

**UNC NROTC ALUMNI ASSOCIATION**  
**NAVAL ARMORY**  
**221 SOUTH COLUMBIA STREET**  
**CHAPEL HILL, NC 27514**  
**[www.uncnrotcaa.org](http://www.uncnrotcaa.org)**

Subj: BOARD OF DIRECTORS MEETING MINUTES of 27 October 2019

1. In accordance with Article III, Section 5 of the Association Bylaws and pursuant to a resolution of the Board of Directors in a regular meeting on 22 June 2019, the Board of Directors met by telephone on 27 October 2019, assembling at 12:30pm.
2. The meeting was called to order at 12:30pm and the following directors were present:

By telephone:

- Eric S. Schneider, President
- Willard B. Stubbs, Secretary
- Terry C. Cline, Treasurer
- Robert J. Gionfriddo
- David Jackson
- William H. Latham
- Steven Levesque
- Ann C. Phillips
- R. Patrick Riordan
- Captain Andrew C. Hertel, USN, *ex officio*

9 of 13 duly elected directors being present or participating by telephone, pursuant to Article III, Section 8 of the Bylaws, a quorum was established for the transaction of business.

3. The President made brief remarks. He discussed transition to a new Board of Directors to be elected at the Fall Annual Meeting. He discussed the accomplishments of the Association over the past 4 years. He also briefed the Board on the actions of the Nominations Committee and Executive Committee since the last meeting of the Board.



## Executive Committee Items

- Nominations Committee met on 26 September 2019
  - 17 candidates considered and all recommended for ballot.
    - 1 candidate voluntarily withdrew from consideration.
  - IAW Art III, section 3 of the Bylaws, 16 nominees for 14 vacancies proposed to membership on 2 Oct 2019 via News Bulletin, website and Social Media accounts.
- Executive Committee met on 5 October 2019
  - Considered and approve Board Meeting and Annual Meeting agendas

4. The President invited Captain Andy Hertel, USN, Commanding Officer of NROTC Unit North Carolina Piedmont Region, Professor of Naval Science and *ex-officio* member of the Board to deliver remarks. He discussed his role first as Professor of Naval Science. He described the quality of the seniors he has been teaching this semester as very high caliber. As Commanding Officer, he reports that the Battalion is doing great. There are tangible signs of the Association's presence in the lives of the Midshipman. The spirit of the alumni is woven into the fabric of the organization. The atmosphere builds better future leaders. On the matter of the future of the Naval Armory, he commented that no University official has mentioned displacement of the program from the Naval Armory in the past 3.5 months since his arrival. He plans to discuss the matter with the Dean of Arts and Sciences when the opportunity presents itself. 7 March 2020 was discussed as the proposed date of the Spring 2020 Board Meeting. Captain Hertel declared the Association has "squatters rights" for that date. Eric Schneider offered that once the date is selected for the Spring Board Meeting, he would make sure to "book" the space with LT Heider, in order to avoid conflicts with other services.



5. Secretary's report. The addition of Director S. Jay Plager to the meeting was noted. Will Stubbs presented the following:



## Secretary's Report Membership Report

Regular members 2019 only	Regular members multi-year	Life Installment Members	Life Members *	Total Members *	Known Alumni & Staff eligible for membership
19 (7%)	48 (18%)	3 (1%)	199 (74%)	<b>269</b>	~1514 (~18% are members)

### Year over year comparison 2015-2019 of Membership Activity

Category	2015	2016	2017	2018	2019 YTD	2019 goal for budget
New Life Members +	1	8	17	14	19	<b>10 (+9)</b>
Regular Members	29	23	47	58	67	<b>74 (-7)</b>
Total new/renewing	30	31	54	72	86	<b>84 (+2)</b>

From 2001-2010: annual memberships averaged ~ 150 per year; life ~10 per year



## Secretary's Report Membership Report

- **Comprehensive update to database in October 2018:**
  - 2045 total graduates documented
  - 1514 living alumni
    - 232 (11%) alumni have passed away since last major update in 2009
  - 1130 active contacts
  - 112 bounces
- **Membership: 269 (~18% of living alumni)**
  - Paid members **up 13%** over last year
    - New Life members **up 35%**
    - Multi-year members **up 23%**
    - Annual members **down 15% in 2018**
  - Life membership most popular: ~75%
- **Participation rate among beneficiaries**
  - DSA recipients: 100%
  - DAA recipients: 82%
  - Scholarship recipients: **8 of 20 or 40%**
  - Connor Award recipients: **7 of 27 or 26%**
  - 1991-2017 graduates: **12%**
    - lower than average of 18% of eligible





## 2019 Annual Meeting: Agenda, Schedule of Events

Time	Event	Notes
1400-1410	Convene Annual Meeting, President's welcome of alumni and remarks	Eric Schneider '86
1410-1420	NROTC Unit Commanding Officer / Professor of Naval Science Remarks	CAPT Andy Hertel, USN
1420-1430	Midshipman Battalion Leadership Remarks	MIDN 1/C Antolini
1030-1040	Presentation of Scholarships <ul style="list-style-type: none"> <li>CAPT Alfred M. Koster, IV Memorial Scholarship</li> <li>YNCM Donald R. Ledford Honorary Scholarship</li> <li>UNC NROTC Alumni Association Scholarship</li> </ul>	Robert J. Gionfriddo '86 Donald R. Ledford
1440-1500	Presentation of Distinguished Alumnus Award & Distinguished Service Awards: <ul style="list-style-type: none"> <li>Remarks by 2019 DAA: Lt. Col. James G. Zumwalt, II, USMC (Ret.) '70</li> <li>Remarks by 2019 DSA: CAPT Harold A. "Andy" Bunch, Jr., USN (Ret.)</li> <li>Remarks by 2009 DSA: Thomas Brantley "Brant" Burgiss '84</li> </ul>	Steve Fish '85
1500-1515	Secretary's Report: <ul style="list-style-type: none"> <li>Elections of Directors</li> </ul>	Will Stubbs '85
1515-1525	Treasurer's Report	Terry Cline '73
1525-1530	Governance & Bylaws Committee Report	Jay Plager '52
1530-1535	Budget & Financial Oversight Report	Steven Levesque '89
1535-1540	Awards Committee Report	Steve Fish '85



## Agenda, Schedule of Events

Time	Event	Notes
1540-1545	Scholarship Committee Report	Rob Gionfriddo '86
1545-1550	Events Committee Report	Pat Connelly '85
1550-1555	Member Communications Committee Report	Will Stubbs '85
1555-1600	Dawson Library Committee Report	Rob Gionfriddo '86
1600-1610	Election results announced / runoff conducted if necessary	Will Stubbs '85
1610-1620	Members Open Forum: questions and answers period for members	Eric Schneider '86
1620-1630	Farewell comments from departing Board Members: Dave Jackson, Ann Phillips, Jay Plager, Will Stubbs & Eric Schneider (2 min each)	
1630	Adjourn Annual Meeting	Eric Schneider '86
1635-1645	• Directors Elect meet in Dawson Library to elect officers	Will Stubbs '85
1700-1900	Reunion BBQ with fellow alumni, families, Midshipmen and unit staff at Naval Armory	Hosted by Midshipman Battalion
1930 - tbd	UNC vs. UVA Football in Kenan Stadium <ul style="list-style-type: none"> <li>Military Appreciation Day - Possible Flyover by EA-18G "Growlers" of VAQ-142</li> </ul>	





## Secretary's Report Elections & Absentee Balloting

- ✓ Nominations Committee recommends candidates for nomination NLT 2 October 2019.
- ✓ Secretary reviews eligibility of nominated candidates and publishes list to the paid membership. and solicits additional qualified nominees by 14 October deadline.
- ✓ Secretary prepares ballot with all qualified nominees, alphabetically by last name, in accordance with the Bylaws.
- ✓ Secretary circulates ballot to paid membership 20 October 2019 by e-mail with instructions and posts it to the website (paid members content) ~21 October 2019.
- ☐ Members may vote in person at the Annual Meeting (ballots unsigned but issued only to paid members). Alternatively, they may print their name and sign their ballot and mail it or email it to the Secretary to arrive NLT noon, 1 November 2019, to allow for counting before the Annual Meeting. – **One Absentee Ballot Received so far.**
- ☐ The Secretary oversees balloting and the conduct of the election at the Annual Meeting. Absentee ballots properly cast ahead of time added to ballots voted in-person at the Annual Meeting will be counted; the 14 candidates with the most votes will be deemed elected as Directors for the 2020-2021 term. In the case of a tie, an immediate run-off is conducted at the Annual Meeting with only those candidates tied eligible for run-off. Elections are made final at the Annual Meeting prior to adjournment.
  - ☐ Ballots to be counted by Eric Schneider, Will Stubbs and David Jackson (non-candidates for election) to avoid any potential OCIs
  - ☐ During ballot counting inviting Steve Fish (Past President) to preside and Bill Latham (Assistant Secretary) to drive the slides
- ☐ From the Directors Elect, the President, Secretary and Treasurer for the following term shall be elected, provided a quorum of the Directors-elect are present for a vote. If a quorum is not present, then the officer balloting will be conducted by the Secretary via e-mail as soon as practical following the Annual Meeting.



## Secretary's Report Performance vs. Goals 2019

- ✓ Organize and facilitate March Board Meeting; prepare minutes (March 2019)
- ✓ Board approval of Assistant Secretary so as to have a redundant capability with ability to manage membership and record keeping and have an officer eligible and interested in re-election to provide continuity of service upon the incumbent Secretary's end of term. (March 2019)
- ✓ Organize and facilitate mid-year Board of Directors meeting (June 2019)
- ✓ Recommend procedure to allow for absentee balloting for elections and propose for approval at mid-year Board meeting. (June 2019)
- ✓ Scan to .pdf format and post to website archived Board Meeting Minutes and Newsletters received in hardcopy from past Secretary (July 2019)
- ✓ Prepare ballot for 2019 Elections and publish NLT 30 days prior to the Annual Meeting (Oct 2019)
- ☐ Organize and facilitate business portion of the Annual Meeting and Elections 2019 (November 2019) – **On track to execute as planned.**
- ☐ Comprehensive graduate database synchronization among master database, UNC GAA database and Constant Contact Database. (April 2019) - **25% complete, new ECD end of November 2019.**
- ☐ Migrate Constant Contact service provider content (paid service) to Salesforce.org service provider (free to non-profits). Conduct operational test. (May 2019) – **pending completion of above item; ECD mid December 2019.**



6. Treasurer's report: Terry Cline presented the following reports:



## Treasurer's Report Income / Expenses (cash basis 30 Sep 19)

	2019 YTD	2018	2017	2016	2015
Income (Dues & Gifts)	\$8,090.00	\$29,460.40	\$45,643.50	\$13,553.22	\$1,715.87
Investment Income & Cap Gains	\$1,979.65	\$9,165.10	\$5,797.00	\$1,494.14	\$3,529.11
Total Income	\$10,069.65	\$38,625.50	\$51,440.50	\$15,047.36	\$5,244.98
Expenses	\$3,086.12	\$9,851.01	\$11,100.68	\$7,419.33	\$8,291.69
Net Gain/Loss	\$6,983.53	\$28,774.49	\$40,339.82	\$7,627.43	(\$3,046.71)

- Income and expenses are stable through the first nine months of the year.
- Unusually higher income in 2016 – 2018 is due to the very successful scholarship fund drive.



## Treasurer's Report: Balance Sheet (30 Sep 19)

	2019 YTD 30 Sep 19	2018	2017	2016	2015
Assets/Member's Equity	\$166,040.92	\$139,471.03	\$117,871.57	\$72,230.26	\$67,558.78
Year Over Year Change	\$26,569.89	\$25,734.26	\$45,621.97	\$4,671.48	(\$7,458.11)
% Change	Up 19%	Up 21.8%	Up 63%	Up 6.9%	Down 9.9%

- The Association's financial condition is sound and solvent, with no outstanding liabilities.
- The significant increase in assets since 2016 is due to successful fundraising efforts in 2017 & 2018 and to the overall health of the financial markets.
- Of the \$166K in assets, it is noted that \$99% is held in restricted funds.
- The current rate of return on those funds is sufficient to meet their ongoing requirements.





## Budget Report

(expenses, cash basis, 30 Sep 2019)

Category	Budgeted Amount	Actual YTD
Awards Expense (DAA/DSA/Connor)	\$1,125.00	\$882.32
Bank Charges	\$250.00	\$179.35
Miscellaneous Office Expense	\$265.00	\$107.24
Website Expense	\$3,600.00	\$420.00
Midshipmen Scholarship Expense	\$3,000.00	\$0
Dawson Library Expense (Capital Improvements)	\$6,000.00	\$1,497.21
Total	\$14,240.00	\$3,086.12

- All accounts are performing well within the budgeted parameters.
- Expected fourth quarter expenses will significantly decrease the current budget surplus.

7. Committee Reports: Governance & Bylaws. Jay Plager reported the following:



## Governance & Bylaws Committee Report

- The committee has completed its current work on the Bylaws, and has no other matters currently pending.

8. Committee report: Budget & Financial Oversight.



## Budget & Financial Oversight Committee Report

- 3<sup>rd</sup> Quarter meeting held via conference call on 22 September 2019
  - Reviewed status of year to date budget vs. actual financial performance
    - Receipt/expenditure execution substantially favorable to budget
    - Investment performance exceeding projections
  - Took measures to re-balance certain funds (Conner, Dawson) back to stated target allocations; re-adjust target allocation for the scholarship fund; and took no action on Life Dues fund (the committee is satisfied with the current position)
- Noted that our mutual fund manager, USAA Investment Management Company ("IMCO"), is selling its mutual fund business to Charles Schwab.
  - The transaction is expected to close in early 2020
  - We will review alternatives as we learn more about the transaction and work to maintain our stated asset allocations or adjust as necessary
- Request approval for continuing resolution authority for Treasurer until 2020 budget is approved
  - 25% of 2019 budget to carry through to 2020 budget adoption

In order was a motion offered by the committee chair to approve a continuing resolution of spending authority for the period 1 January - 31 March 2020, or until such sooner date that a 2020 Budget is adopted by the Board of Directors. The spending authority is capped at 25% of 2019 Budget Authority by line item. The motion passed 10-0 in favor.



9. Committee report: Awards. Steve Fish was unable to participate in the board meeting but provided the following update in slide content:



## Awards Committee Update

- Awards purchases completed on/within budget
  - Connor Award Watch
  - DSA & DAA Awards
- Annual project – assemble and clean up the list of Connor Award winners with Point of Contact
  - Intend to use this in the future to invite past award winners back for Midshipmen awards day to present the award to current Midshipman winner
  - Behind schedule on this. Will continue to pull toward completion.
- Future initiative – discuss/brainstorm ways to increase the number of nominees for DSA and DAA. This year and last we announced over and over in the news bulletin with limited success. Makes discussion and award easy, but it would be good to have more people making nominations to broaden the scope and appeal.

10. Committee report: Scholarship. Ann Phillips presented the following:



## Scholarship Committee Report

- Budget: Target for sustainment, \$60,000
  - Current total in fund: \$67,651.77 (Aug 2019)
- Thank you to contributing Board members!
- Do we consider a 4<sup>th</sup> Scholarship?
  - Requires building endowment
- Naming of UNC NROTC Alumni Assn Scholarship for UNC NROTC Alumni (Marine)
- If all MIDN 3/C going fwd have scholarships, do we modify our selection objectives?



## Scholarship Committee Report

- 7 candidates / 5 to select
  - All NROTC Scholarship awardees
- Approval of this year's Scholarship recipients:
  - Koster: MIDN 3/C Andrew Warlick
  - Ledford: MIDN 3/C Sophia Sherman
  - UNC NROTC AA: MIDN 3/C Joshua Heard

In order was a motion to approve the scholarship recipients (#2, 5 & 6 respectively from the blind ballot), as listed by name on the slide above. The motion passed 10-0.



11. Events Committee report: no report submitted.

12. Member Communications Committee report: Will Stubbs presented the following:



## Member Communications 2019 Goals

- ✓ 11 Feb 2019: provide budget input to Treasurer
- ✓ Conduct a meeting of the committee (in-person, TELCON, by e-mail, etc.)
- ✓ Prepare briefing slides for Board of Directors meeting
- ❑ News Bulletins; 8 published; 1 more planned
  - ✓ 9 Jan 2019: features: 2019 Spring Alumni Panel registration; call for membership renewal, upgrade or join.
  - ✓ 20 Feb 2019: features: 2019 Spring Events, Alumni Panel Recap, Scholarship, Dawson Library
  - ✓ 31 Mar 2019, features: 2019 Annual Meeting date set, Board meeting recap, DSA/DAA Nominations open, 2019 Spring Events update
  - ✓ 26 May 2019, features: President's Memorial Day Message, Awards Day & Commissioning recap; DAA/DSA Nominations reminder
  - ✓ 30 July 2019, features: DAA/DSA awardees announced, Mid-year Board meeting recap, 2019 Fall Events Schedule published. Nominations committee appointment – nominations for directors open.
  - ✓ 8 September 2019, features: Annual Meeting (w/ elections) / Reunion weekend registration; 2019 Fall Alumni Panel registration
  - ✓ 02 Oct 2019, features: Annual Meeting and Alumni Panel build-up, Election Nominees published.
  - ✓ 22 Oct 2019, features: Annual Meeting build-up, Election Ballot published
  - ❑ 24 Nov 2019, features: Annual Meeting recap, Alumni Panel recap, Veterans Day recap
- ❑ Website: review content with each officer and committee chair to improve content & presentation
- ❑ Social media:
  - ✓ establish Linked-In presence
  - ❑ Establish Instagram presence – probably defer until 2020.



## Member Communications Committee Report

- Website is the reference library and interactive portal for members.
  - Goal: to be a one-stop shopping resource for UNC NROTC AA information.
- News Bulletins
  - generate membership enrollment and renewals (80+% correlation)
  - generate charitable gift giving activity
  - stimulate participation and registration in events (Alumni Panel, Annual Meeting)
  - 9 published last year ( 8 so far this year, 1 more planned for November 2019)
  - Readership ~ 429-554 (avg 506)
    - (269 members:                      ~237 readers but not members)



**The Website and News Bulletins are the lifeblood of the Association**



## Member Communications Committee Report

### Social Media:

- News Bulletins are simulcast on Facebook, Twitter and now LinkedIn.
  - Facebook: [@uncnrotcaa](#)
    - 107 likes, 111 followers
    - Some unsubscribe to News Bulletin but continue to follow on Facebook.
  - Twitter [@uncnrotcalumni](#)
    - 12 followers (3 are directors)
    - ~20 engagements per tweet
  - LinkedIn [UNC NROTC ALUMNI ASSOCIATION](#)
    - Corporation and Group entities
    - 21 followers so far to "Group" (7 Directors)
    - has been live since 21 October 2019.
  - Next:
    - Instagram
- ☐ **Please like - follow – join us on Facebook, Twitter and LinkedIn**

### Goals, Opportunities and Challenges

#### Goals:

- Transition to Salesforce by December 2019 and successful OPTTEST

#### Opportunities:

- Survey our readers to understand preferences on News Bulletin, Social media, Website
- Convert some portion of the ~237 "readers but-not-members" to members.
- Better use of Facebook resources

#### Challenges:

- Harvest e-mail addresses for as many of the 309 alumni whose e-mail addresses are unknown.
- Reduce the bounced e-mail list
- Gentle engagement with unsubscribed list to understand what the issues are.
  - 9 unsubscribes this year

13. Dawson Memorial Library. Rob Gionfriddo presented the following:



## Dawson Library Committee Report

### Current Activities

- Chair Replacement
  - Chairs selected and procured
- Video Monitor
  - Need additional coordination with UNC Facilities for installation requirements

### Future Activities

- Barrister Bookcases
- Leadership Lecture Series Sponsorship
- Funding Campaign



14. Old business: Will Stubbs offered a motion to allow persons who join the Association between 6 October and 2 November 2019 as annual or 5-year members to have 2019 Dues waived and the funds applied to 2020 annual dues and outyears respectively. Motion was agreed to 10-0.
15. New Business: none.
16. Date, time and venue of the next Board Meeting:



## Next Board Meeting

- **Proposed for consideration:**
  - **Sat. 7 Mar 2020 (UNC at Duke weekend), in Chapel Hill, NC**
    - **Need to confirm availability of Naval Armory or other venue for that date.**

The date of Saturday, 7 March 2020, was approved by a vote of 10-0. The time of the meeting is to be determined by the future board. The location selected was the Naval Armory in Chapel Hill. Captain Hertel confirmed the availability of the Naval Armory for this purpose. A phone bridge was planned for those unable to attend personally.

17. Adjournment. Motion to adjourn was approved unanimously at 2:13pm.

Respectfully submitted,

Willard. B. Stubbs, Secretary