

Marion Military Institute
Alumni Brigade Board of Directors Meeting
July 28, 2018

Roll

Present: Camie Jones, President Alumni Brigade, Logan Gray, Treasurer Alumni Brigade, Colonel David J Mollahan, USMC (Ret.), President, MMI, O'Neal Holmes, Director of Alumni and Community Affairs, MMI, James P Rudicell, Jody S Sanders, Robert Fuller, David Bone, Lesley Dyer, Lee Baker, Ben Lee and Ed O'Neal on phone, and King Curry, Secretary Alumni Brigade.

Welcome

Brigade President Camie Jones called the meeting to order at 10:00 AM welcomed and thanked everyone for their participation, welcomed the new board members, and opened the meeting with a prayer.

Approval of Minutes

Request was made by Lee Baker to read the minutes of the May conference call meeting for the benefit of the new Board members. O'Neal Holmes reported that the conference call was to vote on the approval of the Oct. 8th Golf Tournament in Huntsville. The goal of the tournament is to develop relationships with businesses in the area, especially defense contractors. The second item discussed was the board meeting being moved to Mobile in February.

Robert Fuller asked what it costs for MMI to send a cadet to a leadership conference and Ms. Holmes responded that it ranges from \$500 to \$1,500 depending on the location of the conference. After the recap Lee Baker made the motion to accept the minutes as read and seconded by Jody Sanders to accept the minutes of both meetings. The motion passed.

MMI Update

COL Mollahan presented the highlights of the past year to include the following:

- Kickoff of MMI's 175th Anniversary Year
- Began MMI's new Strategic Plan 2022/23 to achieve status as "*The Alabama Military College of Leadership Development.*"
- There were 98 Associate Degrees, 95 Service Academy Appointments Offered, and 19 Army ROTC ECP officer commissions (spring).

The following events took place:

- Ceremonial Cake Cutting for 175th Anniversary Year
- Parents Weekend – (one of our largest ever)
- Dove Shoot Fundraiser – (raised \$80,000)
- Alabama Military Hall of Honor World War I Commemoration Ceremony
- Marion Veterans Day Parade – (full Corps of Cadet participation)
- Birmingham Veterans Day Parade – (full Corps of Cadet participation)
- Donor Recognition Ceremony – (largest donor participation to date, guests included Jimmy Rane and USAA CEO Stuart Parker)
- Alumni Weekend – (included a golf tournament that raised \$3,000)
- Marion Made Obstacle Course Race – (first ever, and included 100 state and national entrants)
- MMI Capstone Leadership Symposium – Civic Leadership
 - Rep Martha Roby: Key Note Speaker
 - Leslie Sanders, Alabama Power: Women's Leadership Forum
 - BG Todd, Redstone Army Aviation: Army ROTC ECP Forum
 - Brian Hastings, Director Alabama EMA: Civic Leadership Forum
 - Councilman Bollinger (Montgomery): Panel: Challenges of Civic Leadership
 - Mayor Hinton (Marion): Panel: Challenges of Civic Leadership
 - Mayor (former) Trulock (Madison): Panel: Challenges of Civic Leadership

- Eight Recent Service Academy graduates: Panel: Service Academy Program

Distinguished guest speakers included the following:

- Rep. Terri Sewell – Civic Leadership
- Mayor Walt Maddox (Tuscaloosa) – Crisis and Leadership
- LtGen Jay Silveria, Superintendent, U.S. Air Force Academy – Leadership and Character
 - Also awarded 11 Academy appointments to MMI SAP cadets
- BG Bob Bennett (MMI '83), 61st U.S. Army Adjutant General – 2018 Commencement Speaker

Co-curricular and extra-curricular education leadership and learning activities included:

- Leadership Conferences – Over 50 cadets attended various conferences:
 - US Air Force Academy – *National Character and Leadership Symposium*.
 - US Military Academy at West Point
 - *The McDonald Conference for Leaders of Character*
 - MMI only two-year college invited
 - *National Conference on Ethics in America*
 - US Naval Academy – *Leadership Conference*
 - US Coast Guard Academy – *Ethics Forum*
 - Virginia Military Institute – *Leadership and Ethics Conference*
 - The Citadel – *Leadership Conference*
 - The College of the Ozarks – *Free Enterprise Forum*
 - New Mexico Military Institute – *Leadership Symposium*
 - Included a 26.2-mile crucible Bataan Memorial Death March
 - MMI team placed first of the Military Junior Colleges
 - YMCA College Legislature Alabama
 - Alabama State Bar and Montgomery College Minority Pre-Law Conference
- Ethics Bowl (first ever)
 - Organized as an intra-Company competition
 - 45 cadets participated throughout the year
- Emergency Services Program – Partnered with the Alabama Fire College
 - Basic Fire Fighter Program: Five cadets and three staff started the two-year program
 - EMT: Two cadets started the one semester program, one passed national certification
- Service Academy Program (SAP)
 - 28 West Point SAPers attended the Birmingham Founders Day banquet.
 - 13 USAFA SAPers attended the Montgomery/Maxwell Founders Day banquet
- Ireland – Gaelic Study Abroad
 - Four cadets and two faculty/staff members participated during Summer 2017
- Costa Rica – Cultural and Environmental Enrichment
 - 13 cadets and two faculty members participated during Spring Break 2018
- Community Engagement and Support
 - Supported two Jazz on the Square events
 - Marion and Perry County Bicentennial “*Jazz on the Square*”
 - Four MMI cadet organizations were featured including the Color Guard, Concert Band, and a MMI cadet jazz ensemble
 - Provided over 100 hours of MMI cadet volunteer logistics support
- Leaders Club Community Service – Over 80 cadets participated:
 - Six Community Service Saturdays
 - Francis Marion School clean-up
 - Main Street Marion projects supporting local businesses
 - Perry Lakes Park clean-up
 - Sponsored two American Red Cross Blood Drives
 - Sponsored Relay for Life – raised over \$2,000 for the local ACS office
- Flying Tiger Aviation:

- 21 cadet participants
- Six solos
- One Private Pilot License
- Success limited this year because of the unexpected mid-year death of one of the primary instructors and the program partner
- Scuba Club
 - 23 cadets open-water diver certified
 - Trips
 - October – Panama City, FL – Open-water certification
 - February – Crystal River, FL – Dive with the Manatees
- Equestrian Riding Club – Established a new partnership with Judson College for a horse riding club.

Some athletic highlights include:

- 13 NJCAA Academic All-Americans
 - First Team (4.0 GPA) – two (men’s basketball and baseball)
 - Second Team (3.8-3.99 GPA) – five (baseball (2), softball, men’s tennis, women’s tennis)
 - Third Team (3.6-3.79 GPA) – six (baseball (2), men’s cross country, men’s golf, men’s tennis, women’s tennis)
- Four teams will be identified as NJCAA All-Academic Teams (team cumulative GPA is 3.0 or higher)
 - Women’s tennis – 3.79
 - Men’s golf – 3.29
 - Men’s tennis – 3.26
 - Women’s golf – 3.14
- In addition to those four teams, the men’s cross country team earned the NJCAA Cross Country Coaches Association All-Academic Award (3.4 GPA) while the women’s cross country team was recognized as an NJCAA Cross Country Coaches Association All-Scholar Team (3.107 GPA)

Pat Rudicell asked what the process is when cadets leave mid-semester. COL Mollahan responded that the cadets are required to undergo an exit interview to inquire about the reason(s) for leaving. A Recruitment Committee has been established in order get perspective from a cross section of campus. He emphasized that recruitment and retention is a school-wide effort. Also, the Academic Success Center has hired a retention specialist to help recruit students to the center and measure progress.

Logan Gray asked if there is a recruiting brochure for him to keep in his office. He mentioned that on several occasions he has mentioned MMI to others. Camie Jones mentioned that MMI place 3rd in a mathematics competition this year.

COL Mollahan reported that the website is getting a facelift to really focus on recruitment. O’Neal Holmes added that the Alumni and Supporters page will be getting its own landing page so that it can focus on alumni related news and events.

Treasurer’s Report

Logan Gray presented the financial report with Statement of Financial Position (please see attached). The following balances from all accounts: MMI Foundation- \$48,281; RSA - \$79,863, the Arthur Wilkerson CD at Marion Bank & Trust- \$11,000; with total assets of \$139,144. Mrs. Holmes presented the Management Report to the Board. Please see the report. She explained the special events, memberships, interest income, merchandise sales, cadet emergency fund, and regional events.

Lee Baker asked that we move the United Appeal Fund line item to a restricted fund. Mrs. Holmes said that she would make that change. Motion was made by Lee Baker to accept the report and was seconded by Jody Sanders. The motion passed.

Bylaws Committee Report

Lee Baker presented the report. He asked that all members please read and sign the Conflict of Interest Policy and Intent to Serve. O'Neal reviewed the contents of Intent to Serve Policy with the new members and the Board. Please see attached policy.

Membership Committee Report

Lesley Dyer reported that the committee is implementing the Class Agents Program this summer. There are 10 class agents in place and are working on cleaning up their class lists. She stressed the importance of MMI Connect and its role with the Class Agents. She also recommended to develop an annual membership goal. Mrs. Holmes complimented Lesley on her commitment to this project. Mrs. McKee also recommended that we look into getting the app feature of Alumni Connect. Lee Baker made the motion to authorize Mrs. Holmes to negotiate the terms of adding the app to Alumni Connect to not exceed \$3,000. Logan Gray seconded the motion. Motion passed.

Lesley Dyer reminded the Board of the capabilities of Alumni Connect and the shared responsibility from the MMI Foundation and Commandants Office.

Presidents Report-

Camie Jones reported that she has been busy since her election in April. First she attended Graduation in May where she handed out complimentary memberships to each graduate. Pat Rudicell encouraged the Board to attend graduation because it is a very special ceremony. Ms. Dyer asked where the graduation was held, and Mrs. Jones responded with the Chapel. She also mentioned at she has attended the Board conference call and committee meeting for the restricted account. Ms. Jones reported that an introductory letter to all the membership and lapsed membership went out this summer. She attended mixers in Tallahassee and in Birmingham. Clay Fallis was instrumental in organizing the Tallahassee Mixer. She mentioned the possibility of a Florida tour.

Mrs. Jones mentioned that Nichole Peacock is doing much better after her car accident. She will take a year off to focus on recovery and then reassess. Ms. Jones also mentioned the possibility of themed alumni weekend, especially athletics. She would like to see a football reunion. She encouraged the board to start considering the honored teacher award and future board members. She reminded that both of the nomination forms are on the website. She also mentioned honoring MMI cadets who married a Judson alumna or another MMI alum. Lee Baker asked if Judson Alumnae Weekend and MMI Alumni Weekend could coincide. Mrs. Holmes responded that she would not recommend it because it would negatively impact the town economically.

Executive Director's Report

Marion Made Challenge: She asked the Board if they would sponsor the Marion Made Challenge, an obstacle course race, on September 8th. She explained that the event will broaden our exposure to non-alumni, support cadet organizations, and give the race director an opportunity to provide alumni discounts. Lee Baker made the motion to buy a sponsorship for the Marion Made Challenge with the funds coming out of School Support. David Bone seconded. Motion passed.

MMI Alumni Connect – Mrs. Holmes reported that there are currently 435 active users on the portal and 100 members have joined since April.

Alumni Brigade Memberships: 1,129 Annual: 753 | Lifetime: 376

Renewals: Mrs. Holmes brought to attention the fact that the Brigade is missing opportunities for renewals. In order to maximize the renewal process, she presented a plan. The Foundation sent out an annual fund letter at the end of June to SYBUNT (Some Year but not this) constituents. She reminded the Board that the first \$25 of each annual gift goes toward the Alumni Brigade annual memberships. Camie Jones sent a letter to annual members, lapsed annual members, and lifetime members encouraging them to renew or make an additional donation. Pat Rudicell asked if the Board could provide a special invitation to lifetime memberships for campus and regional events. The power of a personal invitation could entice a lifetime member to give. Jody Sanders asked about the possibility of an auto-renewal option for annual gifts. Mrs. Holmes let the Board know that they are working out

the details to make the internal process more efficient. Mrs. McKee mentioned that the Foundation has opened an account with Regions allowing them the opportunity to accept automatic drafts.

Mrs. Holmes reported that the Brigade will start sending monthly renewal emails in the fall. She asked that board members to write a letter to a peer encouraging them to become a lifetime member.

Murfee Reunion: She reported that 75 Murfee descendants came to campus in June for a family reunion. They toured Marion, campus, and learned more about their family history and its connection to MMI.

CASE Training: Ms. Holmes attended a Case Conference this summer that focused on event planning.

Birmingham Mixer: The Birmingham Mixer was hosted by Dan Hartzog, Cleve Shearer, Roy Crawford, and Gene Renfro. She mentioned that the Brigade has not hosted a formal event in the area in a while and it was positive to reconnect with area alumni and supporters. The food was catered by Off the Hook Food Truck owned by Rayford Cook and MMI alum.

Tallahassee Mixer: Camie Jones and Mrs. Holmes attended a mixer in Tallahassee and it was received well. She reported that there are plans to continue to travel to additional areas in 2019.

Student Orientation: Two sessions of orientation were held this summer and she was able to sign up Parents Platoon Memberships. The purpose of the sessions is to introduce future cadets to key faculty and staff and help make the transition to college easier.

Planning: Mrs. Holmes reported that she has spent a large part of the summer planning fall events including the class agents trainings, golf tournament, dove shoot, move-in days, and regional mixers.

Move-In Days: The Brigade will host a welcome dinner for the Cross Country team next week and the Brigade will host a large welcome dinner for all incoming cadets and their families on August 13th. She encourage the Board to attend the fun event.

Alumni and Campus Events:

2018 Schedule:

Huntsville Mixer – August 3rd

Move In Days – August 13 & 14th

Marion Made Challenge – September 8th

Auburn Mixer – September 20th

Golf Tournament – October 8th

Parents Weekend – October 12th & 13th

MMI Dove Shoot – October 18th

Tuscaloosa Mixer – October 23rd – Softball team is playing the University of Alabama

Brigade Board Meeting – Nov 3rd

Christmas Reception – December 6th

2019 Spring Schedule

Mobile Mixer – February 1st

Alumni Brigade Board Meeting – Feb. 2nd

Dothan Mixer – February 7th

Orlando Mixer (in coordination with band trip to Disney) – February 9th

West Alabama Mixer – March 1st

Leadership Symposium – March 12th & 13th

Montgomery Mixer – March 26th

Alumni Weekend – April 12th & 13th

Old Business

Golf Tournament: The planning for the October 8th Golf Tournament is going well as the flyers, invitations, and emails have been posted and sent. Several sponsors have committed a total of \$3,600. She asked that the Board let the co-chairs know of any businesses that would be interested in sponsoring or playing in the tournament. The co-chairs are Lani and Curtis Strange and Jody Sanders. She is also asked for volunteers to help with the Day-of events.

Dove Shoot: \$20,000 in sponsorships have been committed to the Dove Shoot to be held on October 18th. The Board responsibilities are to sell shotgun tickets, secure door prizes, and help with day-of events.

New Business

Investment Account: Lee Baker led the discussion for the investment policy. Below is the proposed policy.

Marion Military Institute Alumni Brigade Board of Directors
RESOLUTION 18-01

As a duly established, non-profit corporation in the State of Alabama, the MMI Alumni Brigade through its Board of Directors resolves to direct the establishment of a Restricted Investment Account for the purpose of sustaining the MMI Alumni Brigade operations (less direct financial support to MMI), to be effective on the date of an affirmative vote. Access to the corpus of these funds shall require a 75% affirmative vote by the currently serving voting members of the Board of Directors. Dissolving, removing, replacing, or modifying the intent or language of this Resolution shall require a unanimous consent of the currently serving voting members of the Board of Directors and require 30 days advance notification of the general membership of the MMI Alumni Brigade.

From time to time, the MMI Alumni Brigade may establish temporarily restricted accounts for the purpose of accumulating funds for MMI Alumni Brigade projects supporting MMI. Accessing funds in a temporary restricted investment account shall be by majority vote of the currently serving voting members of the MMI Alumni Brigade Board of Directors and only for the expressed purpose for which the temporary restricted investment account was originally established. Changes in the original purpose for which the temporary restricted investment account was established requires a 75% affirmative vote by the currently serving voting members of the Board of Directors. Interest earned by funds placed in the temporarily restricted account shall remain in the temporarily restricted account and included as part of the temporarily restricted account balance.

The Restricted Investment Account (not for temporary restricted accounts):

Is to be used solely for the purpose of providing funds for sustaining operations of the MMI Alumni Brigade (less direct financial support to MMI).

Shall be funded and maintained at a level calculated at the end of the financial year by the sum of the last two immediately previous years of MMI Alumni Brigade operating expenses (less direct support to MMI).

80% of each future Life Membership received will be deposited directly into the Restricted Investment Account and excluded from calculating the required Restricted Investment Account fund balance. (As calculated by the effective date of this resolution.)

Donations made to the MMI Alumni Brigade may, at the discretion of the donor, be made to the Restricted Investment Account. Such donations will be excluded from the calculation of the require Restricted Investment Account Balance.

During any year in which there is a deficiency in the Restricted Investment Account (meaning the existing Restricted Investment Account balance less Lifetime Membership funds and specifically designated donations

is less than the sum of two years of expenses less direct support to MMI), the interest or dividends earned by the Restricted Investment Account shall be retained in the Restricted Investment Account.

During any year in which the Restricted Investment Account earns interest or dividends and causes the Restricted Investment Account to exceed the required Restricted Investment Account balance (as calculated above), the interest or dividends earned by the Restricted Investment Account shall be unrestricted, become available for inclusion as Income in the MMI Alumni Brigade Financial Statements, and transferred to the MMI Alumni Brigade cash account.

The balance of the Restricted Investment Account shall be reported in the MMI Quarterly Financial Statements.

The Financial Institution holding the Restricted Investment Account and interest rate of the Restricted Investment Account shall be reported in Quarterly Management Reports at the quarterly MMI Alumni Brigade Board of Directors meetings. Successive Quarterly Management Reports will contain a minimum of four quarters of investment rates earned by the Restricted Investment Account.

Lesley Dyer asked how many dollars of a lifetime membership will go to the endowment and he answered with \$400 or 80%. He encouraged the Board to consider the 80% because the Brigade has been spending lifetime membership funding for immediate operating funds instead of spending just the earned interest from an investment and not allowing the lifetime membership to sustain the Brigade for the long term.

Pat Rudicell and Logan Gray agreed with strategy. Mrs. Holmes explained that the revenue that would be set aside for the restricted account would affect the amount of money the Brigade is able to contribute in school support, without growing the number of annual memberships. Mrs. McKee suggested that we have a memorandum of agreement with the Foundation and Lee Baker explained that the Affiliation Agreement covers this agreement.

Lesley Dyer reminded the Board that it is critical for the Board to look into adding additional channels for funds in order to diversify our revenue.

Lee Baker made the motion to adopt The MMI Alumni Brigade RESOLUTION 18-01 for the purpose of establishing a Restricted Investment Account for sustaining the MMI Alumni Brigade operations and establishing guidelines for sustaining funding of the MMI Alumni Brigade Restricted Investment Account. made the motion, Seconded by Logan Gray. Motion passed.

Care Packages for Deployed Alumni: Camie asked that the Board set aside \$500 to send 10 care packages to deployed alumni. The packages would include branded swag, and goody packages. Camie Jones made the motion. Pat Rudicell suggested that we focus on lower ranking alumni first. Lee Baker suggested that we send the package within the first 60 days of deployment so that they have the best change of receiving the package.

Budget Discussion: Mrs. Holmes led the discussion for proposed 2019 budget. The budget was based on the last 3 years of spending. She proposed that the Board expands the budget for regional mixers in order for the them to happen on a more consistent basis and add additional locations. The

With no other business the meeting was adjourned.

Respectfully Submitted,
B. King Curry, Secretary