

UNC NROTC ALUMNI ASSOCIATION
103 SAND CASTLE DRIVE
EMERALD ISLE, NC 28594
www.uncnrotcaa.org

Subj: MEETING MINUTES FOR BOARD OF DIRECTORS MEETING OF 06 JUNE 2020

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 7 March 2020, the Board of Directors met in Emerald Isle, NC on 06 JUNE 2020, assembling at 12:30pm.
2. The meeting was called to order at 12:30pm and the following directors were in attendance:

In person

- Marianne Waldrop, President
- Steve Fish
- Kenneth "Pink" Floyd
- Dan Wright

By telephone/video conference

- William H. Latham, Secretary
- Janet Keech, Treasurer
- Rob "Moon" Rivers
- Robert J. Gionfriddo
- Donald Cuddington
- Steve Levesque
- Frank Linkous
- Patrick Riordan
- Brian Smith
- Captain Andy Hertel, USN *ex officio*

Not in attendance

Patrick Connelly

12 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 Minutes of the March 7, 2020 Regular Board Meeting were approved by unanimous vote of the Board.
4. The President made brief remarks.
 - Marianne welcomed everyone to the meeting.
 - Commissioning 2020 was virtual. Marianne attended and addressed the graduates on behalf of the Association.

5. Commanding Officer/Professor of Naval Science report— CAPT Andrew Hertel, USN

- Classes were held virtually after March 6, 2020
- Virtual commissioning went well
- Navy summer midshipman cruises cancelled due to pandemic.
- Marine OCS for rising senior Marine Option midshipmen going forward with addition of two-week quarantine period.
- Classes for fall semester are planned to be a mixture of live and virtual classes.
- Incoming class numbers are still up in the air but expected to be consistent with recent years.
- Plans to demolish the Naval Armory are likely to be delayed for at least 10 years due to the extreme financial hits to the University's budget resulting from the pandemic.
- The current midshipmen classes are a diverse crowd both by race and gender. CAPT Hertel held a forum with all the midshipmen last week to discuss some of the difficult social issues raised recently and felt it was well received and productive.
- The Unit will be receiving a bridge simulator in the near future.
- Brian Smith asked for a list of midshipman awards. CAPT Hertel said he would provide Brian a list and copy Marianne.

6. Secretary's Report—Bill Latham

- Bill Latham gave a membership report.



Secretary's Report Membership Report

Regular members 2020 only	Regular members multi-year	Life Installment Members	Life Members *	Total Members *	Known Alumni & Staff eligible for membership
13 (3%)	72 (21%)	2 (1%)	203 (75%)	290	~1527 (~19% are members)

Year over year comparison 2016-2020 of Membership Activity

Category	2016	2017	2018	2019	2020 YTD	2020 goal for budget
New Life Members +	8	17	14	19	4	?
Regular Members	23	47	58	67	87	?
Total new/renewing	31	54	72	86	89	?

- There has been interest in Associate memberships. Charging for them the same as standard membership.
- Janet Keech noted that the bylaws require that the Board approve Associate members. There are two Associate Member candidates pending approval. Heber Tucker (annual Membership referred by Will Stubbs) and T.P. Schwartz (Life Membership nominated by his son and Life Member Rye Barcott).
- A motion was made to approve Heber E. Tucker and T.P Schwartz as Associate members. The motion was seconded and unanimously approved by the Board.
- Marianne requests the Governance and Bylaw Committee to look into removing the requirement that the whole Board approve associate membership candidates. She would like to streamline the process, e.g. allowing the EXCOM to approve.
- Discussion of Liability and D&O insurance. A D&O policy was quoted by State Farm at \$842.00 for \$1M in coverage. Bill recommends the association get another quote for D&O coverage as well as a general liability policy for the Association.

7. Treasurer’s Report–Janet Keech



Treasurer’s Report: Balance Sheet

	2020 May 31	2019	2018	2017	2016	2015
Assets / Members Equity	\$177,408.37	\$176,191.17	\$139,471.03	\$117,871.57	\$72,230.26	\$67,558.78
Year over year change	n/a	\$36,720.14	\$21,599.46	\$45,621.97	\$4,671.48	(\$7,458.11)
% change	n/a	Up 26%	Up 18%	Up 63%	Up 6.9%	Down 9.9%

- Funds transferred from USAA to Charles Schwab on 26 May 2020
- Life Dues Endowment provides a projected \$3250 annually (at 5% ROI), which is approximately 60% of annual budget.
 - Puts strain on operating budget (which funds website, DAA/DSA awards)
 - Any additional budget items rely heavily on annual dues.
- Connor, and Scholarship accounts are fully funded for annual expenditures
- Dawson account balance has decreased due to planned and needed expenditures in 2019



Treasurer's Report Income / Expenses ytd

	31 May 2020	2019	2018	2017	2016
Income (Dues & Gifts)	\$2825.00	\$15,691.86	\$39,794.90	\$45,643.50	\$13,553.22
Investment Income (Int., Div. & Cap. Gains)	\$777.21	\$11,309.02	\$5,229.92	\$5,797.00	\$1,494.14
Total Income	\$3602.21	\$27,000.88	\$45,024.82	\$51,440.50	\$15,047.36
Expenses	\$415.46	\$11,687.39	\$9,851.01	\$11,100.68	\$7,419.93
Net Gain / Loss	\$3186.75	\$15,313.49	\$35,173.81	\$40,339.82	\$7,627.43

- Expenses Low: \$500.13 pending for website maintenance
- Future Years Dues and Life Dues low (25% and 33% of budgeted)
- Investment income: Budgeted 5% ROI for 2020, do not expect to out-perform that goal
- Budgeted for \$1850.00 life dues loan repayment at year end
- Budget does not include Errors and Omissions Insurance
 - Discussed whether the \$ 1850.00 needs to be repaid in total as previously scheduled or in part to the Life Membership account.
 - Janet Keech went over the proposed budget set forth below:



Treasurer's Report Proposed 2020 Budget

	2020 Budget	Notes	5/31/2020	% committed
				41.7%
Unrestricted Income				
Annual Dues current year	\$ 750.00	50 members @ \$25	\$ 530.00	44.0%
Annual Dues from previous year multi-year payments	\$ 1,291.00	already paid in past years	\$ 1,099.00	85.1%
Investment income life dues endowment	\$ 5,250.00	based on 3% ROI APR of \$65000	\$ 305.85	5.4%
General Fund	\$ 100.00	entry gift here is bonus to plan	\$ 125.00	125.0%
Loan from Life Dues	\$ -		\$ -	
	\$ 5,991.00		\$ 1,859.85	31.1%
Unrestricted Operating Expenses				
Awards expense (CAA)	\$ 1175.00	\$175 per award	\$ -	0.0%
Award expense (OSA)	\$ 1175.00	\$175 per award	\$ -	0.0%
Bank Charges	\$ 125.00	PayPal pro-rata based on income	\$ (75.46)	30.2%
Miscellaneous Business (Constant Contact)	\$ 170.00	Constant Contact one month payment for December 2020	\$ -	0.0%
Postage & Shipping	\$ -		\$ -	0.0%
Supplies, Business	\$ -		\$ -	0.0%
Quicken Software	\$ -		\$ -	#DIV/0!
Office Supplies	\$ 124.00		\$ -	0.0%
Website expenses	\$ 1,847.00	Annual recurring \$490.15 = 37hrs @ \$80/hr	\$ (340.00)	18.4%
Middleboro cable TV drops	\$ -	Discontinued after May 2017	\$ -	0.0%
Association Banquets	\$ -		\$ -	#DIV/0!
Life Dues Loan repayment	\$ 1,850.00		\$ -	0.0%
Total Operating Expenses	\$ 5,991.00		\$ 415.46	7.7%
Projected budgeted net operating income (loss)	\$ -		\$ 1,444.39	



Treasurer's Report Proposed 2020 Budget

Connor Memorial Fund				
Income				
Patrick K. Connor Award Fund inv income	\$ 970.00	based on 5% ROI APR	\$ 106.35	11.0%
Patrick K. Connor Award Fund gift		not actively soliciting	\$ -	
Expense				
Patrick K. Connor Award expense	\$ (600.00)	Connor Award	\$ -	0.0%

Dawson Library Fund				
Income				
David P. Dawson Library Fund investment income	\$ 500.00	based on 5% ROI APR	\$ 44.97	9.0%
David P. Dawson Library Fund gift	\$ 100.00		\$ 100.00	100.0%
			\$ 144.97	
Expense				
Dawson Library expense	\$ (1,500.00)	Not to exceed \$6,000 for capital expenditures, upgrades and repairs	\$ -	0.0%



Treasurer's Report Proposed 2020 Budget

Scholarship Fund				
Income				
Midshipman Scholarship Fund investment income	\$ 3,500.00	Based on 5% ROI APR (as of Apr 3)	\$ 320.04	9%
Midshipmen Scholarship Fund gifts	\$ 125.00		\$ 125.00	100.0%
Brian Smith Appreciated Stock Gift		after liquidation	\$ -	
Expenses				
Midshipmen Scholarship expense	\$ (3,350.00)		\$ -	0.0%

Life Dues Trust				
Income				
Future year dues income (add to principal)	\$ 1,600.00	20 new 5 year members at \$80 each (does not include 12 new midshipmen)	\$ 320.00	20.0%
Life dues income (add to principal)	\$ 5,500.00	20 new / converted life members; 10 @400 + 10 x \$150	\$ 1,825.00	33.2%
Loan repayment from operating account	\$ 1,850.00		\$ -	

- Marianne suggested that if we choose to purchase the D&O insurance that we take the cost from the amount budgeted for the year for repayment to the life membership fund =.
- Discussed the possibilities of requiring Board member's making a "give or get" financial commitment to the Association as part of their board service obligation.

- Motion by Donald Cuddington to approve the proposed budget with the following change: add \$850 to budget in the unrestricted line item and reduce the Life Membership loan repayment for this year by that amount. The \$850 savings will be budgeted for the purchase of Director and Officer liability insurance. Moved by Donald Cuddington, Seconded and unanimously approved by the Board.

8. Governance and Bylaws Committee Report-Pat Riordan, Chair

- The Committee did not meet and has no report.
- The Secretary requested that the Committee look into amending the bylaws to allow for an E-mail special meeting for approval of officer vacancies that occur between scheduled meetings.
- The President requested consideration of amending the bylaws to allow for a streamlined method for approving Associate member candidates-perhaps approval by the EXCOM or E-mail voting by the Board.

9. Budget & Financial Oversight Committee Report- Steve Levesque, Chair



Budget & Financial Oversight Committee Report

- Quarterly committee conference call held in May 2020
- Reviewed final 2020 operating budget and all related funds
 - Recommend approval to the full Board of Directors
- Reviewed migration of accounts from USAA Investment Management Company ("IMCO") to Charles Schwab Corporation.
 - All funds have now transferred to Charles Schwab
- 2020 goals
 - 3rd quarter priority: Review feasibility of UNC General Alumni Association management of certain funds
 - Will also re-visit fund allocations in the 3rd quarter

10. Awards Committee Report- Steve Fish, Chair



Awards Committee Report

Patrick K. Connor Award

Presented by the Awards Committee

- **MIDN 1/C Amadeush Skoczek**

- UNC NROTC Class of 2020

- TAD at UNC until August 2020 when he will start flight school

- Aviators watch purchased and sent directly to ENS Skoczek due to Midshipman Awards day cancelled.

- Steve reports that nominations for the Distinguished Service Award and the Distinguished Alumni Award were supposed to be closed before this meeting, but he erroneously put in the last newsletter that nominations would be accepted through August 2020. He would like to nevertheless have the Board vote to approve the two nominated candidates recommended by the Awards Committee and he will come back to the Board to address the situation in the unlikely event that any further nominations are received from the membership.

Distinguished Service Award

Presented by the Awards Committee

Steve Fish, Chair
Donald Cuddington
Frank Linkous
Pat Riordan
Butch Bracknell, Ad Hoc

Captain Eric S. Schneider, USN (Ret), UNC NROTC Class of 1986

- Association Board of Directors for 9 years
- 1996-2000
 - Association went from modest “non-profit” to IRS 501(c)3
 - Helped establish the UNC NROTC AA website
 - Helped establish funding for Dawson Library and Connor Award
- 2015-2019 – President
 - Led the restoration of the entire Association
 - Directed the overhaul and enforcement of By-Laws, Budget process and all three midshipman scholarships
 - Personally represented the Association at all Commissionings, Awards Days, Alumni Panels and many other on-site events

Captain Schneider has tirelessly dedicated himself to the Association. Particularly in the last 4 years, he has been critically instrumental in the resurrection and invigoration that has restored the organization to it’s highest participation levels in it’s history.

- The Awards Committee Moved that Eric S. Schneider be awarded the Distinguished Service Award (subject to being revisited if there are additional nominations received from the membership prior to the end of August 2020). The Motion was unanimously approved by the Board.

Distinguished Alumni Award

Presented by the Awards Committee

Steve Fish, Chair
Donald Cuddington
Frank Linkous
Pat Riordan
Butch Bracknell, Ad Hoc

- **Rye S. Barcott, UNC NROTC Class of 2001**
 - Captain, USMC, Human Intelligence Officer-Bosnia, Horn of Africa and Iraq
 - As an undergrad in 2001, co-founded Carolina for Kibera, promoting youth leadership, ethnic and gender cooperation in Nairobi, Kenya
 - It is still a major affiliated entity of UNC today.
 - 2001- co-edited “*Armed Conflict in Africa*” analyzing violence in Africa
 - 2006 – provided testimony to the Iraq Study Group & was published in Proceedings about the Iraqi Military Intelligence Academy
 - 2009 – MPA & MBA from Harvard
 - Currently CEO of With Honor, veteran-led cross-partisan movement building a coalition of next-generation veterans in the US Congress, working to fix our broken, hyper-polarized American politics
 - Co-founder of Double Time Capital, an impact investment firm focusing on clean energy and sustainability
 - Author: *It Happened On The Way To War, A Marine’s Path to Peace*. His personal memoir of waging peace while fighting war. 2011 TED Book Club Selection
 - Numerous writings published in The Washington Post, NY Times and on CNN
 - Commencement Speaker, 2018 UNC-Ch & 2007 UNC-Ch School of Public Health

- The Awards Committee Moved that Rye S. Barcott be awarded the Distinguished Alumni Award (subject to being revisited if there are additional nominations received from the membership prior to the end of August 2020). The Motion was unanimously approved by the Board.



NEW BUSINESS

From the Awards Committee

- **Richard S. Johnson, Jr Award**

- In memory of 2D LT Richard S. Johnson, Jr, USMC, UNC NROTC Class of 1966
- Assigned to Delta Company, 1st Recon Battalion, 1st Marine Division
- KIA March 1967 by sniper fire while leading a recon patrol in Quang Ngai Province, Vietnam
- Award founded and USMC Mameluke Sword initially funded by Colonel Richard S. Johnson, Sr (his father)
- Awarded to the top graduating Marine Option, UNC NROTC
- First award in 1968
- Dropped out of sight around 2009
- Resurrected this year by MOI, CAPT Shannon Stanich
- Awarded to 2LT Matthew Guerrero, Class of 2020
- February newsletter article solicited info from previous award winners
- Capt Stanich worked closely with COL Jim Fullwood ('92 and that year's winner. He also paid for this year's award) on award criteria
- Requested/suggested that Alumni Assn Awards Committee take this FORAC
- Request assistance from Marines on the Board (none on the Committee)

- Steve suggests that the Awards Committee take responsibility for determining whether the Johnson family has any interest in continuing with the Marine sword award (right of first refusal) and if not, whether the Association should take on responsibility for this award, determine criteria, Etc..

BREAK (Five minutes)

11. Scholarship Committee Report- Don Cuddington, Chair



Scholarship Committee Report

- POC for Awards Board is LT Chris Moreno
- Impact of Scholarships on a student's Financial Aid package
 - Short-term: Not necessarily "cash in hand" now
 - Long-term: Generally reduces loan amount

- Discussion of need based scholarship issues.

12. Events Committee Report—Pat Connelly, Chair

- Kenneth "Pink" Floyd made the Committee presentation in the absence of Pat Connelly



Events Committee Report

- Fall 2020 Alumni Panel
 - Do we move forward in planning, given multiple variables?
 - Dates? Thursday prior to Reunion weekend?
 - Format?
- Association Banner:
 - MIDN designer (MIDN Jack Rivers) identified
 - \$250 Award Pending (Funds donated Dec 2019)
 - Way Ahead:
 - Redesign (have reached out to MIDN Rivers)
 - Submit for approval
 - Solicit actual quotes (Approx. \$150-175 for 2 x banners)
 - Choose vendor
 - Order Banners



Events Committee Report

- Fall 2020 Reunion Planning
 - 13/14 November
 - UNC vs Pitt
 - Military Appreciation Day
 - Doubletree Suites by Hilton Hotel
 - 2515 Meridian Pkwy, Durham, NC 27713
 - 20 rooms each night at \$109/night
 - Expect Registration link in coming week
 - Recommended Itinerary: (Standard)
 - Friday: President's Reception at the Doubletree (Admin Suite)
 - Saturday: (Game time dependent) Board Meeting, Annual Meeting, BBQ, Football Game, All Night Rager back at the Admin Suite
 - GAA Partnership
 - Registration portal (expect mid-late August)
 - Money collection and Quarterdeck Society reimbursement



Events Committee Report

- Challenges:
 - Communication Delays
 - Lack of rapport with recently assigned Staff LT – No response to emails
 - No awareness of assigned MIDN Planners
 - Hotel POC – poor communicator
 - Go/No Go criteria for Fall Reunion
 - "Drop dead" date
 - Specific circumstances
 - Hotel block can be cancelled up to 30 days prior
 - Individual room reservations can be cancelled up to 48 hours prior
- Discussion was had as to why the Association has worked through the GAA for sponsoring events. Rob will check with Pat to determine why this relationship has been used.
- Discussed a prototype banner for the association offered through a scholarship challenge by Pat Connelly (below). The draft design

was submitted by Midshipman 2/C Rivers. Concern was expressed regarding the use of military devices possibly violating laws. Board members are encouraged to forward their thoughts/suggestions on the proposed banner to Pat Connelly via Email.



- Discussed the scheduling of the Alumni Panel given academic schedule changes for the fall because of the pandemic. The Committee will look into this and report a proposed plan for the panel to the Board.

13. Member Communications Committee Report



Member Communications Committee Report

Members: Wright, Floyd, Smith, Latham

- Budget input submitted 02Mar20:
 - Website fees, maintenance and Constant Contact - \$3780.13
 - 1. Revised downward by Treasurer.
 - 2. Approximately \$1060 billed to date.
 - Liability Insurance?
- Latest News Bulletin (May 2020):
 - Open rate - 48.7% (488) / Unopened (513)
 - Click rate - 19.1% (94)
 - Bounces - 118
 - Unsubscribe - 1 (Richard Michael Cassidy '70) (Too many emails from us)
 - Only 7 responses to Reunion Survey
 - 1. Six attendees, Five rooms, Eleven tickets
- Next News Bulletin (Late June 2020)
- GOALS:
 - Generate membership enrollment/renewal and charitable giving through:
 1. Keeping Website up-to-date
 2. Consistent and timely publication of News Bulletins (10/yr)
 3. Improvement of News Bulletin
 4. Increased Social Media presence
 5. Reduce bounces of emailed publications
 6. Membership Task Force

- Marianne encourages Board Members to set the example by submitting human interest stories to populate the "Scuttlebutt" section of the newsletter.

14. Membership Task Force report



Membership Task Force

- Brian, Marianne, Bill, Dan, Don
- Assess recruiting and retention situation
- Review business practices
- Immediate actions on retention gap
 - Annual renewals
- Identify & recommend long-term solutions
 - Recruiting first-time members
 - Managing five-year membership pool
 - Conversions to life memberships

- Brian Smith gave the report for the Membership Task Force.
- The Task Force has held one meeting to date.
- The task force is designed to focus on business practices to take advantage of "low hanging fruit" opportunities to recruit new members, upgrade membership, and maintain members. This includes advance notice of expiring terms to annual members; encouraging current term members to not only renew, but to upgrade to the next

higher level. The Task Force will be meeting again and making recommendations for action to the Board.

- Motion by Bill Latham to run a membership promotion to allow persons (non-active) buying a new membership in 2020 (after June 6, 2020) to be given the remainder of 2020 free, with the term of their annual or five-year membership to be measured from January 1, 2021. The funds will be accounted for by attributing the memberships to the post-2020 years of the membership term. After discussion the motion was unanimously approved. This will require coordination between Brian Smith and Dan Wright to publish such an invitation/announcement prior to or in our next newsletter.

- Brian Smith has set up a DropBox file sharing repository for the Board's use. He will email a link to all Directors.

15. Dawson Library Committee Report-- Rob Gionfriddo, Chair



Dawson Library Committee Report

Current Activities

- Video Monitor
 - Need additional coordination with UNC Facilities for installation requirements
- Identify/purchase additional CNO/CMC Reading List
- Leadership Lecture Series Sponsorship

Future Activities

- Barrister Bookcases
- Funding Campaign
 - Leadership lecture series. Goal to invite/fund distinguished speakers. With the pandemic issues, the Committee is targeting Spring 2021 for the first event. Preference is for a live speaker. Rye Barcott was mentioned as a possible choice. Anne Raugh Keene, UNC Class of '86 was also suggested. Anne has authored a recent book, "The Cloudbuster Nine," which primarily

recounts the story of Ted Williams and the UNC preflight baseball team of 1943.

16. Old Business

- None

17. New Business

- Member suggestion to compile and post Unit CO/XO history for the website. The Secretary will follow-up with a midshipman that is thought to be working on a history. He will also check with CAPT Hertel to determine if this history is already compiled. Pink Floyd said he would take the lead to obtain the info and to inquire with the unit staff. [Post meeting CAPT Hertel indicated that this history is already prepared and he will forward].
- Eric Schneider has recommended the formation of a past President's Roundtable. Brian Smith discussed common nonprofit concept of an Advisory Council that pulls from a larger pool of influential persons than just past presidents. Marianne asks the Governance and Bylaws Committee to explore this concept and determine any modifications to the bylaws that may be needed.

18. Date, time and venue of the next Board Meeting.

- Motion for date/time of next Board Meeting to be set for 31 October 2020 at 9:00 AM EST via telephone/GoTO Meeting unanimously approved by the Board.

19. Motion to adjourn approved unanimously at 3:51 PM.

Respectfully submitted,



William H. Latham, *Secretary*
UNC NROTC Alumni Association