

**Archmere Academy Alumni Council Meeting Minutes
October 10, 2002**

Council Members Present: Tom Anderson, Kert Anzilotti, Carmen Franceschino, Earl Francis, Jack Haley, Noelle Lauer Ippolito, Peter Mariani, , Al Minutola, Sue Padien, Mike Pembroke, and T.J. Voell

Excused Absences: Marc Albero, Dick Joyce, Ed Gallagher, Marty Londergan, and Bob McCann

Unexcused Absences: John Barnum and Ray Radulski

Others Present: Tom Mallon and Phil Toman

Honorary Members Not Present: Mike Dowling, Danielle Kissel, Lynn Mineo and Paul Pomeroy

1. Opening Comments

- Father Mullen was not able to attend the meeting, thus no opening prayer was offered.
- Carmen reported that Father Mullen wanted him to pass along his appreciation and gratitude to everyone for the Golf Outing. Father commends the Council, and especially the Golf Outing Committee for all their hard work.

2. Financial Update

- Al Minutola reported that we will carry over the budget figures from last year's budget, using the same numbers as the 2001-2002 fiscal budget.
 - There will be one exception to last year's budget numbers – The income generated from Varsity Shop sales.
 - The only line item on this year's budget for the Varsity Shop will be the 3 payments from the school (in November, February and May per Adam's payment schedule) which buys back the existing Varsity Shop inventory from the Alumni Association.
- Al's bottom line projection (excluding the Varsity Shop payments) is that we can expect to add to our cash supply by \$8,000-\$10,000 as we have been doing over the past few years.
- At next month's meeting, Al will have a year-to-date analysis of the budget for everyone to review. As of now, our cash flow is in great shape.
- Discussion ensued about whether or not this year's cash donation at the school had been processed, and Tom Mallon informed everyone that the athletic vehicle had been purchased, and that the school was putting it to great use on a daily basis.
 - Peter reminded Tom Mallon that the vehicle still needs to have a sign mounted on it that says that it was donated by the Alumni Association.
 - It was agreed that the sign should say, "Donated by the Archmere Alumni Association," and Tom Mallon stated that he would have it ordered and welded to the vehicle by next week.

3. Nomination Committee Report

- T.J. Voell reported that Carmen has been nominated for President, Peter for Vice President and Noelle for Secretary and that Al is Treasurer again.

- There is a special provision in the by-laws which allows Al to continue in the position of Treasurer out of necessity because no one else has expressed interest in running for the position.
- T.J. also discussed the idea of new council members, stating that no nominations for new council members had been received to date. T.J. suggested that the Council might want to consider extending full membership to Theresa Carroll, Michele D'Angelo, Bob Dunn and/or Phil Toman since they are so active in their roles as Class Representatives.
 - Sue asked about how many Council positions were open, noting that she was the only person to date who had announced their resignation.
 - It was decided that Carmen should contact John Barnum to see if he was interested in remaining on the Council.
 - Anyone else on the Council who is interested in resigning, should notify Carmen so that we have an accurate count of available Council positions.
 - Carmen will also contact Theresa, Michele, Bob and Phil to confirm their interest in becoming full Council members.

4. Special Social Events

- Noelle Lauer Ippolito reported that the “Alumni Get-Together” is confirmed for Thursday, October 17th at “Timothy’s on the Waterfront” in Wilmington from 7:00 – 10:00 PM. There had been some confusion with Timothy’s because evidently they stopped having “Happy Hours” a few months ago, but Noelle talked to the manager so they’re making a special exception for us this one time.
 - We will offer beer and house wine; a cash-bar will be in effect for liquor. We will also have “munchies” which will be replenished as needed.
- For the 5K Run/Walk, as of now Noel Breger will draw a map of the course, and he’ll lead the run/walk. It’s scheduled for 9:00 am on Homecoming Saturday to kick off the rest of the day’s activities.
 - Jim Malseed said the course is rather narrow in some parts, so he urges us to make this run/walk more of a “fun run” rather than a competitive event to keep people from getting injured
 - There won’t be any prizes offered because of the “fun” nature of the event.
 - The idea was suggested to give everyone who participates some sort of “door prize” (like a T-shirt or coffee mug). Since we don’t have an accurate count of those who are planning to run/walk, this item could be sent to them in the mail.
 - Noelle stated that we will need to have those who are participating sign a waiver (like they do for the basketball games).
 - Al said he would get this to Noelle and she will make copies to hand out at the event, and Peter said that he will scan the document onto the Alumni website, so people can print it out and bring it completed to the event.
 - Noelle asked Peter if he could post all the information about the Run/Walk on the website; he said he’d be happy to do so.
 - Peter will also send out a “Last Call” e-mail to people to remind them of the Run/Walk as well as other Homecoming events.
- Plans for the “family Movie Night” are currently on hold.

5. Status of Activities

- Auktion Update
 - Tom Mallon said that there wasn't much new to report – invitations, donation request letters, etc. are in the process of being created.

- Annual Fund
 - Tom Mallon reported that the first mailing is scheduled to drop tomorrow. This mailing will go to everyone. The mailing is being targeted into 3 segments: Recent Givers; Non-Givers, and College Kids. A refrigerator magnet celebrating the school's 70th anniversary will be enclosed in the mailing as a free gift.
 - Tom reported that the school's "Master Plan" is being sent to the Board of Trustees on December 2nd. There will be a special meeting of the Board on January 13th to approve this Master Plan, as well as the Capital Campaign.
 - Tom stated that the estimated amount for the capital campaign will be between 25 and 35 million dollars. The Board is charged with prioritizing the distribution of capital campaign funds.
 - Al asked Tom whether there would be a "long-term pledge" option available for the Capital Campaign.
 - Tom replied that the campaign is going to be a very large and lengthy project – the school will probably want to break up the campaign into 3 sections (i.e., raise 10 million in 3 years then take a break; raise another 10 million in 3 years and take another break; raise a final 10 million in the last 3 years).
 - Tom reported that a study is being conducted by the firm organizing the campaign, and that there is an open invitation for the interviews which will be conducted from December 4th – 10th (to "pick your brain" about your thoughts on the scope and nature of the capital campaign). Contact Tom or Stephanie if you're interested in being interviewed (Feedback from the interviews will remain confidential).
 - Tom Anderson mentioned the study which was conducted 10 years ago and said it would be a good reference point for this coming study.
 - Tom Mallon replied that they have looked at this former study, and although it has some merit points, a lot of what is contained in that summary report is useless.
 - T.J. asked if the school's endowment will be built up as part of the Capital Campaign.
 - Tom Mallon replied yes, and that the campaign will also involve many building projects and/or renovations – the architecture firm is evaluating ALL scenarios.

- Homecoming/Reunion
 - Those who have signed up to volunteer at this year's Homecoming festivities should report to school between 9:00 and 9:30 AM on Saturday for set-up.
 - Tom Mallon stated that Stephanie and Laura from the development office will be on-hand during Homecoming and specifically at the Reunion to manage the front door and avoid last year's confusion with nametags.

- Tom Mallon presented an idea for managing the Varsity Shop tent at Homecoming this year– saying that rather than accounting for each sold item, and it’s current mark-up (which is the amount the school had agreed to give the Alumni Association for sales of Varsity Shop items at alumni events) that the school would just take the total sales figure for the day, and give a blanket percentage amount of those sales to the Alumni Association to reflect the average mark-up percentage on items.
 - Discussion on this ensued, with everyone agreeing that it was a complicated process to keep track of sales and percentage mark-ups for each of the items.
 - Mike Pembroke suggested that since we donate our money back to the school each year anyway, we should just forget about the idea of getting paid for Varsity Shop items sold at Homecoming. Everyone agreed on this, and it was determined that Peter would just keep track of any 1932 Club revenue generated at Homecoming.

- Recap of Golf Outing
 - Mike Pembroke reported that Delaware National did a fantastic job of hosting this year’s Golf Outing; he hadn’t received a single complaint from anyone and everything went very smoothly, except for a little confusion over the shoot out.
 - We had paid for 124 golfers and might have had 4 or 5 no-shows. Remarkably, the dinner was very well-attended (the food was excellent) and the Club was even able to accommodate those golfers who wanted to eat early.
 - Mike said that he would send out thank you letters out to the Pro Shop and the Delaware National owners.
 - Al thanked Mike for doing an outstanding job in organizing this year’s Golf Outing – a big round of applause was given to Mike by all Council members.
 - Al reported on the financial figures for this year’s event, stating that he considered the Golf Outing to be “sold out.” Preliminary figures show a \$5,000-6,000 net profit on the event because of the pricing structure we negotiated with Delaware National for this year.
 - Al estimated that we spent about \$10 per golfer this year on items such as the “goodie bag,” extra helpers, etc. and reported that it seemed that people spent less money this year on the shoot out, “mulligans” etc. – Al attributed this decrease in spending on the current economic climate.
 - Kert suggested that the “mulligans” mean nothing to most people and that we should “handicap” golfers next year, saying that doing so would create more overall interest. Kert said that it was easy to “handicap” a scramble format, and it will make things more competitive overall.
 - Mike stated that for next year, it’s essential to make sure we have everyone paid for BEFORE the deadline – saying that it’s too stressful trying to get people to pay on-site.
 - Peter stated that we have to encourage ALUMNAE to play at future outings.
 - Al said that the goal for next year is to keep the ticket price at \$150. Tom Anderson suggested we increase the price to \$200 and include 2 mulligans and 2 shoot-outs from the start.
 - It was decided that these items can be decided by next year’s golf outing committee.
 - Al suggested that all Council members should suggest ideas for “major sponsors” of next year’s event.

- Fall Program Book
 - Peter distributed copies of the final book to everyone.
 - Peter stated that this year's book was very successful with its ad revenue – the final total of ad space this year was 28 pages (compared to 24.75 pages of ads last year). There were 18 new advertisers and 8 “drop-outs”, which is an approximate retention rate of 85% of advertising.
 - The gross revenue was approximately \$12,700, with printing costs estimated at \$4,000. Thus, the estimated net profit for this year's booklet is \$8,700.
 - A big round of applause was given to Peter for his hard work on the book.
 - Copies of the book will be mailed to golfers from the Golf Outing, as well as all advertisers.

- Sports Banquet
 - As of today, 65 tickets have been sold. Peter reminded everyone that last year we sold a lot of tickets the week of the event.
 - Peter has to give a final head count to the caterers on Wednesday.
 - Peter already sent out an e-mail to those who attended last year's banquet, but hasn't received much response to the e-mail.
 - Peter will send out a “last call” e-mail again to try and drum up more ticket sales.
 - T.J. suggested that Peter scan the copies of the sports teams' photos and send the email to everyone in the picture asking them if they were planning to attend. Peter thought that this was a great idea and said he would send that email out as soon as possible.
 - Tom Mallon told Peter that he needed to give a layout of the banquet's proposed floor plan to maintenance so that they can properly set up the Patio.
 - Peter said that he wants the head table in front of the fireplace, and that he wants a double table for the bar (to avoid a backlog of people waiting to get their drinks).
 - Peter has talked to a photographer, and said that based on the quality of photographs taken at last year's banquet (by a student), that we've decided to go back to using a professional photographer.
 - Peter reminded Tom Mallon that he will need access to the Music Room for the group shots.
 - The photographer has agreed to supply Peter with a CD of the photos, 2 copies of each photo, and all negatives so that we will be able to make copies of photos for the attendees.
 - The subject of serving alcohol at The Patio was addressed because Father Collins has instituted a new pricing structure and guidelines for having alcohol served at Archmere-sponsored events which take place in The Patio. This new policy was created because The Patio is eventually going to be rented out for occasions such as weddings and parties). It was also mentioned that the beer for the night had been donated, but we can't accept it under the guidelines of the new policy.
 - Tom Mallon passed out a sheet which detailed the pricing options available to us (and all Archmere-sponsored events will receive a 15%

discount off of the final bill). Also, a cash-bar is no longer allowed per this new policy:

- 1) Beer (Domestic or Imported) and Wine for \$7.00 per person
- 2) Beer (Domestic or Imported), Wine and Shelf Liquor for \$10.00 per person
- 3) Beer (Domestic or Imported), Wine and Top Shelf Liquor for \$15.00 per person
 - The beer and wine option for \$7.00 per person (not including the 15% discount) was selected for the Sports Banquet. If there are complaints about the lack of liquor, that can be addressed for future banquets.
 - Mike P. also suggested that for future events which are held at The Patio that we should re-evaluate ticket prices for people who won't be drinking alcohol (such as children at the Sports Banquet), because it's unfair that they would have to pay a higher ticket price when they wouldn't be having any of the alcohol.
 - ❖ The idea of different color "wristbands" was offered as a possible solution to this dilemma.
 - ❖ For this year's event, Tom Mallon will provide Father Collins with the number of adults who attended, which will save us money on our final bill – but ticket prices still need to be evaluated going forward so that the savings are passed on to the guests who are actually paying for the tickets.

- AA Website
 - Peter reported that all is fine with the website; there's not much new to report on it.
- 1932 Club
 - We have picked up another new charter memberships (which now total 33; 6 for this fiscal year) and have received about 28 annual memberships for the 2002-2003 year (this number includes both new and renewed members).
 - It amounts to approximately \$2,200 in dues paid for this year.

6. Other Business

- Everyone was reminded about the 70th Anniversary Mass which was taking place on Friday, October 11th.

7. Next Council Meeting Date: **Thursday, November 14th** – 6:30 PM