring a preview of this year's Benefit and highlights from past Benefits
 - Save the Date
 - Patron Donations
 - How to Donate/Pay page
 - Opportunity Drawing Donations

- Promotional Videos
- Coming Soon:
 - Invitations – March 1
 - Opportunity Drawing tickets for sale – March 1
- Lisa Up de Graff continues to do an amazing job of posting our videos to social media! Please make sure to “like” our posts.

Oral Report

- Edie Etmekjian (Patron Campaign)
- Carol Mollett (Patrons)
- Chris Gregg (Ads and Program) on behalf of herself and Sandy Johnston
- Sara Pfirrmann (Opportunity Drawing)
- Patti Jamgotchian (Public Relations)
- Ann Palmer (Vendors)

Hospitality Co-Chairs Kate Farlow, Janyce Teasley

**Oral Report/YES
Consent Agenda**

Submitted By: Kate Farlow and Janyce Teasley

REPORT

- Before December 6, 2021, meeting, tickets for the participants from the on-line opportunity drawing were filled in with the names sent by Kari May.
- On November 20, 2021, reminders were sent to volunteers helping Hospitality at the December 6th meeting reminding them of the change of venue to the California Club, times to arrive and COVID procedures.
- The Co-Chairs arrived early on December 6 to set up tables and decorations for the Hospitality Committee.
- Check-in procedures were reviewed with volunteers and greeters were shown where they should stand and direct guests.
- A separate area to purchase drinks tickets was set up. Kari May took care of all the money.
- An announcement was made in the Ballroom for all those present who had not checked-in to return to Hospitality to check-in. Many members and guests went directly to the Ballroom and did not check-in as the Hospitality Table was not visible when entering.
- The opportunity drawing ticket was drawn for a gift card worth \$500. The winner was Karen Tanimura.
- December 27, 2021, reminders for the January 11, 2022, meeting were sent out to all volunteers who signed up for the January meeting.
- Kari May sent the list of all participants for the on-line opportunity drawing. Tickets were filled out for the participants.

- The Co-Chairs attended the Zoom meeting for the February 1, 2022, meeting and reviewed where the tables, volunteers, and greeters would be serving two locations, The Tutor Ballroom and the Morton Fig Patio.
- President Crahan sent an email that USC made a decision to cancel the in-person January 11th meeting and have the meeting as a Zoom only participation.
- On January 4, 2022, Zoom meeting, Ian Chestnut reviewed procedures for the January 11th Zoom meeting.
- Wrote script for Hospitality opportunity drawing at January 11th meeting.
- Attended meeting and picked opportunity winners including Lisa Up de Graff and Wilma Pinder for \$250 gift cards each and Lindsay Lytle for Traveler Bag with goodies donated by Joanne Asman and a \$50 gift card donated by Kate Farlow.

Oral Report

- January birthdays

Communications Chair

Lisa Up de Graff

**Oral Report/YES
Consent Agenda**

Submitted By: Lisa Up de Graff

REPORT

- Note cards sent to:
 - Rhona Gewelber (Thank you and also passing of her husband)
 - Jane Bensussen (Passing of her mother)
 - Christine Ofiesh (surgery/get well)
 - Grant Kirkpatrick (Thank you!!)
- Social Media
 - Posted weekly to Instagram, Facebook, and Twitter
 - Instagram: 1552 followers (81 new since last report)
 - Facebook: 1,040 followers (11 new since last report)
- Instagram STILL seems to be the most viable vehicle for our social media content and where we are picking up more followers.
- My oral report will focus on WHY it is important for our BRAND to engage with all our posts.

There is an algorithm used by social media entities to determine 'who sees' any given posts (text, photo, video).

The algorithm is made up for a variety of unknown variables, but some of the variables that ARE known are:

- Page Followers
- Past Post Engagement (made up of past post likes + comments + shares)
- People Reached

Every time a new post/story/reel is submitted, by default the organic number of people who see it ranges anywhere from 3% to 8%. Currently, our Facebook page has 1,040 Followers/964 likes.

WHICH MEANS: if we have 'historic low engagement', FUTURE POSTS will only be seen by 3-4% of followers (30-40 people).

If we have 'higher engagement', FUTURE POSTS will be seen in the 6-8% range (62-85 people).

For instance: although our Instagram this month picked up more followers and reached 28.3% more accounts than the prior month, the accounts "engaged" (likes, comments) was 152..... which is -3.7% LESS than prior months....

THE COMMENTS AND LIKES ARE IMPORTANT TO INCREASING OUR VISIBILITY (putting our posts at the top of feeds), BUILDING OUR BRAND, and reaching more entities who might be interested in funding/donating to our 501(c)(3).

We have 50 or more Board members. If each of us liked every post, it would SUBSTANTIALLY drive up our visibility.

Social media for nonprofits can HELP GENERATE AWARENESS AMONG THE MASSES ABOUT OUR ORGANIZATION'S OBJECTIVES and to increase donations and boost visibility.

Even posting our location (ie: T&G of USC or BH Hotel or USC) gives our content a broader reach and further establishes our credibility.

Social media allows us to reach a larger audience in a cost effective manner. INCREASE BRAND AWARENESS AND FUNDRAISING INITIATIVES.

If you feel comfortable on social media, PLEASE consider LIKING/ and or COMMENTING on each post.

We are growing and building our brand, and this is a very easy way to stimulate new interest.

Oral Report

Physical Facilities/Historian Chairs Kathleen Campos, Jody Zuvich

**Oral Report/YES
Consent Agenda**

Submitted By: Jody Zuvich and Kathleen Campos

REPORT

- We would like to present the cost and benefits of digitizing three of, what we feel at this time are, the most important of the Town & Gown of USC Historical Documents

including, *The Franklin History Book*, *The 100 Years of Town & Gown*, and a historical timeline.

Oral Report

MOTION:

Upon recommendation of the Physical Facilities/Historian Committee, I, Jody Zuvich, Physical Facilities/Historian Co-Chair, move that Town & Gown of USC submit payment for the digitizing of three of our most invaluable historical documents, including *The Franklin History Book*, *The 100 Years of Town & Gown*, and a historical timeline, for the sum of \$1,052.25.

Attachment:

Digital Imaging Services Pricing Sheet, 12.16.2021

Audit Chair

Deb Bradley

**Oral Report/NO
Consent Agenda**

Submitted By: Deb Bradley

REPORT

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

Parliamentarian

Ayuko Siegel

**Oral Report/NO
Consent Agenda**

Submitted By: Ayuko Siegel

REPORT

- Email Voting was requested on 1/5/22:

Background:

As per the restrictions at USC thru the 19th and with our RSVP window of January 13th to January 25th for the February 1st General Meeting and Luncheon, we do not think people will feel comfortable RSVP'ing to attend February 1st in person. While our contact at USC is very efficient and helpful, she is not a decision-maker at the University so our 501c3 needs to be proactive in our planning for February 1st. We will plan to move the graduating scholars sash ceremony to March. We will postpone the donors' reception.

This is the best business decision that we will make for our corporation in order to plan February 1st properly.

MOTION:

I, Hilary Crahan, CEO and President, move to approve that the February 1st General Meeting and Luncheon become a virtual event.

SECOND: Laurie Hunter Tiedemann, 1st Vice President, Investments

Approved Executive Committee 1/5/2022

The Motion passed unanimously, 1/6/22.

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.

Governance Committee Brainstorming (11a.m.)

Topic: Membership/three sponsors

Beth Petak-Aaron, Governance Chair

ATTACHMENTS:

- **Thornton Chamber Singers Letter**
- **Consent Agenda Cover Page for January 25, 2022**
- **Consent Agenda for January 25, 2022**
- **November 30, 2021 Board Meeting Minutes**
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- **Town and Gown of USC November & December 2021 (Excel)**
- **Town and Gown of USC November & December 2021 (pdf)**
- **Clifford Swan Fund II Report, 01.15.2022**
- **Membership Applications, January, 2022. Annual: Carolyn Johnson, Patty Adams, Arlene Muro, Bernadette Kirkpatrick, Felicia Cudjoe-Appauh, Michelle Li, and Colleen Premer; Life: Diane Bleak; and Change from Annual Membership to Life Membership: Kristen von KleinSmid**
- **Emailed Instructions to Holiday Luncheon Decorators, 2021**
- **List of Holiday Table Decorators, 2021**
- **Board of Directors Talking Points**
- **Digital Imaging Services Pricing Sheet, 12.16.2021**