

Agenda for Mighty Hawkeye Bn Alumni Association Board Meeting
05 JAN 2016
Meeting Start Time: 7:00 pm Central

Directors Present

- ✓ Scott Ayres – '83
- ✓ Brad Cook – '95
Dave Deyak – Former PMS
- ✓ Steve Fredericks – '69/Former PMS
- ✓ Rob Hedgepeth – '88
Todd Jacobus – '88 (Deployed)
Dave Lewis – '89
- ✓ Luke Peters – '89
- ✓ Dave Pinter – '90
- ✓ Joseph Poch – '09
- ✓ Walter Prentice – '69
- ✓ Anthony Reynolds – '10
- ✓ Vance Stewart – '85
- ✓ Scott Stribe – '10
- ✓ Tony Wolf – '85

Others Present

None

1. Rob Hedgepeth called the meeting to order at 1901 hours.
2. Rob called for any conflicts of interest and none were noted.
3. Minutes of the regular board meeting of 01 Dec 2015 were approved unanimously on a motion by Walter Prentice and a 2nd by Dave Pinter.
4. Committee Reports:
 - a. Survey Results: we received 89 responses to the survey. Luke Peters went over a summary of the results. A copy of the results will also be kept in the minute's book. Luke also stated that the survey will be sent out again to those that didn't respond if we are able to get better email addresses from the University of Iowa Alumni Association (UIAA). Scott Ayres suggested that the survey be sent outside of Survey Monkey (i.e. from a regular email address) in order to prevent it from going to a person's SPAM folder and not seeing it. Dave Pinter asked if there was a breakdown of MHBAA members that were also UIAA annual or lifetime members. Luke stated that there was a breakdown if a person put that in the comments section of that question. Anthony Reynolds stated that there was a breakdown on the Facebook portion of letting alumni know about the survey as that post only reached 17 people. We will continue to use the information from the survey to assist in future endeavors of the MHBAA.
 - b. Outreach Committee: No Update.
 - c. Social Networking (Facebook/LinkedIn):
Facebook – 140 Likes; LinkedIn – 56 Members.

5. Department Updates:
 - a. Staff updates. No Update.
 - b. Military Ball.
 - i. 20 FEB 2016
 - c. Commissioning.
 - i. Two Officers Commissioned on 18 DEC.
 - ii. Spring Commissioning – 13 May 2016 at the National Guard Armory.
6. New Business.
 - a. Finance/Budget review/Recommendations: Joe Poch briefed the board on a meeting that took place on 23 December 2015 between Joe, Dave Lewis, Anthony Reynolds and Tony Wolf. The committee made several recommendations.
 - i. Combine the Finance and Budget Committees. The group did not see a need to have two different committees to cover our finances.
 - ii. The committee did not see an adverse consequence in aligning with the University of Iowa Alumni Association (UIAA). Rob opened this portion of the briefing for discussion.
 1. Luke stated that he was in favor of this option for the following reasons: Money – The UIAA will serve as our banker, taking a lot of pressure off of the Treasurer; Resources for Contacts – The MHBAAs will be able to tap in to the UIAA database to get up to date contact information on our alumni and reach them better; Advertise in the UIAA newsletter – another way to reach out to our alumni and advertise any fundraisers we have to a larger audience; Event Assistance – the UIAA will assist us in resourcing and executing fund raising and social events; Size of MHBAAs – our organization is relatively small at the moment and we have members all over the country. The UIAA will be able to help spread the word and help execute what we want to do. Both Tony and Anthony echoed Luke's comments.
 2. Rob read an email from Dave Lewis on this subject. "I support the recommendation to work with the University Alumni Association (UAA). We need to consider the positive and the negative. Positive: This will put in place a structure that we can grow with. There are MHBAAs supporters ready to support us but are sitting on the sidelines until we get our act together. We have been moving cautiously and have done our due diligence; we are ready to move forward. I also know there are some who do not plan to support us, so there is no way they can envision a donor who is ready to make a \$100K contribution. The question is, are we going to set up a structure to encourage active support? If we do not, the \$100K contribution will just end up somewhere else. In looking at the results of the survey, we are over 50% in support of paying dues. I believe that at least part of the people who skipped the question did so because they did not have enough information as to the amount of the dues. I know my answer is different if the dues are \$25 or if they are \$500. If we do not move forward it is likely these individuals will continue to keep their wallets closed. The benefits of using the UAA and the U Foundation to handle our money will certainly reduce the responsibilities on the Treasurer to make the appropriate reports in a timely manner to the government. The dues will also give us some working capital to purchase shirts, coins and hats to offer for sell. It will also give us some money to support a potential run/race. Negative: We have heard at least one General Officer say this is an unsustainable venture, I know there are others that share

that opinion. I have a different perspective born of personal observation as I travel to nonprofits, colleges and universities and watch all the unbelievable contributions keep rolling in. Not bragging, the reality is there is a reason these people; see link <http://www.advancementresources.org/Clients/Default.aspx> pay my company a lot of money to teach them how to raise funds. The reason is there is a large amount of money that can be raised.”

3. Walter said that he found a previous meeting that he attended with the UIAA very positive and that going with the UIAA would give us an outside auditing/look at our finances. Joe agreed with Walter.
 4. Walter then asked what the procedure would be if, at a future date, the MHBAA would want to break away from the UIAA. Rob said that it would be like withdrawing our money from a bank and going elsewhere.
 5. No board members spoke out against aligning with the UIAA.
 6. Luke made a motion that the MHBAA align as an independent club/organization with the UIAA. Tony provided a 2nd. The motion passed unanimously.
- iii. Joe continued his briefing by talking about a dues structure. The committee recommended a \$25.00 per year dues with no obligation to join the UIAA. Joe stated that this would give the MHBAA operating funds to start the programs that we want to start. Luke stated that he was against charging dues for the following reasons: tracking who paid and who didn't; what to do if someone shows up to an event who hasn't paid; approximately 1/3 of the respondents to the survey said they would not pay dues to be a part of the MHBAA; due to the nature of our organization being made up of Army Officers, a lot of our members also pay dues to other organizations (i.e. American Legion, VFW, etc.) and it starts to add up; if we would have one or two fundraisers we could raise more funds that what would come in through dues. Brad Cook said that we could possibly tier the dues structure based on rank. Rob suggested that the dues piece be tabled for now. Dave Lewis provided an email comment on dues: Dues in the end become a very small part of the income stream for the organization. But they do a couple things for us. 1. They will get us a little working capital to get things rolling. 2. They are another way to get some people engaged at a low level. We then can go to work on growing their engagement. Engagement leads to Commitment, Commitment leads to Philanthropy.
- iv. Joe then briefed on a possible disbursement structure for the money that came in: 50% - Endowment; 20% - Discretionary to the ROTC Department (training equipment, etc.); 20% - Social Events (Military Ball, Tailgates, etc.); 10% - Reserve/Operational Expenses. Joe said that this was just an example and could be adjusted as the board sees fit. Joe also briefed that the board would have to set yearly goals for fundraising and prioritize where the funds went. Rob stated that he would like to talk with the UIAA and see if they can guide us on how/where to spend our money and how much certain events cost to put on.
- b. Luke suggested that the MHBAA sponsor a 5K run as a fundraiser. He suggested that this could become an annual event on the Sunday morning prior to Homecoming game to kick off Homecoming Week. Don't confine to Iowa City, people who sign up and can't make it still get a T-shirt completion medal if running off site. Dave P. asked about using the game ball run as a fundraiser. Tony stated that this isn't a good idea and that it is a Brother-in-Arms event with Iowa State. Dave then asked about a triathlon event that was conducted when Dave was an APMS. Tony stated that it became too much work for the department and eventually went away.

- c. Scott A. said he has been going over some historical information and found a picture of Civil War Veterans in front of the Old Capitol. Scott suggested that we could try and have an Alumni picture in front of the Old Capitol too.
- d. Rob asked the Governor's Office to consider a Proclamation supporting all ROTC departments in the State and commemorating the 100th anniversary of ROTC.
- e. Luke will create a newsletter to start sending out to the alumni. Any board members with information they want included should submit their ideas to Luke. Luke will also send a draft to the board prior to publication.
- f. Rob stated that he would send an email to Jeff Kueter, UIAA Director, informing him of our decision to align under the UIAA and invite him to the Military Ball.
- g. Dave Lewis provided the following opportunity via email: "We really should talk about a workshop for our board. Maybe when a large percent can be in the same place? My Boss will let me host a workshop for us free of charge the downside is you get me as the facilitator. I would like to share some of the research my employer has done. I am thinking of something in the 1-3 hour timeframe. There are a great many myths about fundraising; some have come up in this discussion. I would like to address a few. Events: Many of the organizations we work with hold an annual fundraising event Lots of man power and expense. They one of my boss's favorite examples is a golf tournament a client was doing annually bringing in \$50K but spent \$30K In expenses to put it on. These events are a great way to get people involved. We find getting people involved does lead to raising a great deal of money. However it is different than what most people think going into it. Corporations and Business donations: Most people think the "big bucks" come from business. The truth is if we look at philanthropy nationwide the pool of corporations and business represent about 10% of all money donated nationwide. My employer focuses on the other 90%."

7. Other Items.

- a. Next scheduled meetings
 - i. 02 FEB 2016
 - ii. 01 MAR 2016

8. On a motion by Joe and a 2nd by Tony, the meeting was adjourned at 2015 hours.

//////Signed\\\\\\

Luke A. Peters

Secretary

Mighty Hawkeye Battalion

Army ROTC Alumni Association (MHBA)