

February 6, 2022  
Marlboro College Alumni Council

In Attendance: Kate Hollander, Pamela Nye, Bess Poehlmann, Amy Tudor, Mark Genszler, CJ Churchill, Melanie Gottlieb, Ellie Roark

Meeting called to order 02:05 PM EST

### **Approval of agenda**

We add introductions to the agenda since it's Amy's first meeting!

Melanie and Mark will add a report about website features under Communications.

Agenda approved with these amendments.

### **Approval of Minutes**

Approved without amendment.

### **Officer Reports**

- Clerk – Thanks to Kate for filling in last meeting! No other report.
- Moderator – Melanie describes required annual filings for 501(c)(3) status; this is not burdensome. We will need to do some accounting and develop a balance sheet for 2021.
- Treasurer – Mark is attempting to catalog our 2021 expenses, which mostly consist of charges for various digital platforms. Everyone should add the ongoing expenses that they're currently paying for out of pocket to the spreadsheet Melanie circulated.
  - We're approaching a new election and we need to know what it costs to run the Association. These expenses can't always fall on the council because we don't want covering these expenses to be a barrier to participating as a council member.
  - Erik Olsen [webmaster] recommends Stripe as our fundraising platform. We're working on linking this with our existing Vermont bank account and setting up an automated donation receipt system.
    - We had previously discussed obtaining a national bank account instead of the local VT bank to provide easier access for our geographically decentralized organization. We're still interested in this, and our bank information should be easy to change once we're set up as a non-profit with a Stripe account. We also need to prove non-profit status to Stripe to reduce our fees-per-transaction.
  - In the longer term, we need to develop a system for keeping account information that's accessible to all of us but still secure for sensitive data (i.e. bank account info).

### **Committee Reports**

#### **Communications**

- Some confusion about whether the January message went out. Mailchimp says it did, but several council members can't find it in their inbox.
- Email report:
  - Email from alum about "Ephemera Archive." Kit Barry would like to collect Marlboro-related ephemera. He's also interested in finding a permanent home for his extensive collection.
    - We want to make sure that our archives are in one place-- UVM archive is where we have an official agreement to house the archives, so we'd like everything to live there. We can share the information about the UVM archive as our centralized repository, and

- share that if he has any archival material already he can offer it to UVM; they may not be accepting material at the moment but they can advise him better than we can.
      - Ellie to follow up with him.
- Upcoming communications
  - Next communication in mid to late February. Topics?
    - Plan to re-iterate some of the previous email's bits introducing Amy since that appears to not have gotten to some people.
    - Archives message. Archives has written text to go in a message to the community. We can include a link to the longer .pdf for people to look through.
    - Kate will draft the message and share with everyone. She'll try to have the email drafted and edited by the 17<sup>th</sup>, and then Melanie can send to Erik over the weekend and we can send that Sunday the 20<sup>th</sup>.
- Website features:
  - We need to give Erik a timeline for turning on new website features, which include:
    - Stripe payment system
    - system for posting class notes
    - Archives pages
    - upcoming election information
  - What are our priorities and sequence?
    - Stripe first. In the next month to six weeks.
    - Class notes can be next, but Erik has some questions and wants to share mock ups; he will come to next meeting to get clarification.
      - The general concept for class notes on the website is that people can fill out a web form and submit it; a moderator approves it.
        - Comments? Do we allow them? We have a chance to redefine what class notes are, but do we want to?
          - We may not be able to get moderator effort to maintain a super dynamic comments section, but we're more likely to get volunteers to help curate and approve content. General consensus is for no comments.
        - Cate Marvin once sent out an email questionnaire to people in the JALF group [a subset of alums who have formed a group in honor of a late fellow alum] asking folks to share their news in a more personal way. People filled it out and it was a great way to learn about each other.
        - We can use this to drive traffic to the website and build our email list. We may also be able to have people share class notes when they make a donation.

#### Resources

- Ellen facilitated a connection to Chris Serkin, who invited us to be part of the consultation process as a stakeholder in the process to determine what is going to happen on campus. The Resources group recently met with consultant contracted by the Music Festival (TDC). It was a positive conversation and we expect to continue the conversation.

#### Governance

- More bylaw articles coming soon!

#### Old Business

- Planning a virtual meeting. We agree to plan for a date in April, and direct a subgroup to identify a date and start working on the event before our March meeting.
- Survey data. Bess has closed the survey. Melanie will send out the link, and we all agree to read the data and come prepared to share our main take-aways at our next meeting.

**New Business**

- Tabled until the next meeting due to time constraints.

Open meeting adjourned at 3:31 PM EST.

Closed meeting followed.

Respectfully submitted,

Ellie Roark

Clerk