

# UNC NROTC Alumni Association

## Minutes of the General Membership meeting, October 7, 2017

The Full Membership of the UNC NROTC Alumni Association met in person at the Naval Armory in Chapel Hill on Saturday, October 7, 2017.

The meeting began at 11:00am and proceeded with the following agenda.

### Welcome Remarks, Call into Session

Eric Schneider, President

- Welcome remarks
- Highlights of 2017
- Schedule of Events
- Introduce Commanding Officer / Professor of Naval Science

### Unit CO / PNS Presentation

Captain Stern

### Battalion Leadership presentation

MIDN 1/C Patrick Buhr, Battalion CO

MIDN 1/C Thomas Singley, Battalion XO

MIDN 1/C Alexander Stephenson, Battalion OPS

These presentations were very thorough and very well received by those in attendance. We appreciated hearing the perspective of the new Consortium Commanding Officer and 3 well-spoken midshipmen regarding the current attitude and atmosphere in the Unit. The slides from their PowerPoint presentations are included.

### Awards Committee report / presentation

Eric Schneider, President

- Discuss awards program: Connor, DAA, DSA
- Presentation of 2016 DSA to Don Ledford
- Presentation of 2017 DSA to Rusty Phelan
- Presentation of 2017 DAA to Hon. S. Jay Plager

It was a real pleasure to be present and hear from these 3 outstanding gentlemen. Master Chief Ledford's family was present to see the presentation of his award and share in his presentation of the just-named scholarship in his honor.

Please see the links to their bios on the website.

### Scholarship Committee report / presentation

Debbie Davis, chair

- Scholarship Endowment established to raise funds for the perpetual award of three \$1000 scholarships annually
- The TOP fundraising goal of the Association, multi-year fundraising project 2016-2019. \$72,000.00 goal (\$60k endowment / \$12k in awards).
- ~\$20,000 endowment minimum needed for EACH of three scholarships
- First scholarship named in memory of **Captain Al Koster** (Unit CO, 1981-1985)
- Second Scholarship named in honor of **YMCM Don Ledford** (UNC NROTC Staff 1981-2004)
- Third Scholarship naming rights available. Come talk to us.

- Captain Brian T. Smith '84 Match Challenge: match the first \$10,000 in Scholarship gifts (not previously pledged) between 6 September and 6 October 2017; as of 5 October, **\$20,708.50** raised during this challenge before matching funds
- As of 5 October 2017, **\$28,223.50 raised** for the scholarship fund this year and the Scholarship Trust assets are: **\$ 31,262.55** after \$3,000 disbursement
- Koster Scholarship fully endowed; Ledford Scholarship ~56% endowed before match.
- **\$35,952.30** raised towards 2019 goal of \$72,000 (~49.9%%) at ~44% time expended
- Presented Koster Scholarship MIDN 3/C William Verwoerd
- Presented Ledford Scholarship MIDN 3/C Matthew Guerrero
- Presented UNC NROTC Alumni Scholarship (in absentia) MIDN 3/C Romeo Antolini

### **Dawson Library report**

Rob Gionfriddo, chair

- Reconnected with Dawson family
- Corrected/replaced plaque in Dawson Library
- Received gift from CAPT Brian Smith ('84) (Books from CMC/CNO Reading Lists)
- Need to purchase additional barrister bookcases for library; researching options
- Future direction of Dawson Library - Possibilities
  - Sponsor Midshipman Leadership Forum attendance
  - Sponsor Leadership Lecture Series

### **Governance & Bylaws Committee report**

Steve Fish, chair

- Since last year's meeting...
  - Complete and full review of the Bylaws – line-by-line / word-by-word
  - Several amendments to “clean up”
- Rephrased for gender neutral
- Codified Committees and reporting structure
- Codified Business Rules and Treasurer's command structure
- Added ability for absentee voting
- Removed indemnification

#### Under consideration

- Increase number of Board Members
- Possible new Officer position(s)

### **Secretary's report**

Steve Fish, Secretary

- Membership levels are up and growing
  - 41 - Regular Members (Annual Dues paying or new 5-year Plan)
  - 160 – Life Members
  - 10 – Honorary Members – Family members of:
    - Captain Koster
    - David Dawson
    - Pat Connor
- Membership / Contact Database
  - Attempting to clean-up and reconcile 3 databases

- Old spreadsheet / Website / Constant Contact comms program
- Membership telethon – August – September 2017
  - Goal was to call each graduate that we had contact info for
    - Not Life or Regular members
  - ~ 1,300 on the list
  - Attempt to raise awareness of Association and invite to join
  - Lackluster performance and contact – will revisit this for improvement

### **Treasurer's report**

Will Stubbs, Treasurer

- Budget & Financial Oversight Committee
  - Steven Levesque (Chair), David Jackson (past Treasurer), Steve Fish (Secretary, past President)
  - Each has a financial management background and experience
  - Establish investment strategy, financial management controls and exercise oversight of the Treasurer
  - Develop and propose budget to the Board of Directors
- Budget adopted, Board-approved (and revised).
  - Annual budget development process established, monitored monthly by B&FO committee.
  - No spending takes place unless allowed by budget controls or specifically authorized by vote of the board.
- Financial Reporting (see reports published on the website [www.uncnrotcaa.org](http://www.uncnrotcaa.org))
  - Treasurer reports balance sheet, income statement, budget report and copies of bank and investment account statements to B&FO committee (now cc: to all Directors) **monthly**.
  - Balance sheet, income statement and budget report and any analyses reported at each board meeting (approx. quarterly), published in the meeting minutes, and posted on the website once approved.

### **Conditions Noted**

- Annual membership on the rebound
  - ~150 annual members 2000-2009 (\$3,000)
  - 2015: 29 memberships; 28 annual, 1 life member
  - 2016: 32 memberships; 23 annual, 9 life members
  - 2017 YTD: 58 memberships; 42 annual, 17 life members
- Operating income strained by membership levels – need to get to 100-120 membership participants annually to sustain existing program plan.
  - In order to meet operating budget and fund website tech refresh, forced to borrow \$5,550.00 from our life dues fund over last 2 years on a 4 year payback.

### **Business Rules Adopted by the Board**

- Dues (and life dues income) used only for the operation of the Association.
- Restricted Funds: Funds raised for a specific purpose used only for designated purpose.
  - Connor, Dawson, Life Dues , Scholarship funds segregated / re-established

- MIDN Support: Funds designated for MIDN support have reasonable nexus to academic or prof. development (including TDY travel), but excluding entertainment, food & beverage.
  - Raised specifically for MIDN support or from general fund gifts
- Social events sponsored by the Association paid for by those attending / participating in the event.
  - Allowed on pay-as-you-go / cash positive basis. (Not tax deductible in most cases)
  - Charity fundraisers allowed (tax deductible net of benefit).
- Ethics compliance. Funds of the Association not to be used for food & beverage, travel or other expenses of NROTC Unit active duty or civil service personnel, so as to avoid appearance or actual ethics regulation violation

### **The Way Ahead**

- Exploring transfer of certain restricted assets to UNC Development Office (guarantee 5% ROI) -seeking member feedback.
  - Connor Fund (fully funded)
  - Scholarships (when fully endowed)
  - Dawson Library (full or partial)
- Comprehensive audit.
  - Association never audited in the 27 years of existence, either before or after incorporation.
  - Validate conditions, assumptions and policies adopted, recommend improvements
  - Identify best practices and areas in non-compliance with GAAP, law, regulation.
  - New plan: engaging School of Accounting, see if they will take us on as a project.
- “Pay Pal Here”
  - Able to accept membership and charitable contribution at Association gatherings.
  - Process credit card / debit card payments with PayPal with secure chip reading capability.
  - Stop by and try it out! Thank you for your membership and charitable support!
- **Tax letters: will go out in December, really no kidding this time!**
- Treasurer’s Notebook: available for inspection after the Annual Meeting.

### **Membership Communications Committee report**

Will Stubbs, chair

- ▶ Website refreshed: [www.uncnrotcaa.org](http://www.uncnrotcaa.org)
  - Security upgraded, including logon & passwords
  - Events billboard on front page – registration links
  - Organized along our seven committees / lines of operation
  - Updated life members, honorary members, award and scholarship recipients
  - Updating member / graduate database (ongoing)
- Increased use of Facebook – please follow us

- <https://www.facebook.com/uncnrotcaa/>
- Established Twitter Account – please follow us
  - [@uncnrotcalumni](#)
- Constant Contact database, work in progress – 9 major email dispatches in 2017.
  - 1578 contacts (known graduates, believed to be alive)
  - 1083 active email addresses
  - 131 bounces
  - 58 unsubscribed
- Initiatives to improve service / cut cost
  - Focus on database: find missing email addresses. Synchronize with website server database.
  - Migrate from Constant Contact to Sales Force for Non-profits (save \$542.00/yr)
  - Work with website vendor to find more automated efficient ways to keep content fresh (\$80.00 / hr is current rate.)

## **Elections**

Steve Fish, Secretary

Per the Bylaws of the Association, elections were held during the General Membership meeting to elect a Board of Directors to serve a 2-year term. Absentee ballots were previously solicited via email and 3 were cast. Paper ballots were distributed at the meeting and 24 were cast. The following are the results of the election, noting their graduating class and which (of 3 consecutive) terms they were elected to:

- Directors Elected

<ul style="list-style-type: none"> <li>○ Cline, Terry C. '71 (Life) 1<sup>st</sup></li> <li>○ Collins, James C. '03 (Life) 1<sup>st</sup></li> <li>○ Connelly, Patrick P. '85 (Life) 2<sup>nd</sup></li> <li>○ Fish, Steven P. '85 (Life) 2<sup>nd</sup></li> <li>○ Gionfriddo, Robert J. '86 (Life) 2<sup>nd</sup></li> <li>○ Jackson, David L. '87 (Life) 2<sup>nd</sup></li> <li>○ Latham, William H. '85 (Life) 1<sup>st</sup></li> </ul>	<ul style="list-style-type: none"> <li>○ Levesque, Steven '89 (Life) 2<sup>nd</sup></li> <li>○ Phillips, Ann C. '83 (Life) 1<sup>st</sup></li> <li>○ Plager, S. Jay '52 (Life) 3<sup>rd</sup></li> <li>○ Riordan, Robert P. '87 (Life) 2<sup>nd</sup></li> <li>○ Schneider, Eric S. '86 (Life) 2<sup>nd</sup></li> <li>○ Smith, Brian T. '84 (Life) 1<sup>st</sup></li> <li>○ Stubbs, Willard B. '85 (Life) 2<sup>nd</sup></li> </ul>
---	---
- The Board met following the General meeting and elected the following officers to serve a 2-year term:
  - Eric Schneider, President / James Collins, Treasurer / Will Stubbs, Secretary

## **President's Closing remarks, adjourn**

Eric Schneider, President

- The meeting adjourned to a wonderful BBQ set up by the Midshipmen!