

**Lowell Alumni Association  
Minutes of the Thursday, September 4, 2014  
Board of Directors Meeting  
Meyer Library**

**Call to Order**

Vice-President **Jim Rosenthal** called the LAA Board meeting to order at 7:01 p.m.

**Approval of minutes**

A motion was made by **Bill Black** to approve the minutes of the May 1, 2014 meeting as amended. **Claudia Eshoo** seconded the motion. The motion passed by voice vote and the minutes were approved as amended. (Amended section: **Roberta Bleiweiss** remarked about the microphone during the reception. **Claudia Eshoo** said that it was not working. Correction: **Claudia** stated that the microphone was working. The intention of **Roberta's** statement was to state that we should have a working microphone at future receptions instead of the PA box that is currently used. **John** and **Wendy** stated that **Lisa** said that she would appoint a third person.)

**Treasurer's Report**

Treasurer **Leon Blum** reported that the stocks are fine. There is an increase of 5½ %. **Leon** stated that he is getting nervous about the market but we don't need to make a change in our allocation.

**Wendy** made a motion to approve the Treasurer's report

**Executive Director's Report**

**Terry Abad** did a recap of major events:

Development did a follow up mailing in May. The mailings went to 4500 who had lapsed in donating (these were persons who had given in the past but skipped giving recently). 1500 went out to those who had already donated; this was an effort for a soft push. Development did two e-mail blasts in June; sent 14,000 e-mails. There is a system that measures what percentage of e-mails get opened by their recipients. 50% of the received e-mails were opened by their recipients (an opening rate of 15% is the normal standard). In August did thank you only to 2013 & 2014 fund campaign. Development issued 700 donor acknowledgement letters.

The Lowell Alumni Association (LAA) has formed a partnership with Amazon. Go to [www.smile.amazon.com](http://www.smile.amazon.com) and select the LAA as the charity of choice. When orders are done then ½ of 1% goes to the LAA. The LAA has also been participating in eScrip since 2005. Since 2005 the LAA has received about \$15,000 from this program. Safeway changed the program so

only purchases made with cash or a debit card qualify. **Terry** said that the Class of 2014 graduates have been added to the database. Also did a comparison with the U.S. Post Office and has since changed 650 addresses.

**Terry** announced that we are “Getting ready to throw the switch on the new website.” **Terry** added that we want to do short bios about Board Members along with pictures. We may have a photographer at the November meeting.

**Terry** stated that the LAA eNewsletter reaches about 10,400 members.

Financial major task: Transition from Quicken to QuickBooks for our accounting records. Tax returns in progress ready for review.

Twelve Alums participated in the 2014 graduation at the Bill Graham Civic Auditorium. The eldest participants were from 50 years (Class of 1964). This time there were no participants from classes 70 years. It was unusual not to have the older participants in attendance.

Site budget: Lowell is budgeted for 2700 students. A head count of the student population was done and the actual count is 2741. This increase in the number of students will bring in \$130,000 to 140,000 more budget dollars. The principal, Andrew Ishibashi, has a few projects that he would like to implement, including a new AP Seminar/Research classes that will mimic independent research in a two-year sequence class in which the first year would be a seminar and the second year would actually be participating in research projects.

**Andrew Ishibashi** is working on focusing on outreach to bring in more African-American and Latino students. Will try to encourage more African-American and Latino students to apply to Lowell. The school has had receptions for African-American students and Latino students in the past and the principal is looking for funding for this project.

Reunions: The Classes of 1988 and 1989 had a combined 25 year reunion. This reunion took place on August 9, 2014 at AT&T Public House Restaurant. On non-game days the restaurant can be bought out on Saturday nights. Also, for an additional fee, when the Giants are out of town, there is also a group tour of AT&T. About 50-70 people attended.

There will be a fundraising dinner hosted by the Baseball Team. This dinner will take place on Saturday, September 13, 2014 at the United Irish Cultural Center on 45<sup>th</sup> Avenue at Sloat Boulevard. This will be Lowell Baseball coach **John Donohue's** final season.

Also there is a consideration to put out a “green-light” to Lowell authors to do an event. Will put out a call to see who is interested. Would like to do a low key event in 2015 at Lowell.

### **President's Report**

Vice President, **Jim Rosenthal** stated that President, **Lisa Clay** was not in attendance at this meeting and that everything is going fine.

### **Development:**

Vice-President, **Jim Rosenthal** reported on the status of the Annual Fund campaign. The Development Drive was successful! We have exceeded our goal of \$350,000. The money actually raised was \$385,000. There were fewer donors this period, however, the dollar amounts of the donations have increased. The number of donors is about 1,600 to 2,000 per year nevertheless this is a low number considering that the Newsletter has a distribution of 32,000 alumni.

**Terry Abad** mentioned special thanks to Board members, **Bill Black** and **Mark Budak** for their donations.

**Jim Rosenthal** said that the Development Committee met and decided to go ahead with the 2014-15 Annual Fund Campaign with the same theme as last year. After the 2014-15 Campaign then we will consider a change in theme. A general campaign mailing will go out in October after that a follow up limited campaign mailing will go out in December and a final mailing will go out in May. There is a desire to become part of a strategic planning process.

### **Reports of Standing Committees**

#### **Finance Committee:**

**Bill Black** reported that the Finance Committee met in May. It appears that there is not a very good relationship with the Bank of America. The Finance Committee is presenting to the board a resolution that would allow the LAA to change banks.

**Terry Abad** is in the process of changing from Quicken to QuickBooks (*QuickBooks is more geared towards business record keeping.*)

**Bill Black** and **Terry Abad** met with (*our Tax Return preparer*) Iryna Oreshkova; concerns for discussion included:

- better financial statements
- Better internal control
- Ability regarding audits
- Considering changing our calendar year to a fiscal year (July 1<sup>st</sup> to June 30<sup>th</sup>)

**Iryna Oreshkova** referred us to a bookkeeper. The benefit of a bookkeeper would be the ability for her business to do our audit.

A change from a calendar year to a fiscal year would result in the 2014 report ending in December. The initial 2015 report would cover the period from January 1<sup>st</sup> to June 30<sup>th</sup>.

Planned for the next Finance Committee meeting: looking at bookkeepers, audit proposals and a review of a policy regarding spending authority and limits.

**Bill Black** added that he would like to do a presentation to the board on how to read our Financial Reports.

Past LAA President **Roberta Bleiweiss** stated that when the LAA first organized the year term was July to June and there were problems.

Immediate Past President, **Wendy Shinbori** stated that the LAA went to a calendar year for tax purposes.

**Roberta** mentioned re-addressing the issue of having an audit done. **Bill Black** responded that we (*Finance Committee*) are looking into it.

Resolution: Banking proposal: **Terry Abad** stated that Treasurer, **Leon Blum** recommended that we change banks. Also what dollar amount should we set in which a second signer is required. **Bill Black** asked how many \$10,000 checks do we write. (The dollar amount for checks remains unresolved.) There was a limited discussion about the resolution and a motion was made by **Irv Zaretsky**: The Board has agreed to resolve to change banks giving the Finance Committee the authority to change banks. That officers: **Lisa Clay, Jim Rosenthal, Anita Payton** or **Leon Blum** are authorized to sign. To allow transfer of fund. To open and maintain an account at the Bank of the West. The motion was seconded by **Wendy Shinbori**. The motion passed by voice vote.

### Old Business

**Terry Abad** announced that the project for the renovation of the Computer Lab is underway. The bids came in higher (*than originally anticipated*). **Terry** stated that he and **Mark Budak** met with the project manager who hopes to finish renovation in one month. **Terry** mentioned the generous donations by **Bill Black** and **Mark Budak** for new computers. Alumnus **Patrick Quan '76** donated \$10,000. Also **Patrick Quan's** employer will make an additional \$5,000 matching funds donation. **Roberta Bleweiss** stated that we should have a plaque stating the donations. **Terry Abad** responded that we will. **Jim Rosenthal** stated that this project should be mentioned in the next Newsletter.

**John Trasviña** reported that he and **Wendy Shinbori** had a meeting with **Arnold Low** regarding the **Low** Family Gift. **John and Wendy** have written up a proposed framework to the Executive Committee for the Board to accept the **Low** Family Gift and utilize 4% interest (*of principle of \$571,000*) for two **Low** family scholarships to be awarded by the LAA in Spring 2015. They would like to create a committee made up of a majority of board members plus 3 **Low** designees who together would have 4 years to decide how to use the gift funds for scholarships or for other uses to benefit the students of Lowell. The committee would then make a recommendation to the Board for approval for the use of the interest fund. If the board sends the recommendation back to the committee for revising and the committee is unable to agree on a new recommendation then the money would remain in scholarships. Any non-scholarship money use would be restricted to science projects. Everyone operates in good faith. The family wants to have assurance that we are not going to veto.

**Jim Rosenthal** suggested that we give the Executive Committee time to resolve their questions. Will let **John** and **Wendy** know the outcome.

### New Business

**Georgette Petropoulos** announced that the Newsletter will go to print in mid-October. **Georgette** asked if **Mark Budak** could prepare an article about the Computer Lab renovation. Contributors to this Newsletter are: **Claudia Eshoo, Lisa Clay, Terry Abad** and **Georgette Petropoulos**. If anyone has any articles that they want to appear in the next Newsletter the deadline to submit them is September 15<sup>th</sup>.

**John Trasviña** expressed his gratitude to the members of the Board for their support during the passing of his mother, **Carmen Trasviña**.

**Hospitality Committee:**

**Claudia Eshoo** announced the following birthdays:

- Lisa Clay:** September 3<sup>rd</sup>
- Irving Zaretsky:** October 8<sup>th</sup>
- Roberta Bleiweiss:** October 14<sup>th</sup>

**King Lip** announced that he and his wife are the proud parents of a baby girl. Daughter, **Kathryn Emma** is 3 weeks old and doing fine.

**Terry Abad** announced that the Executive Committee did approve a request for \$15,600 for math text books (to align with common core standard Algebra). Math teacher is **Bruce Cohen**.

**Adjournment**

**Wendy Shinbori** made a motion to adjourn the meeting. It was seconded by **Irv Zaretsky**. The meeting was adjourned at 9:08 p.m.

**Call of the Meeting**

The next board meeting will be on Thursday, November 6th. The time of the meeting to be announced.

**Attendance**

Board and Executive Directors present unless otherwise indicated (T = Attended via Teleconferencing, E = Excused, A = Absent)

Abad	Anderson (E)	Black	Bleiweiss
Blum	Bower (E)	Brash ( <u>T</u> )	Budak
Clay (E)	Ehrman (E)	Eshoo	Genolio (E)
Ishibashi (A)	Kromydas (A)	Lip ( <u>T</u> )	Lucey (A)
Payton	Petropoulos	Rosen-Park ( <u>T</u> )	Rosenthal
Shinbori	Spiegelman (E)	Steiner (E)	Tam ( <u>T</u> )
Trasviña	Ugawa (T)	Wax	Yee
Zaretsky			

Respectfully Submitted  
Anita K. Payton

Secretary, Lowell Alumni Association