NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Colleen Belford ‘06, Bob Crozier ‘53/’71, Meghan Fintland ‘99, Michael Fronske ‘85/’89(outgoing), Vice President Marissa Graves ‘09, Debbi Grogan ‘90, Secretary/Parliamentarian Heidi Hansen ‘91, Stephanie Hastings ‘96, NAU Foundation Board Past Chair (outgoing) Harry Hengl ’76, Immediate Past President Brian Koch ’99/’01, Carol Lindsay ’61, Robert Orrill ’80, NAU Foundation Board Chair(incoming) DeeAnn Palin ’93, Steve Pallack ’82, Katie Patten ’09, NAU Foundation Board Past Chair Hank Peck ’75, Steve Peru ’79/’90, President Chris Petroff ’03, Ted Quasula ’73/’82 (outgoing), Stephanie Smith ’04/’11(incoming), Philip Tavasci ’03, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Josh Aldred ‘03, Ben Allen ’03, Adam Candee ’01, Elizabeth Goodman ’04, Brian Hayes ’97/’04 (incoming), Jacob White ’01, ASNAU President Alexandria Buchta (incoming).

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Angela DeLa Cruz ’71/’81, Dennis Meador ’67/’71, Kimberly Ott ’82, Chuck Pilon ’59/’66, Past Presidents’ President Nancy Serenbetz ’75.

Guests In Attendance: LAA President Amanda Black, Dr. Lisa Campos Vice President for Intercollegiate Athletics, President Rita Cheng, Mrs. Lisa Schnebly Heidinger ’87, Ms. Joanne Keene Chief of Staff, Dr. Betsy Mennell Interim VP Advancement, University College Dean Cyndi Banks, University College Coordinator Lela Montfort, University College Coordinator Kelley Sliva McKee, and University College Lecturer Jacob Dolence.

Staff Present at Board Meeting: Beth Bourget ’02, Rosanne Burton, Brianna Lorents ’09, David Slipher ’09.

8:30 A.M. – Georgette Vigil distributed the Alumni Awards to various Board members.
8:45 A.M. – Heidi Hansen gave a quick update on the renewal of the Flagstaff Convention and Visitors Bureau Cool Zone contract for the next year.

CALL TO ORDER
President Brian Koch called the meeting to order at 9:00 a.m. Saturday, July 18, 2015. He thanked everyone for attending the meeting. Brian touched on the beneficial nature of the retreat that took place the day before in helping to plan the committees’ annual goals. He then moved on to thanking the board members who traveled a long way, including Colleen Belford and Meghan Fintland.

Brian then welcomed new board members Brian Hayes and Stephanie Smith. He asked the group to reach out via email to welcome Brian Hayes as he was unable to be at the meeting today.

NAU President’s Report
President Cheng delivered her report with opening remarks covering the movement of the Homecoming parade back to campus. NAU will be showcasing the evolving campus and all the beautiful changes that have taken place on campus since last year. The university community will also be focused on a celebration of the campus and partnership with the community. Route and activities will cater to alumni to ensure a positive time for everyone.

President Cheng shared highlights from her Flagstaff City Council presentation. She also discussed upcoming construction projects on campus and as well as additions to her staff.

President Cheng wrapped up her presentation by asking if there are any questions, particularly in regard to the movement of the Homecoming parade to campus.

Brian thanked President Cheng and encouraged everyone to ask questions. Discussion around Homecoming followed.

Brian asked if the Alumni board could have a representative act as a more active participant in these conversations on campus regarding the parade. President Cheng confirmed that we can have a representative from the board to express the concerns of alumni. Bob Orrill was the selected representative.

**Georgette Vigil shared the parade route and some potential ideas for staging. Joanne Keene chimed in that 1899 will have some tents on the grass area with a bar.

**Debbie Grogan asked where parade observers will be parking and Georgette explained that no tickets will be given out that day and all parking garages and open lots will be open to the public.

**More conversations followed regarding parking.

**Chris Petroff asked who approached whom regarding the topic of moving the parade back to NAU Campus. President Cheng then explained that the city approached the university seeking resolution to an issue that is becoming a large liability to those involved.

**Stephanie Hastings asked if the City is trying to infuse the parade with different cliental. President Cheng said she can’t speak for the city but those were some of the concerns.
**Stephanie Smith shared her perspective which was that this will be a great outreach opportunity for the university and city to both come together in a positive way.**

President Brian Koch thanked everyone for their input and President Cheng for her report, which wrapped up the conversation.

**NAU Athletic Department Report**

9:35 A.M. – Dr. Lisa Campos gave her report which focused on the four goals of the Athletics Department. She touched on each of the following goals:

- Maintaining high student athlete graduation rates Competing for all Big Sky and WAC championships.
- Bringing national exposure to NAU – Fox sports and ESPN bring close to $3 million of exposure to NAU.
- Being proudful in NAU as a complete institution. This means facilitating alumni, donors and students to come together, unite and take pride in being a lumberjack.
- Athletics hope that all of these things will aid in achieving an exceptional experience for all student athletes.

Moving on, Dr. Campos explained the reason for all of this is for NAU Athletics is to inspire Northern Arizona.

Dr. Campos proceeded to reports highlights from the year focusing on the last semester. She explained that five thousand hours of community service were completed in the past year by student athletes alone. NAU Athletics staff and coaches were asked to do at least 10 hours of community service in the Northern Arizona region and all achieved this goal.

Dr. Campos expressed that the Athletics department is extremely proudful of the women’s tennis team right now as they are in the top 2% in the NCAA for academic progress in the nation.

All athletic teams at NAU are currently above threshold in Academic Percentage Rate. All are very proud of GPA’s of student athletes.

Men’s basketball had a tremendous run this year. This created a memorable experience for everyone involved. It was an amazing show of support by the community and university. One of the games yielded the second highest crowd at the Skydome in university history.

Dr. Campos shared that there were two football sellouts in the past year. It was a very exciting season. At Homecoming, the football team had everyone in the stands excited and won in a dramatic fashion.

Dr. Campos discussed the new multiyear sponsorship with Arizona State Credit Union. She then gave a thank you to Erin Bertelsen from Alumni Relations for assisting in achieving record numbers in licensing revenue. More people are buying merchandise now than ever before, which is in turn strengthening the NAU Athletics brand.

Dr. Campos then touched on upcoming events for NAU Athletics including the upcoming NAU Athletics Coaches Caravans and different coach’s clinics. The annual scholarship fundraiser Wine and Dine in the
Pines will be held on August 16, 2015. This year Athletics will be celebrating 100 years of NAU football with a large football reunion during Homecoming. There will also be three new inductees to the Hall of Fame. With that, Dr. Campos wrapped up her report.

Brian thanked Dr. Campos for her report and asked if there were any questions.

**Dr. Campos answered a few more questions and then Brian thanked her again for her report.**

**Lumberjack Alumni Ambassador President (LAA)**

Amanda Black, president of LAA, discussed the upcoming events for this fall including the second annual LAA Splash Bash. She also explained that the revenue collected from the Homecoming t-shirt sales last year has given LAA their operating budget for this year. She touched on the different events LAA partook in over the past year, including the Canoe Battleship and volunteering at the Presidential Installation. Amanda confirmed that all members of the LAA completed at least five hours of community service at various organizations around Flagstaff. Amanda wrapped up her report and asked if there were any further questions.

**Katie Patten asked what Canoe Battleship entails. Amanda explained that Canoe Battleship takes place at Wall Aquatic Center. It involves groups of people in two different canoes with the goal being to sink the opposing team in their canoe.**

**Kim Ott asked for an example of some different organizations that LAA volunteers with in the community. Amanda replied with St. Mary’s Food Bank, Habitat for Humanity and Kinsey Elementary School.**

**Lisa Schnebly gave a compliment to the design of the NAU Homecoming t-shirts from 2014.**

Brian then thanked Amanda for her report.

**MINUTES FROM THE APRIL 18, 2015 BOARD MEETING**

Carol Lindsay moved to approve the minutes. Chris Petroff seconded and the motion passed.

9:54 A.M. – AT THIS POINT ALL BOARD MEMBERS WERE ASKED TO MEET AT THE CLOCK IN FRONT OF OLD MAIN TO HAVE THEIR GROUP PHOTO TAKEN.

10:15 A.M. – Brian Koch called the meeting to order. Brian reminded all board members to fill out their Service Member Pledge forms for 2015/2016 and turn them in that day.

At that point Brian asked for everyone to turn their attention to Georgette at the front of the room as she distributed NAU Alumni board briefcases and plaques recognizing Michael Fronske and Ted Quasula for their service on the NAU Alumni Board. Both are past presidents and will be members of the Past Presidents Club. Georgette presented each of them with their plaques and gifts individually. Both Mike and Ted gave very gracious speeches and in the end Brian asked for a final round of applause for Mr. Mike Fronske and Mr. Ted Quasula.

**Dennis Meador made a humorous comment welcoming Mike and Ted into the Past Presidents Club.**


Bob Crozier did the swearing in of the new Executive Committee for 2015/2016: President Chris Petroff, Vice President Marissa Graves, Secretary/Parliamentarian Heidi Hansen and Immediate Past President Brian Koch. Georgette gave Brian a gavel pad for his gavel. Chris Petroff received his engraved gavel as President. Bob Crozier then did the swearing in of the new Alumni Board member Stephanie Smith. Brian Hayes will have to do his swearing at a later date (he was unable to attend this board meeting because of a prior commitment).

10:20 a.m. – Chris Petroff leaves to give his report at the Foundation board presentation

University College presentation
10:30 a.m. – University College Dean Cyndi Banks, Lela Montfort, Kelley Sliva McKee, and Jacob Dolence began their presentation by asking everyone to join them in the center of the room. They explained an ice breaker exercise that involved thumb wrestling tournaments in groups. It got everybody up and moving and achieved the goal of the University College team by making board members feel more engaged.

Lela Montfort began the slideshow that exemplified the goals of University College by using fun memes to keep everyone engaged. Jacob Dolence then asked questions around engagement. He wanted board member ideas for ways to connect with students.

***Discussion followed with board members.

They then reviewed the handouts distributed to the group (See attached University College items). Brian thanked everyone and compared the core missions of University College to the core mission of the Alumni board. Applause followed for the University College team.

Approval of amended meeting schedule for fiscal year 16/17

Brian asked for a motion to approve the new proposed meeting date of July 9, 2016. This would be the day for the board meeting and retreat. Discussion followed regarding the Fourth of July holiday preceding the newly proposed meeting weekend. Instead the board preferred the date of July 23, 2016. At that point Brian asked for a motion to approve July 23, 2016 as next year’s July meeting and retreat date. Stephanie Hastings motioned to accept the dates. Heidi Hansen seconded and the motion passed.

Action items
Voting on 2015 Alumni Award winners

Brian asked Steve Pallack if the Traditions committee was ready to talk to the board about the Alumni Award contenders. Steve deferred to Bob Orrill as Bob is the Chair of the Traditions Committee.

At that point Bob Orrill began discussion around the recommendations for each award category. Bob informed the group that he had nomination forms for each nominee if anyone was interested in reading them.

The first award he discussed was the Dwight Patterson award. This year there were six nominations in this category and the recommendation by the Traditions Committee was Pieter Dorrestein. Bob moved onto the Cliff Harkins Award. The board received four nominations in this category and the recommendation by the Traditions Committee is VADM Robin Braun. After that, Bob went on to discuss
the Jeff Ferris Award. There were two nominations and the recommendation by the Traditions Committee was Joe Cardone. Next, Bob explained that were two nominations for the Joe and Marie Rolle Spirit Award. The recommendation made by Traditions Committee was Hank Peck. Finally, Bob discussed the Recent Graduate Award. There were four nominations for that award and the Traditions Committee recommended Dominic “Blaise” Caudill.

At that point Brian thanked Bob Orrill and the Traditions Committee for their time and dedication to this process. Bob then motioned to accept the recommendations as the Alumni Award Winners of 2015. Steve Pallack seconded and the motion passed.

**Voting for Approval of NAU-TEN by-Laws**

Marissa Graves, President of the NAU-TEN, discussed minor changes and corrections that were made to the NAU-TEN bylaws. Marissa informed the board that they would be meeting the NAU-TEN board shortly as they were going to the meeting to introduce themselves. Marissa explained the few brief changes that were made to the NAU-TEN Bylaws since the April 18, 2015 board meeting. Without further discussion Marissa asked for a motion of approval for the updated NAU-TEN Bylaws. Colleen Belford motioned for approval, Stephanie Hastings seconded and the motion passed.

Brian then thanked Marissa and those who have helped her to get NAU-TEN up and running. He expressed that he feels it is excellent to recognize and focus on this particular segment of NAU Alumni.

**Summary of FY15 Accomplishments by Committee Chairs**

**Traditions**

Bob Orrill volunteered to go first. He wanted to touch on the goals for next year, mainly the one regarding non-selected Alumni Award nominees. Bob explained that the committee would like to see these non-selected individuals become more engaged and stay engaged even after they are nominated. Bob ended by asking everyone to submit questions and concerns regarding the Homecoming Parade via email. He will take these to his meeting with Joanne Keene.

**Alumni Outreach**

Katie Patten began the year-end report by thanking all board members who participated in events this year. She thanked Georgette and the Alumni Relations staff for their efforts as well. Katie explained that a high light from FY15 was the First Friday Art Walk. These will be regularly scheduled in FY16. The committee will be focused on attaining diversity in events, particularly in volunteers, during FY16. Athletics watch parties were a success and those will continue as well. Heidi Hansen worked to promote the Cool Zone which has been renewed for another year. Katie shared that there is an Old Main picture in the Flagstaff Visitors Center. This is one of six pictures of NAU in the Visitors Center. She encouraged everyone to take time to check it out.

**Marketing and Communications**

Colleen Belford explained the different projects the committee worked on during FY15. The Marketing and Communications committee assisted Alumni Relations Communications department with new identity mark. This involved taking surveys and other similar assignments from David Slipher. The committee was torn between devoting time to club kits or to an engagement video. Ultimately, the committee decided the engagement video would be a more appropriate focus. The committee also got to see the website and provide feedback on content and layout.
Fundraising

Brian gave the update for the fundraising committee. He shared what a great example the Alumni Board has set by reaching their goal of 100% giving. Brian asked everyone to give themselves a round of applause for this. Another success was the expansion of the relationship between the Alumni Board and the Foundation Board. This board continues to be the ‘friend raising’ board and has done a great job with friend raising during the capital campaign. Brian expressed that he felt like the Fundraising 101 presentation was very helpful for everyone. Brian touched on other highlights and reminded everyone to use social media to share messages from NAU Alumni Relations with their networks to help spread the work on alumni events.

11:17 A.M. – Chris Petroff returns from Foundation Board Meeting.

Nominations

Steve Pallack gave the year end update for this committee. This year there were four applicants for the two open board positions. Steve expressed that the board received two excellent additions when we obtained Stephanie Smith and Brian Hayes. Steve then shared that we are struggling in regard to attaining older alumni on our board. We need to find alumni that are a bit older to maintain diversity. The Alumni board also needs more geographical diversity as well as well as academic diversity. Additionally, the board needs to maintain gender balanced.

**Stephanie Hastings wanted to share that she recruited two more students to NAU.**

BRIAN CLOSING REMARKS

Brian shared the things he has valued while being board president. Brian felt that the passion each member possesses is contagious and will continue to grow for years to come. He feels that NAU provides a unique and special experience for each board member and those experiences all link together at some point. He expressed that all have a like-minded opinion of NAU and want the best for NAU.

11:25 A.M. – Brian turns microphone over to Chris as the new president.

Chris thanked Brian and expressed that he has big shoes to fill. Chris went on to share his enthusiasm as the new NAU Alumni Board President. He is excited to see what the future holds and is proud of all of our past accomplishments. Chris wanted to give a quick update on Committee Chairs for anyone not present at yesterday’s retreat. The FY16 Committee Chairs are listed below.

Bob Orrill – Traditions
Steve Pallack – Nominations
Adam Candee is Chair and Meghan Fintland is Co-Chair—Marketing Communications
Ben Allen – Fundraising
Brian Koch is Chair and Katie Patten is Co-Chair – Outreach

Chris then passed the microphone over to David Slipher, manager of communications for Alumni Relations for a communications update.
COMMUNICATIONS UPDATE
11:32 A.M. - David Slipher presented the update on communications. (See attached handout)

11:45 A.M. -- NAU-TEN MEMBERS ENTER THE MEETING.

LISA SCHNEBLY HEIDINGER - PRESENTATION OF “ONLY AT NAU” BOOK
11:47 A.M. - Lisa Schnebly Heidinger presented the book she just completed which is entitled Only at NAU. The book exemplifies the “Only at NAU” theme by showcasing NAU through stories and pictures, both historic and current. Lisa explained that the book should be debuting this year at Homecoming. She is hoping to have a book signing at some of the Homecoming events. There will be more to come on this in the near future.

12:00 P.M. -- BREAK FOR LUNCH

12:30 P.M. -- NAU-TEN Member Individual Introductions

12:46 P.M. -- Executive Director, Georgette Vigil gave announcements regarding NAU-TEN Meeting.

12:47 P.M. -- There being no further business, Katie Patten moved to adjourn the meeting. Stephanie Hastings seconded and the meeting was adjourned at 12:47 p.m.

Respectfully submitted by Brianna Lorents

ATTACHMENTS TO PERMANENT MINUTES
Executive Director’s Report
Communications Report - Submitted by David Slipher, Manager – Communications & Social Media