

**UAFAA Board of Directors
Winter Board Meeting
Saturday, Jan. 29, 2022
9:30 a.m. – 3:00 p.m.**

Call to Order and Roll Call 9:33 am

Cindy Wright (President, Seat 9-FNSB)
Tom Brice (Vice President, Seat 7-Southeast)
Marybeth Loewen (Secretary, Seat 2-Southcentral) (absent first half of meeting)
Thomas Farrugia (Treasurer, Seat 11-Municipality of Anchorage) f
Forrest Kuiper (Seat 3-FNSB)
Meredith Cameron (Seat 4-Southcentral)
Meadow Bailey (Seat 5-FNSB)
Darryl Lewis Sr. (Seat 6-At Large)
George Cromer (Seat 8-At Large)
Libby Eddy (Seat 10-Outside) (Scott Roselius, Hockey Chapter, ex-officio)
Doug Schrage, Firefighter Chapter, ex-officio
Jeremy Vermilyea, Pacific NW Chapter, ex-officio
Theresa Bakker, Executive Director, ex-officio

Guest: Dee Dee Ivanoff

Adoption of Agenda

Tom Brice moves that the board adopts the agenda as presented and is seconded by Libby Eddy. The motion passes.

Approval of the Minutes

Thomas Farrugia moves that the board approve the minutes for the Fall 2021 Board meeting. Daryl Lewis seconded. Motion passes.

UAF Leadership Update

Chancellor White provided an update in a video address:

- Thanks for our participation in UAF Giving Day.
- Over 40k in donations from the alumni association this fiscal year.
- 700k in gifts on giving day. Alumni made up 40% of those giving.
- Bartlet and Moore modernization project.
- Return of Alaska Nanooks teams playing in person.

OLD BUSINESS

Reports/Committees

Leadership Reports

Executive Committee/ President's report - Cindy Wright

- Time to think of new board members. Cindy and Libby retiring from the board.
- Having discussions regarding the Hamburger booth. How do we attract people to run the booth? Heavy lift to get the booth up and running. Should UAFAA lead this?
- Master planning update: Into the Wild bus is located on Troth Yeddha campus. Discussions continuing as to where the bus will permanently reside.
- \$13,350 given to student groups from the benefactor fund.
- Nomination

Board Approval of Seat 1 Appointment

President Cindy Wright appoints Dee Dee Ivanoff to vacant Seat 1 for the remainder of the term. Tom Brice moves and is seconded by Darryl Lewis Sr. Motion passes

Executive Director Report - Theresa Bakker

- Feb 7, 3:00pm-zoom meeting with the Chancellor re: Legislative impact.
- DeeDee will be added to the Governance Committee and the Finance Committee.
- Link sent to Sign up for the virtual legislative impact
- Alumni award ceremony during Reunion this summer in July.

Chapter Reports

Hockey - Scott Roselius

- Golf outing raised 9K for the program.
- Small event in Seattle-Professional hockey program in Seattle Approx. 20 hockey alums participating in a post game even in AZ next weekend.
- Will present a check for \$25K to endow a scholarship.

Firefighter – Doug Schrage/Forrest Kuiper

- Forrest to take over as President of FireFighter Assn.
- Six UAF grads hired in the Anchorage area.

Committee Reports

Ad Hoc Chapter Committee – Tom Brice

- Redefining chapters/groups expectations in process now.

Scholarship – Mary Beth Loewen

- Work not yet started

Legislative – Tom Brice

- Small group will fly into Juneau.
- Most meetings will be virtual.30 minute zoom meetings
- Identify students to testify on UAF's behalf.

Awards -- Libby Eddy

- Dr. Allison Kelliher '01 and DeLys Cooks '06, '07
 - Distinguished Alumnus Award: This year's awards acknowledge the challenges alumni in the health care profession have overcome during the pandemic.
- Jim Culley '93
 - 2022 William R. Cashen Service Award.

Governance -- Meredith Cameron

- DISCUSSION: Potential new board members for 2022 election

Finance -- Thomas Farrugia (see documents provided)

Riley von Borstel ASUAF President

- Riley and 2 students to represent UAF in Juneau.
- Tom offered to help with airport pick-up, etc.

Strategic Planning Discussion - Cindy Wright

President led discussion about updates

Must do without Delay

- Develop mentoring on Nanook Network
- Communication and Marketing Plan-presentation later in our meeting
- Online Legislative Advocacy Portal-Meredith will create a rough draft for the advocacy committee

- Membership Overhaul – Every Graduate a Member discussion of membership levels. Did we assign this to a committee? Need a chair and members. Meredith agreed to chair

High Priority

- Engage ASUAF-ASUAF President as an ex-officio member of the assn? Riley will check the ASUAF by-laws.
- Chapter Development-ad hoc committee chaired by Tom. document attached. Move away from chapters and develop networks or affinity groups. Next step would be to request Governance group to review/change our by-laws. Thank you Meredith!
- Donor Testimonials Each month feature a benefactor donor. (Ongoing and active)

Medium Priority

- Branding and Style Guide
- Totem Pole Project-
- Targeted Marketing – Online
- Rural Student Services Partnership- new VC to attend our April meeting
- UAFAA T-Shirts and SWAG
- Plaster Brand all over Fairbanks and beyond

Investment Account discussion – Thomas Farrugia

UAFAA treasurer led a discussion regarding strategies regarding use of investment account earnings. Currently not being used for anything benefiting UAF or the alumni association. Gathered questions for account advisor, Chris Keyes. Should we save more, spend less in light of inflation? Foundation: what guidelines do you use?

UAF Marketing Student Presentation – Ashley Plys, Bonnie Largen, Payton Roberts, Tammy Tragis-McCook

Students from Tammy Tragis-McCook's marketing class discussed their methods and described their proposed social media marketing plan for UAFAA. Video interviews could be posted on our new benefactor fund web page.

Ad Hoc Chapter Discussion – Tom Brice

Board discusses results of ad hoc committee work concerning chapter engagement. The committee proposed updates to the bylaws identify, define and strengthen the relationship between the UAF Alumni Association and its chapters

Remaining new business

No new business

Good of the Order

Each Board member had the opportunity to express their personal thoughts.

Adjourn

Tom Brice moves to adjourn the meeting. Seconded by Thomas Farrugia. Motion passes
Meeting adjourned at: 2:07