

May 8, 2022
Marlboro College Alumni Council

In attendance: Pamela Nye, Bess Poehlmann, CJ Churchill, Amy Tudor, Mark Genszler
Not present: Melanie Gottlieb, Ellie Roark, Dagmawi, Kate Hollander

Meeting called to order at 02:05 PM EST

Approval of agenda

Agenda approved

Approval of Minutes

We will approve the April 2022 minutes at the June 2022 meeting.

Officer Reports

- Clerk: No report.
- Moderator: No specific report from Pamela. Melanie will finish the 501(c)3 filing process this month.
- Treasurer:
 - We earned \$600 in online donations following/from the April 30th virtual meeting, one of which was donated during the meeting.
 - Various questions raised during the Council meeting:
 - Do we have a donation/thank you letter? *Auto via Stripe/Squarespace, at the moment, sufficient for tax purpose acknowledgement.*
 - Where is the best address for physical checks? *Randy George/273 Olivia Lane/Moretown, VT 05660*
 - Directed giving funds–how could that work? *Probably a paper check at the moment, to Randy’s (MCAA legal) address.*
 - Leaving money to MCAA instead of MC? *We are legally able to receive money. (Mark) would want this to be the result of a more focused conversation with the individual, perhaps.*
 - Questions for later or for further consideration:
 - How much is the volume of letters? Can we do some handwritten thank you notes to donors?
 - Where would the function of Development fit in the association structure?
 - Are we gathering physical/postal addresses via the online donations form?

Committee Reports

- Communications
 - No current report on email communications
 - Upcoming communications –working on the post
 - Recap of the virtual meeting (Mention when video & faq’s will be on web)
 - ‘donations now possible’ in May dispatch
 - Ideas for the next virtual meeting?
 - Hangout space
 - Themed ideas
 - RLP party
 - Class/Decade only spaces
 - When to have the next meeting?

- Fall Rites/Spring rites?
 - Homecoming weekend
 - How many council update meetings? Twice a year?
- Website features
 - Physical address needs to be added
 - MC Archives Location List
 - Transcript quick link please add (and link to Emerson FAQ for MC grads)
 - Class Notes--which iteration to pick?--maybe get a committee to handle this issue--ask if communication will take that up?
 - How can we help Erik with smaller items to be added to website?
 - Link to store (<https://marlboroalumnistore.threadless.com/>)
- Resources Report: No current report
 - Waiting to hear back from Music festival consultant
 - Going to reach out to Ellen in near future
- Governance: No current report
 - Check in about articles and timeline (Kate & Amy)
 - Continuing to work on bylaws; more detailed report at next meeting

Old Business

- Virtual Gathering on April 30: Meeting Evaluation and Report
 - Amy will resend the link with the questions and answers for the meeting. Please update your answers to be published on the website by 5/20.

New Business

- MCAA swag (Pam)
 - Need to increase percentage on items as this is a fundraising tool
 - Selection of items available--change/update?
 - Is logo use approved in writing (it is Emerson IP)?
 - Should we create a new logo?
 - Tree with new buds // NOT a dead tree
 - What fonts/typeface to use?
 - Goudy Old Style?
 - Other suggestions?
- Archives Committee structure and charge (Bess/Pam)--will be taken up later this year when there is room on the agenda
- Gathering of committee / council position workflow information to create a MCAA Administrative Handbook over the course of the coming year (Pam)--could this go to the Governance Committee
- New Committee Proposal: Contact Data Working Group (Melanie/Pam)

Open meeting adjourned at 3:30 PM EST

No closed meeting items.

Respectfully submitted,
Pamela Nye, Moderator (standing in for Ellie Roark, Clerk)