

# Board Meeting Minutes

## July 14, 2012

### **Attendance:**

Jorge O'Neill, Ken Bullock, Jennifer Hertig, George Beiler, Jim Phillips, Amanda Krenos, John Martelaro, Bruce Sokol, Frank Torok

### **Discussion of Recent Events:**

Jorge said the situation has left him with more drive than ever before to rebuild the reputation of Penn State and the regard for the institution. Amanda agreed, pointing out many good things continuing to occur on campus. John said there is a lot of good that has been done and is still being done at Penn State and we should retain our pride in that. The group consensus was to commit to going forward as a chapter with a renewed sense of mission.

### **Financial report:**

For the fiscal year ending June 30, 2012, we had an opening balance of \$4,744.07; income of \$6,216.18; expenses of \$7,240.66; and a closing balance of \$3,659.19. Current balance as of July 14 is \$678.54, due largely to a \$3,001 expenditure for football tickets, which will be reimbursed by members purchasing tickets from the club.

### **Committee Reports:**

**Philanthropic:** Jorge said the club should move beyond doing one event per year. He will post the opening for a committee chair to the membership. George said our focus should be on local charities rather than national ones. Bruce mentioned Braden's Hope for Childhood Cancer, a local group with goals similar to those of THON. Frank volunteered to research local opportunities and report back to the board.

**Web:** Amanda volunteered to serve as chair. She will update our site weekly, usually on Wednesday evening after 6 p.m. She asked all officers to submit photos and brief bios for posting on the site. She is going to add schedules for all PSU athletic teams in addition to the football schedule already posted. She also stated that chapters are facing challenges attracting younger graduates; she suggested Facebook and LinkedIn pages for the chapter to assist in that effort. Bruce then volunteered to take charge of the Facebook effort. Frank said Bonnie Green has a list of all grads in our area – not just alumni association members – and suggested a phone bank outreach effort. Amanda suggested we contract with PayPal to allow direct payments on our site for events; the board approved.

**Scholarships:** Jennifer will serve as chair. She researched the possibility of an endowment but, at a minimum of \$50,000, that is beyond the reach of our chapter. She distributed a proposal for an essay-based scholarship competition. John suggested that, given our low bank balance, we reduce our scholarship commitment from the usual \$1,500 to \$1,000 for one year, and the board approved. Jorge said the board should commit to raising enough money to restore the previous amount for future years.

**Road Trip/Tailgate:** John volunteered to chair that committee, and Bruce volunteered to participate. The committee will coordinate with Bonnie Green, who has done much of the preliminary planning for the Nebraska trip; and with Jorge, who is planning our "host chapter" Friday night party at Old Chicago. In addition to planning a menu and obtaining supplies for tailgating, the committee's primary task will be to figure out how to create a physical space for the party near the stadium.

**Spring Dinner:** Jorge appointed Joyce Hrinya to the board, and she will lead the Spring Dinner effort.

**Bylaws:** The board will serve as a committee of the whole on bylaws.

**PR:** John volunteered to lead this committee. Jorge urged the committee to publicize to the maximum extent possible the good works that our chapter is doing in the community.

### **Fundraising:**

George suggested we have a "50-50 club" drawing at each football gathering at Ugly Joe's. Raffling Penn State branded items could also bring in additional funds. Amanda suggested some kind of fundraising activity at the Friday night party in Lincoln, Neb.

### **Lincoln Event with Prof. Neely:**

Penn State Prof. Mark E. Neely, one of the nation's leading scholars on the Lincoln presidency, will lead a discussion at the Plaza Library July 26 as part of the library's ongoing series on the Presidency. The library asked if the chapter wanted to sponsor a Penn State-only reception at 5:30 that evening. The club voted to do so.

### **Meeting Frequency:**

The board decided to meet in March, July, October and December, with a general membership meeting to coincide with the annual Spring Dinner.