



27 Memorial Drive West Bethlehem, PA 18015

BOARD OF DIRECTORS MEETING MINUTES

December 3, 2008

Silver Creek Country Club, Hellertown

Board Members Present: John Berseth, Sean Hart, Mark Parseghian, Paul Wagner, Dennis Zehner, Charlie Lieb, Bill Trotter, Diana Colahan, Marty Sullivan, Mark Yoder.

Representing LUAA: Monica Timar, Bob Wolfenden

Board President Dennis Zehner called the meeting to order.

Treasury Report John distributed the report, reflecting balances as of Dec. 3 and discussed Pay Pal. The club loses a percent, but it makes sign-ups easy. Monica stated that she will provide him with the tax exempt number. The scholarship contribution was discussed: Bob asked the board how we contribute. Dennis stated that it is run through financial aid. Charlie added that a check is written through the Lehigh Fund. The treasury report was approved unanimously.

Guest Dennis introduced Bob Wolfenden from LUAA and stated that they met last week and he (the Home Club) would like to have more of a two sided relationship with the office. Bob expressed to the board that the Home Club is important and the largest club and as such it should be treated well. However, we face the challenge of being close to campus. Bob went on to explain the significant changes that have occurred in the office. The Alumni office now reports through Development. He feels that it is change for the better and is pleased to be in the position. Dennis opened the floor to questions. Bob responded to questions on how his time is split, staff changes and the difference between LUAA and development. Discussion then turned to giving. Board members shared their ideas and concerns on this matter. Dennis then thanked Bob and expressed the communication is important. Charlie added that LUAA does a great job and the staff should know how much we think of them.

Board Membership This discussion was tabled.

Strategic Planning Diana stated that she is agreeable as to where things are going. She expressed the ideas that we should consider our goals and look forward 3 years.

We have 10,000 potential members. It is also important to have communication with young alums, get ideas from other clubs and build the 2009 calendar. Dennis began discussion about the dues letter. At this point, the year is ½ over-he would like to systemize it and build an 18 month membership. As a temporary measure- January 2009-June 2010 (a “bonus” membership) that would be priced as classes 2000-2009 \$25.00 and classes 1999 and below, \$35.00. The timing of the letter was discussed. Mark stated that the timing could be an issue – maybe we don’t want to send it out at the same time as the annual fund letter. More discussion followed on the reasons for collecting dues. Bill made a motion to table the discussion of dues, Dennis seconded the motion. Diana made the suggestion of starting monthly happy hours open to all alums stating that it might attract more young alums. Dennis made the motion to accept, John seconded. Bob will provide raffle prizes and Monica will help with reminders.

Dennis then took volunteers to serve on the Strategic Planning Committee. The members who volunteered were as follows: Diana, Bill, Mark, John, Dennis and Marty.

Event Reports

- a. **Lehigh-Lafayette Pub Night.** Sean chaired. He reported that it went well.
- b. **Lehigh-Lafayette Telecast-** Dennis chaired. 40 people attended the event at the Copperhead. Bill stated that it was an interesting mix and that it was “mini-reunion”. John suggested that we include pictures of the event with next years email blast and Monica added that it is an event that can be built on.
- c. **Holiday Family Event** – did not materialize
- d. **EIWA Sendoff-** Discussion included ideas on how to include the wrestlers in the event as well as if this was an event for the Home Club to continue due to the fact that the wrestling club hosts a post event. It was decided to keep the event as is.
- e. **Spring Zoellner Event**
- f. **Golf Outing** Charlie raised the question if the event should be a Patriot League event. Dennis suggested that we keep it a LU event.
- g. **Night at the Ballpark-Lehigh Valley IronPigs** Will be discussed at next meeting
- h. **Creation of Event Report Forms to Shorten Meetings** will become part of the strategic plan
- i. **Setting of 2009-2010 Calendar at May Annual Meeting** will become part of the strategic plan

New Business Charlie reported that there were 14 or so people who attended the Lehigh/Lafayette golf outing held by the Philly Club. He was approached by LUAA about changing the golf outing to the week of Alumni Weekend. Dates were discussed and Charlie will check on the date with the golf course.

Meeting was adjourned at 8:33 pm

Respectfully submitted: Marty Lee Sullivan