



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

Pre-Meeting (9:35am) **Current and Incoming Board Members and Past Presidents**
Optional Social Time for all interested Board Members whether attending in-person or on Zoom.

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

CEO Report and Updates **Hilary Crahan** **Oral Report/YES**

Submitted By: **Hilary Crahan**

REPORT:

- **June 21st In and Out BOD meeting**
 - Beth will go over the details of our June 21st In and Out BOD meeting.
 - Please plan to stay for luncheon
- **On – line Opportunity Drawing**
 - Town and Gown of USC received a form letter from the AG 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.

Attachment:

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

**Recording Secretary/Permanent Records Patti Johnson Oral Report/YES
Consent Agenda**

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:

- June Board Reports. Directors will be invited to list (using bullet points) 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 a maximum of one minute
- VP and Chair Operations Manuals are due by **June 21**. Copies should be emailed to three people: 1) Patti Johnson, Secretary, at secretary@townandgownofusc.org , 2) Beth Petak-Aaron, Governance Chair, at governancechair@townandgownofusc.org, and 3) Hilary Crahan, President, at president@townandgownofusc.org
- In addition, VPs and Chairs should print a copy of their Operations Manual to review with their successor at the June 21 In/Out (in-person only) Board Meeting

- **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, 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.**

SECOND: _____

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**

Website Ad Hoc Committee:	Patti Johnson	Oral Report/NO Consent Agenda
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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
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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
 - Luncheon 18,566
 - Professional fees 9,339
 - Scholarship celebration 3,008
 - Website 2,635
- Net Income -\$123,216

Oral Report:

- Presentation by Marilyn Kezirian

MOTION #1:

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

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

**3rd VP/Fund Development Marilyn Kezirian, Chris Gregg Oral Report/YES
Consent Agenda**

Submitted By: Marilyn Kezirian and Chris Gregg

REPORT:

- **May 3rd 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 3rd 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 President, 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; 3rd Vice Presidents, Fund Development, Marilyn Kezirian and Chris Gregg; and incoming 3rd 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 3rd Donor Reception. Updated information will be shared at our Board Meeting on May 24th.

Oral Report

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

1st Vice President/Investments

Laurie Hunter Tiedemann

Oral Report/NO

Submitted By: Laurie Hunter Tiedemann

REPORT:

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

Attachment:

Clifford Swan Funds 2 A—E Report as of 05.13.2022

2nd Vice Presidents/Scholarship

Carol Wright, Susie Rhodes

**Oral Report/NO
Consent Agenda**

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:

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.

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.

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**

Submitted By: Colleen Stroyke and Bonnie Suffridge

REPORT:

- The May 3rd 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:

- Provide additional details about the 2022/23 General Meetings and Luncheons.
- Present motion:

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: _____

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:

- Helaine Lopes will lead the discussion on nominees for the Volunteer Recognition Awards

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.

MOTION #2:

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

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:

MOTION:

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

SECOND:

Nominating Chair Helaine Lopes

**Oral Report/NO
Consent Agenda**

Submitted By: Helaine Lopes

REPORT:

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

Benefit Chair

Eddie Etmekjian

**Oral Report/YES
Consent Agenda**

Submitted By:

Eddie 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

Oral Report

MOTION:

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

SECOND: _____

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 3rd meeting and asked for confirmation that they would be attending.
- April 26th 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 3rd — 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 5th attended the Benefit thank you luncheon given by Edie Etmekjian and her husband.
- Sent check-in sheets to Kari May.

Oral Report:

- May birthdays

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.

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.
-

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

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.

Guest Speaker 11a.m. Emily Roxworthy, Dean, School of Dramatic Arts
Introduction: Marilou Hamill

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 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