

UNC NROTC ALUMNI ASSOCIATION
NAVAL ARMORY
221 SOUTH COLUMBIA STREET
CHAPEL HILL, NC 27514
www.uncnrotcaa.org

Subj: BOARD OF DIRECTORS MEETING MINUTES of 22 June 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 9 March 2019, the Board of Directors met in St. Leonard, MD on 22 June 2019, assembling at 12:00 noon.
2. The meeting was called to order at 12:03pm and the following directors were present

In person:

- Eric S. Schneider, President
- Willard B. Stubbs, Secretary
- Steven P. Fish
- Robert J. Gionfriddo

By telephone:

- Terry C. Cline, Treasurer
- James C. Collins
- David Jackson
- William H. Latham
- Steven Levesque
- S. Jay Plager
- R. Patrick Riordan
- Captain Andrew C. Hertel, USN, *ex officio*

11 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 first thanking Rob & Jeanette Gionfriddo for hosting the Board Meeting in their home, then thanking all the members for the work being done by Board members in support of the Association. The focus of this meeting will be preparing for a smooth and orderly transition to a new Board and new leadership in 2020.
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. Captain introduced himself to the Board. He noted from his turnover with his predecessor, Captain Stern, how important the relationship is among the NROTC Unit the UNC Battalion of Midshipmen and the UNC NROTC Alumni Association. He looks forward to working with the team

to help inspire the next generation of officers entrusted to our care.

5. Secretary's report. Will Stubbs presented the following:



Secretary's Report

Will Stubbs '85

Membership Report

| | 2019 Goal | 2019 YTD | 2018 | 2017 | 2016 | 2015 |
|---|-----------|----------------|----------|------|------|------|
| Total Annual Paid Members (annual + multi year) | 74 | 60 [81%] | 60 | 48 | 31 | 29 |
| Annual members | 20 | 14 [70%] | 26 | 30 | 31 | 29 |
| Multi-year members (including life-installment) | 54 (+20) | 46 (+12) [85%] | 34 (+16) | 18 | n/a | n/a |
| New Life Memberships | 10 | 11 [110%] | 13 | 23 | 8 | 1 |

• **Comprehensive update to database in June 2019:**

- 2045 total graduates documented
- ~1500 living alumni (-1%)
 - 255 (12.4%) alumni have passed away since last major update in 2009
- 1017 active contacts
- 114 bounces

• **Membership: 254 (17% of living alumni)**

- Paid members up 25% last year
 - Life members 17% of 2018
 - Multi-year members 46% in 2018
 - Annual members down 15% in 2018
- Life membership most popular: ~76%
- Multi-year membership has highest growth rate: 88% *

*skewed high by gift of multi-year membership to recent grads by donor

• **Participation rate among beneficiaries**

- DSA recipients: 100%
- DAA recipients: 70%
- Scholarship recipients: 35%
- Connor Award recipients: ~25%
- 1991-2017 graduates: 11.8%
 - 26% lower than average of 16% of eligible

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



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)
- ❑ Comprehensive graduate database synchronization among master database, UNC GAA database and Constant Contact Database. (April 2019)
- ❑ Migrate Constant Contact service provider content (paid service) to Salesforce.org service provider (free to non-profits). Conduct operational test. (May 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)

Jay Plager inquired about the membership drive conducted two years ago and the data from that effort to determine whether that effort should be repeated. The Secretary responded that he would research the records and provide a report on the results of that initiative.



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.
 - ☐ 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.
 - ☐ 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.
- ☐ **Proposed for Board Approval**

Steve Fish the Immediate Past Secretary assured the members that this is identical to the successful procedure conducted at the elections in 2017.

In order was a motion to consider the Elections and Absentee Balloting procedures in the slide above. The motion was passed 11-0.

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



Treasurer's Report

Terry C. Cline, CPA '71

Balance Sheet

| | 2019 May 31 | 2018 | 2017 | 2016 | 2015 |
|-------------------------------|--------------|--------------|--------------|-------------|--------------|
| Assets / Members Equity | \$154,391.86 | \$139,471.03 | \$117,871.57 | \$72,230.26 | \$67,558.78 |
| Year over year change | n/a | \$21,599.46 | \$45,621.97 | \$4,671.48 | (\$7,458.11) |
| % change | n/a | Up 18% | Up 63% | Up 6.9% | Down 9.9% |

- Scholarship, Connor Award and Dawson Library funds at stable long term funding levels.
- Life Dues Endowment is underfunded (~\$20,000) for number of life members supported. (@5% ROI would generate additional \$1,000 in annual operating income)
 - Attributed to deliberate spending policies during the period 2008-2015, now reversed.
 - Puts strain on operating budget (Website, DAA/DSA awards)



Treasurer's Report

Income / Expenses (cash basis 31 May 2019)

| Category | 31 May 2019 | 2018 | 2017 | 2016 | 2015 |
|---|-------------|-------------|-------------|-------------|--------------|
| Income (Dues & Gifts) | \$5,365.00 | \$39,794.90 | \$45,643.50 | \$13,553.22 | \$1715.87 |
| Investment Income (Interest Dividends, Capital Gains) | \$871.82 | \$5,229.92 | \$5,797.00 | \$1,494.14 | \$3,529.11 |
| Total Income | \$6,236.82 | \$45,024.82 | \$51,440.50 | \$15,047.36 | \$5,244.98 |
| Expenses | \$2,391.55 | \$9,851.01 | \$11,100.68 | \$7,419.93 | \$8,291.69 |
| Net Gain (loss) | \$3,845.27 | \$35,173.81 | \$40,339.82 | \$7,627.43 | (\$3,046.71) |



Treasurer's Report

Budget Execution (31 May 2019)

| Category | Budgeted | Actual |
|--------------------------------------|-------------|------------|
| Awards expense (DAA/DSA) | \$525.00 | \$0.00 |
| Bank charges | \$250.00 | \$127.80 |
| Supplies (Quicken software) | \$225.00 | \$107.24 |
| Supplies, Business (office supplies) | \$40.00 | \$0.00 |
| Website expenses | \$3,600.00 | \$100.00 |
| Award –Connor Award | \$700.00 | \$559.30 |
| Midshipman Scholarships | \$3,000.00 | \$0.00 |
| Dawson Library expense | \$6,000.00 | \$1,497.21 |
| Total | \$14,340.00 | \$2,391.55 |

7. Committee Reports: Governance & Bylaws. Jay Plager noted that there are no new amendments or proposals currently before the committee. The committee plans to review the Bylaws posted are consistent with the past decisions of the board, to determine if corrections or changes are necessary.
8. Committee report: Budget & Financial Oversight. Steven Levesque noted that the committee has not met since the last meeting but plans to soon: July-August 2019. The topic of the next committee meeting will be an evaluation of asset allocation performance and goals to determine if adjustments to either are necessary. Steve Fish noted the current market volatility is the new normal. Also on the agenda for the next committee meeting is the consideration of the UNC Development Office for the custodian in trust of certain restricted funds (e.g. Scholarship, Connor Award, Dawson Library, etc.)
9. Committee report: Awards. Steve Fish presented the following:



Awards Committee Steve Fish '85, Chair

Committee:

- Steve Fish
- Jay Plager
- Butch Bracknell
- Pat Riordan
- James Collins

2019 Distinguished Service Award Nomination

Captain Harold Anderson "Andy" Bunch, Jr. USN (Ret.) Staff 1985-1989

- Commanding Officer and Professor of Naval Science at our unit 1985-1989
- 1989-1990 began to organize and led the development of our Alumni Association, officially creating it in August 1990
- 1992-1996 – Elected to the Board of Directors
- 1993 – Secretary
- 1993-1995 – President
- 1996 Life Member #57
- Influential supporter of becoming a 501(c)3 organization

Captain Bunch has not only been an ardent supporter of our Association, but he has often been the vision, impetus and "horsepower" for new initiatives and making things happen.



Awards Committee

2019 Distinguished Alumnus Award Nomination

- **Distinguished Alumnus Award** – James G Zumwalt, Class of 1970
 - Retired USMC Lieutenant Colonel
 - Served in Vietnam, Panama, Persian Gulf, Desert Shield, Desert Storm
 - Author of several books, including:
 - Bare Feet, Iron Will – Stories from the Other Side of Vietnam's Battlefields
 - Living the Juche Lie- North Korea's Kim Dynasty
 - Doomsday Iran - The Clock is Ticking
 - Frequent contributor to USA Today, LA Times, Washington Post, Star & Stripes, The News & Observer, PARADE magazine, Naval Institute Proceedings
 - Board of Directors or Board of Advisors for The Vietnam Center at Texas Tech Univ, Thurman-Zumwalt Foundation (at NCSU), and Global Markets Consulting Group
 - Member of the prestigious "Committee on the Present Danger along with Senators and former Cabinet members

A motion to accept the recommendation of the Awards Committee recommendation on Distinguished Service Award and Distinguish Alumnus Award passed 11-0.

The committee was asked to notify the recipient, solicit a photo and biography and assist with the creation of a story on the Awards recipients for the July News Bulletin.

The committee was likewise asked to try to get Brant Burgess to come and receive his Distinguished Service Award from 2009 which was somehow never presented.

10. Committee report: Scholarship. Rob Gionfriddo on behalf of Ann Phillips presented the following:



Scholarship Committee
Ann Phillips '83, Chair

- No Additional Funding requested this FY
- Considerations for naming third scholarship
 - USMC Alumni?
 - Still need Submissions
 - Suggestions welcome
- Considerations for additional scholarship award criteria
 - Adding "Need" as a consideration
 - Work with Unit/New CO to develop options.

12. Committee report: Events. Unable to participate at the time of the meeting, Pat Connelly submitted the following information for inclusion in the minutes.



Events Committee Report

(please see accompanying document)

- **Budget Input.** No additional funds requested.
- **Summer 2019 Battalion Events**
 - Marine Corps Bulldog. Graduations 6 Jul/17 Aug
 - MIDN Cruises
- **Fall 2019 Battalion Events**
 - Football Home Game against Clemson/NROTC Color Guard – 28 Sep (MIDN 3/C Heard)
 - Football Home Game against Duke/NROTC Color Guard – 26 Oct (MIDN 3/C Heard)
 - Alumni Panel – 31 Oct (MIDN 2/C Strong)
 - Alumni Cookout – 02 Nov (MIDN 3/C Slaight)
 - Veterans Day Event – TBD (MIDN 1/C Gumbel)
 - Fall Ball - Expected 15 Nov (MIDN 1/C Ayala)
 - MIDN BN Change of Command – 21 Nov
- **Alumni Association Banner Contest.** MIDN Designer selected. Working on new design over the summer.



Events Committee Report

- **Fall Alumni Panel:** 31 Oct
- **Fall Reunion Weekend Date:** 2 Nov
 - Football vs UVA, Military Appreciation Day
 - GAA onboard to provide admin assistance
- **Request Board Decisions:**
 - Reunion Weekend Itinerary (what does the Board want?)
 - Reunion Weekend Target Hotel Location/Price

13. Committee report: Membership Communications. Will Stubbs presented the following:



Member Communications Committee Report Will Stubbs '85, Chair

- **Members:** Stubbs, Collins, Gionfriddo, Latham, Phillips
- **Committee organizing into teams focusing on:**
 - Website content improvement
 - Review with each officer and committee chair
 - Social media presence improvement
 - Linked In, Instagram
 - News Bulletin execution using Salesforce
- **Survey of e-mail readership under consideration to improve customer awareness**
 - Suggestions welcome



Member Communications Committee Report

The Website and News Bulletins are the lifeblood of the Association

- Website is the reference library and interactive portal.
 - One stop shopping for UNC NROTC AA information.
 - **NEW: History of the Association by Andy Bunch**
 - **NEW: Archived Newsletters and Board Meeting Minutes from 1990-2003**
- 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
 - Readership ~ 430-470
 - (254 members → ~210-250 readers but not members)



Member Communications 2019 Goals

- ✓ 9 Jan 2019: publish January News Bulletin
- ✓ 11 Feb 2019: provide budget input to Treasurer
- ✓ 17 Feb 2019: publish February News Bulletin: 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
- ✓ 19 May 2019, features: President's Memorial Day Message, Awards Day & Commissioning recap; DAA/DSA Nominations reminder
- ✓ Conduct a meeting of the committee (in-person, TELCON, by e-mail, etc.)
- ✓ Prepare briefing slides for Board of Directors meeting
- ❑ News Bulletins; 5 more planned
 - ❑ 14 July 2019, features: DAA/DSA awardees announced, Mid-year Board meeting recap, 2019 Fall Events Schedule published. NROTC Unit Change of Command, Nominations committee appointment – nominations for directors open.
 - ❑ 18 Aug 2019, features: Annual Meeting (w/ elections) / Reunion weekend registration; 2019 Fall Alumni Panel registration
 - ❑ 15 Sep 2019, features: Annual Meeting and Alumni Panel build-up
 - ❑ 20 Oct 2019, features: Alumni Panel recap (if already conducted); Annual Meeting build-up
 - ❑ 17 Nov 2019, features: Annual Meeting recap, Veterans Day recap
- ❑ Website: review content with each officer and committee chair to improve content & presentation
- ❑ Social media: establish Linked-in and Instagram presence to augment Facebook and Twitter

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



Dawson Library Committee Report

Rob Gionfriddo '86, Chair

- **Chair Replacement**
 - Reviewing options to purchase 8-10 new chairs
 - To be in place prior to start of Fall semester
- **Video Monitor**
 - Purchase of a 32" video monitor brought up during Spring meeting
 - Research ongoing
- **Barrister Bookcase Procurement on hold for now**
- **Leadership Lecture Series Sponsorship**
 - Additional coordination required
- **Funding Campaign – Nothing specific at this time**

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15. Old business:



Old Business

- Appointment of Nominations Committee
 - Eric Schneider '86, Chair
 - Jay Plager '51
 - Will Stubbs '85(all not running for re-election this term)

☐ Board Approval

A motion was in order to approve the appointment of the Nominations Committee through the Annual Meeting of 2019. The motion passed 11-0.

16. New Business:



New Business

- Succession planning
 - Every Director eligible for re-election, please notify the Nominations Committee via email of your intention to run for re-election or otherwise by Sunday, 7 July 2019.
 - We have two candidates identified as possible candidates for Secretary and one candidate for Treasurer. We still need a President for 2020-2021 Term. Current Directors eligible for re-election are requested to signal their desire to run for President or other officer position to the Nominations Committee, NLT 7 July 2019

Steve Levesque stressed the need to reach out for inclusion on the Board, representation from more recent graduates.

17. Date, time and venue of the next Board Meeting. The date of Sunday, 27 October 2019, 12:30pm was selected and agreed to by a vote 11-0. The meeting will be by teleconference and will be scheduled with an abbreviated agenda which is expected to consume 60-90 minutes.

18. Motion to adjourn approved unanimously at 2pm.

Respectfully submitted,

Willard. B. Stubbs, Secretary