

Marion Military Institute
Alumni Brigade Board of Directors Meeting
Conference Call
January 27, 2018

Roll

Present: Camie Jones, Reki Mae Parker, Lesley Dyer, Logan Gray, Sam Givhan, Ed O'Neal, Lee Baker, King Curry, David Coleman, Lani Strange (phone), Bill Lawson, David Bone, O'Neal Holmes, Suzanne McKee

Welcome

In Lewis Shirley's absence, Camie Jones presided over the meeting. Mrs. Jones called the meeting to order at 10 AM, welcomed and thanked everyone for their participation, and opened the meeting with prayer.

Approval of Minutes

Lesley Dyer made a motion to forego the reading of the minutes and approve as provided; Reki Mae Parker seconded the motion. Motion passed.

MMI Update

Suzanne McKee presented the MMI update to the Brigade Board.

Enrollment: MMI fall enrollment was 446 and the spring enrollment is 412 which is one of the highest spring enrollments in recent history.

Campus Projects: The rappel tower is complete and is getting a great deal of use from not only the Swamp Fox, but from the entire Corps. The Murfee Barracks renovations are complete and cadets are residing in the rooms. The QM project is almost complete and the outdoor patio will be poured the first of February. Next week, the floors will be polished, final cleaning, and building inspection will take place. The goal is to have the QM open for a Super Bowl party. The staff for the QM has been hired and Tara Parker will be the manager. Lesley Dyer asked about the occupancy for the space, and Mrs. McKee replied that she can ask our project manager (answer: 220) Mrs. Jones asked what types of drinks the QM will serve and Mrs. McKee answered that they will have full capability for all the Starbucks specialty drinks plus an Icee machine. Project planning is currently taking place for the following areas: Library – The Learning Center, the Chapel, and classrooms. Advancement and the Commandant's office is applying for a grant for a running trail through ADECA.

Athletics: The Basketball team beat Shelton State who is nationally ranked. The men's Cross Country Team won the ACCS title in their first season and went to the national meet in Iowa.

The Capstone Leadership Symposium: Will be held the first week in April and the Keynote speaker will be the Lt. Gen. West. There will be three panels, one each for LEP, SAP, and ECP.

Strategic Engagement: Several legislators and alumni are planning to attend the Montgomery Mixer at Central on Jan. 30th.

Capital Campaign: Mrs. McKee reported that they have raised 70% of the goal of 9.5 million.

Brigade's President Report

Camie Jones presented the President's Report for Mr. Shirley. She mentioned that the baseball team is having a fundraiser this evening at the Ireland Center and it is very well attended and provides a great return for the Booster Club. Ms. Dyer asked how the event was marketed and Mrs. Holmes said that the players are in charge of selling tickets to the events. Mrs. Jones suggested that the team should sell additional tickets to meet the increased demand of the event.

Mrs. Jones said that Mr. Shirley is recovering from some health issues.

Membership Committee: She appointed Lesley Dyer as the chair of the Membership Committee.

Treasurer's Report

In Stewart Crawford's absence O'Neal Holmes presented the financial report with the year-end statement and Statement of Activities (please see attached). the following balances from all accounts: MMI Foundation- \$71,990; RSA - \$67,377; the Arthur Wilkerson CD at Marion Bank & Trust- \$11,000; with total assets of \$151,367. Mrs. Holmes reported that the RSA account will be monitored by the MMI Foundation Investment Committee and the accountant will provide an investment income allocation report annually to be reviewed at the January meeting. Updates are able to be requested from the investment committee at any time.

She also reported that the fiscal year has been changed from December year-end to September year-end. The financial reports will now reflect the cycle. The draft of the 990 has been prepared and Mrs. Holmes will email it out to the board for approval.

Lee Baker asked if the Dove Shoot's expenses were already accounted for in the proceeds and Mrs. Holmes answered yes that the Alumni Brigade splits the net profits from the event with the foundation.

Mrs. Holmes presented the management report to the Board. The Brigade's profit from the Dove Shoot was \$26,266. The memberships were \$10,385 in the 4th quarter. The increase in giving was due to several lifetime memberships. School support expenses were used for Parents Weekend, and the mixer expense of \$390 was to support the Tuscaloosa Mixer. Ms. Dyer and Mr. Baker asked that the negative number reflected in the Special Projects income be moved to expenses and the income for the Merchandise be moved to income.

Mrs. Holmes reported that there is a \$23,000 profit for the year and asked the board to discuss ways to utilize this in future discussion

Lee Baker made motion to accept the Treasurer's report as read and Reki Mae Parker seconded. Motion passed.

Strategic Planning Committee Report

Logan Gray reported that the committee was nearing completion on the strategic plan and would present it at the next board meeting. He thanked the members of the committee, Lee Baker, Reki Mae Garland, Lani Strange, Ed O'Neal, David Coleman, and Ben Lee. He presented the major details and goals of the plan coving January 2018 through December 2023: All Alumni Brigade programming, investment choices, and measurements of success will be based on the following metrics: Inspiration and Pride; Participation, Engagement, Volunteerism; Advocacy and Ambassadorship; and Giving. The Goals of the Alumni Brigade Strategic Plan are as follows:

Goal 1: Increase Alumni Engagement

- Increase Lifetime Members
- Improve information pipeline with Class Agents Program
- Increase Alumni Gathering
- Create professional network of MMI Alumni

Goal 2: Support MMI Recruiting and Branding

- Work with Admissions to create MMI Ambassadors Program
- Expand New Recruit Welcome Dinners
- Promote Brigade Brand

Goal 3: Support Resourcing of MMI

- Implement grassroots effort to promote MMI agenda with Alabama Legislature
- Adopt Capital Project
- Implement additional annual fundraising event

O'Neal stated that she will make the recommended changes to the plan and send out to the Board for review. Lee Baker added that this is meant to be a living document that the Board can add and change goals as needed. Lesley Dyer asked about measuring success metrics and recommended the Brigade develop an annual report that measures the metrics set out in the strategic plan. She also encouraged the Board to pass along any feedback to the Committee or Mrs. Holmes.

Camie Jones commented that she is looking forward to the Ambassadors Program and was interested seeing this program implemented.

Bylaws Committee Report

Camie Jones gave the Bylaws Committee report and presented the Affiliation Agreement and the Conflict of Interest Policy. She reviewed the major elements of the Affiliation Agreement and commented that the agreement was also a living document that can be changed as our needs changed. Lesley Dyer asked who was Brigade Representative on the MMI Foundation Board and Mrs. Holmes answered with Ed O'Neal.

Lee Baker made the motion to accept the Affiliation Agreement and Logan Gray seconded the motion. The motion passed.

Lee Baker presented the Conflict of Interest Policy to the board. He stated that the policy is very similar to the Foundation policy. He added that the policy is meant to provide transparency to the organization and answer questions about potential conflicts of interest. Camie Jones added that the questionnaire is confidential and held by the Executive Committee.

Ed O'Neal recommended that the Board change the word "shall" to "may" to make the language less absolute. Lee Baker explain that the questionnaire language is a question and the policy language is meant as a definition and the use of the word "shall" is preferred by him. Ed O'Neal recommended that the language should be consistent in the questionnaire and the policy. He also added that in his experience, he has seen the word "may" more than "shall". Mr. O'Neal also suggested to fix a typo and change the word exists to exist.

Sam Givhan asked how the Board should handle the situation if the Brigade is looking to purchase a good or service from a Board member. Ed O'Neal suggested that the Board member should disclose the conflict of interest to the executive committee and then recuse him/herself from the voting process.

Lesley Dyer recommended to define "substantial nature" in in Section 2 in order to provide more clarity.

Ed O'Neal recommended to take the policy back to committee for further review. The matter was tabled until the April meeting.

Nominating Committee Report

O'Neal Holmes thanked everyone for participating in the survey monkey for officer elections and reported that following Directors will serve as officers for 2018-2019: President: Camie Jones; Vice-President: Dan Hartzog; Treasurer: Logan Gray; and Secretary: B. King Curry

Camie Jones presented the Nominating Report. She announced that the Honored Teacher will be David Ivey. She asked the following people to present at Alumni Weekend: Ben Lee, David Coleman, Luis Badillo (suggested by Lesley Dyer).

Mrs. Jones also reported the updated slate for Board of Directors Nominees: Robert Fuller, Ethan Hamilton, Pat Rudicell, Lennie Logan, and Jody Sanders. She informed the Board that Caleb Logan rescinded his nomination due to prior commitments and she presented a replacement, Jody Sanders.

Mrs. Jones informed that Board that she reached out to Kiana Troesch to ask her to step down from the Board due to inactivity. She recommended to the Board that they replace her seat with Lennie Logan. He would fulfill the

rest of her term (two years). Sam Givhan asked how many voting members the Brigade currently has and Mrs. Jones responded with 18 voting members. O'Neal Holmes reported that the nominees will be posted online soon.

Logan Gray made a motion to accept the two new nominees, David Coleman seconded the motion. The motion passed.

Executive Director's Report

MMI Alumni Connect: 254 users. She reported that the membership committee will be challenged with helping increase this number.

Memberships: The Alumni Brigade has 957 members, annual 342, parents platoon 237, and lifetime 378.

Events: Mrs. Holmes reported the following events:

Montgomery Mixer 1.30.18

West Alabama Mixer 2.15.18 – She thanked the hosts for the event, David Bone, Camie Jones, Suzanne McKee and Sam Givhan. She also commented that the event has the largest attendance each year.

Board Meeting: The next board meeting will be April 13th at 11:30 am in the Board Room.

Birmingham Mixer: She said she is working Eugene Renfro to secure a time in May to have a mixer. Mr. Lawson also suggested The Brigade have an event at Iron City or Tin Roof for the young alumni crowd.

Website: Mrs. Holmes thanked those on the Board who participated in the website survey. She reported the following responses: The most appealing part of the site were the pictures of alumni and campus events and they also liked the history timeline. She also said that the gray text is part of the web design and she has relayed this issue to the web master. Items that the Board would like to see were an online bookstore capability and upcoming volunteer opportunities. Mrs. Holmes informed the Board that they are working on the online capabilities.

Alumni Directory: Publishing Concepts, Inc. will be producing the alumni directory and collecting the data from July 2017 until December 2017. There have been 1746 respondents so far.

New Business

Alumni Weekend: Mrs. Holmes reviewed the schedule of events and teaser for Alumni Weekend. She encouraged everyone to attend the Board Meeting, the Low Country Boil, and the Annual Meeting in the QM. She commented that the space is not totally conducive to a meeting, but the idea is to show the support the Alumni Brigade provided much of the capital to complete this project. Lee Baker suggested that the QM Dedication and the Board Meeting be reversed.

Mrs. Holmes asked for volunteers to help with social media and received the following responses: Lesley Dyer, Lee Baker, David Coleman, Lani Strange, Camie Jones, Ed O'Neal, Reki Mae Parker. She also asked for volunteers for Registration and stated she will send a follow up email to sign up.

Special Projects: Mrs. Holmes reported that the Brigade has \$23,000 in surplus and opened up discussion regarding supporting capital projects. She also stated that the Board had budgeted \$16,000 in school support and only spend \$9,000. The two projects presented by Suzanne McKee were the QM Renovation Outdoor Patio Area totaling \$30,000 (concrete work - \$25,000 and furniture \$5,000) and the Classrooms totaling \$40,000 per classroom. The QM project is an immediate need and the classroom project is scheduled to start in 2019. Camie Jones and Lani Strange suggested that the Board fund the QM project. Lesley Dyer made the suggestion to buy the outdoor furniture. Lee Baker suggested that the Board consider placing half of the surplus in investments. Mrs. Holmes made the suggestion to commit \$13,000 to the QM project to make the total project commitment \$200,000.

Sam Givhan asked about the Gateway Project and Suzanne McKee responded that the funding is secured for the project, but they want to complete the QM first.

Lesley Dyer made the motion to commit \$13,000 to the QM project for the outdoor patio furniture and concrete and allocate \$10,000 to the RSA investment account.

July Board Meeting: Lee Baker suggested the Board meet in Mobile for the July Board Meeting followed by a mixer/dinner in order to encourage participation in the region. Mrs. Holmes stated that she will work on the details of the event. Sam Givhan and Lani Strange both commented that they were in favor of this event. Lee made the motion to have the July board meeting in Mobile and Sam Givhan seconded the motion. Motion Passed.

Lee Baker also suggested that the Brigade have a mixer that coincides with the Band going to Orlando in February.

With no other business the meeting was adjourned.

Respectfully Submitted,
O'Neal Holmes, Executive Director