



## University of Southern California – Alumni Club of Portland

**Date:** January 27, 2010

**Time:** 5:30 pm

**Location:** Grandma Leeth's Restaurant, Portland

**Officers Present:** Nicole Dreis – Secretary, Keith Ferrante – Vice President of Programming and Strategy, Akiyo Horiguchi – Vice President of Student/Parent Engagement, Ed Querfeld – Past President

**Board Members Present:** Peter Sabido, Emily Kemper

**Officers Absent:** Janelle Holmboe – President, Aresh Irajpanah – Treasurer, Shannen Knight – Vice President of Membership and Communication

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Keith Ferrante called the meeting to order at 6pm.

### **Agenda:**

1. Annual SCend-Off
2. Scholarship Program
3. Board Elections
4. Update on Programming
5. Other Updates

### **1. Annual SCend-Off**

- March 2 is the deadline for the club to let the University know when and where the annual SCend-Off will be held.
- Last year, the Maletis family, who were gracious enough to open up their home to the Club, hosted the Annual SCend-Off. The event was limited to 80 people. As a result, some alumni were unfortunately not able to attend the event. Because of this, the club is exploring the idea of holding the SCend-Off at an alternative location able to accommodate more people.
- It was recommended that the Club hold the event in late summer at Willamette Park – on the west side of the Willamette River between the Sellwood and Ross Island Bridges. Benefits of holding the event at Willamette Park were noted as:
  1. The park is centrally located and is highly visible from Highway 43.
  2. The park is able to accommodate large numbers of people and has a covered area.
  3. The price of the park is \$70.75 for the entire evening. Applications for permit use may be submitted no earlier than the 3<sup>rd</sup> Monday in February.
- As the Vice-President of Student/Parent Engagement, Akiyo will keep the Club apprised of future plans/decisions with regard to this event.

## **2. Scholarship Programs**

- The University would like a list of potential scholarship recipients by April 2<sup>nd</sup>.
- Last year the Club gave \$1,000 each to two students with a 3-to-1 match from the University.
- The goal for the Club this year is to raise a minimum of \$200/month through:
  1. Raffles at programming events
  2. Marketing a PayPal account to individuals who cannot make an event but have expressed a desire to contribute to the Club
  3. Charging Alumni (not parents or students) \$10 to attend the SCend-Off.
- A suggestion was made that as more alumni join the Club looking for leadership roles, that a Vice-President of Development position be created with the sole purpose of fundraising money for scholarships and Club events.
- Until that position is created, it was recommended that Akiyo put a scholarship committee together. Both Ed and Emily offered to assist. The purpose of the committee would be to determine which recipients will receive scholarships based on merit and future potential contribution to the state of Oregon.
- A challenge that the committee will have to consider is that the University is discouraging in-person interviews until students are accepted to the University.
- Depending on funding, the Club may only award one scholarship in 2010.

## **3. Board Elections**

- All positions were open and available.
- Due to the meeting's low attendance, it was decided that elections would be postponed until a later date and that all current board members will remain in place.
- If any club members are interested in a leadership position, Keith and Janelle have both expressed a desire to transition out of their positions. In addition, Akiyo may be relocating to Japan over the summer.

## **4. Update on Programming**

- The Agency Ultra Sport Lounge has lost their lease. The Programming committee will begin searching for a new host-location for football games come next season. Despite this unfortunate news, attendance at football viewings in the 2009 season had increased over the previous season.
- The University is in the process of updating the main alumni website. With that update, our club page will more than likely be changed, as well.

### *Update on Programming, continued*

- Jamie and Ben from the Alumni House have offered to assist in bringing events to the area this year. One topic that has been broached is sustainability. As a response, we are in the process of trying to book the Director of the Wrigley Institute on Catalina Island to come and speak.
- The Club feels that there should approximately be the same number of events booked this year as there were last year (19). In addition, there should be at least 2 signature events this year.
- The most popular events with the highest turnouts have been marketed through both phone banking and Evite – however, communication will continue through Facebook and will increase through Twitter.
- If there are any speakers from the University who members would like to have come and speak, perhaps speakers who may be coming to town for other events, please contact Keith directly with any suggestions.
- 50/50 raffle tickets have proven to be a decent fundraiser for the club. This method of fundraising will continue at all upcoming events.
- Other event ideas being considered are hosting a formal Holiday party in December and a Wine Tasting event in April.

#### 5. **Other Updates**

- Plans for a monthly newsletter are no longer in the works. Instead, Emily will be creating a blog where multiple Club and Board members can contribute stories and articles.

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The next board meeting is tentatively scheduled for April. It was recommended that perhaps instead of having a weeknight meeting, we could perhaps hold a ½ day retreat on a weekend.

The meeting was adjourned at 7:45 pm

*Submitted by: Nicole Dreis, Secretary*