

**Andronicus Alumni Association  
Strategy Session, June 28, 2014**

**Start time: 11:32 am**

**Attendees:**

Vanja Deretic  
Michael Ellars  
Erin Galvin  
Kurt Hanna  
Jen Knop  
Alberto Lopez  
Anthony McLin  
Pearl McLin  
April Rabanera  
Michael Rabanera  
John Sterni

**Review of last year's One-Year Goals:**

1. Promote online ticketing system: Successful
2. Publicize events: Facebook-yes; Yahoo group-not so much; website-somewhat, hard to tell how much people use it as opposed to other methods.
3. Fund capital improvement plan: to be discussed
4. Promote capital improvement plan: to be discussed
5. Maintain and add members — 40 members goal: Fail. Cause is attributed to the lack of physical mailers this past year; suggest to use physical mailers again, in conjunction with online appeals (email, FB, web site). Should cost less than \$300 to do again this year (membership numbers fell from 38 to 17)
6. Publish annual event calendar: Not a lot of events.
7. Award 2 Convention scholarships: Successful
8. First Alumni professional event (ARE seminar, construction tour, etc): had scheduled a construction tour, but was cancelled due to lack of interest/respondants. Vanja and Pearl have joined the USC Architectural Guild as "young alumni). Suggestion: tack on to other professional events; have a presence at other professional events within the industry.
9. 7 social events for the year: Active-alumni happy hours received good turn-out(2); tailgating games (3).
10. Streamlined communication platform: relying too much on only Facebook.
11. Increase number of actives living at the House to 16: we're sitting at 14.
12. Monthly Active executive board conference calls: only held once or twice, specifically to discuss the Parlor Fee, and how it would be implemented.
13. Active suggestions for House improvements: not a lot of movement there.
14. Implement Parlor Fee: not started yet. Will begin billing with the Fall semester, billed monthly during school year (8 months per year).
15. Liability coverage:
16. Gutters: SUCCESS! Main house is guttered; back house and carriage house still need it.

## Review of 5-year goals

1. Separate funds from alumni and rent: mostly handled on paper; would still like to set up a separate account.
  - a. should look to make events self-sufficient
  - b. separating deposits into another account: still needs to be set up. Should look into USC FCU.
2. 50 dues-paying members
  - a. 38 members for 2012-2013. **17 members for 2013-2014**
3. 100% rental by Actives: will be having one or three boarders for the coming year.
4. A seminar per year
  - a. Crit nights: did two per semester
5. Execution of capital improvement plan.
  - a. still need to have the membership before we can implement (or even plan) such

## Housing

- Bed bugs are back. Both upstairs rooms in the back house are infested. When the renters get back in July, Anthony will work with them to schedule an exterminator.
- Same renters are installing bamboo floors in those rooms.
- Fire alarms are having issues in the hallways downstairs.
- Bathroom under pledge stairs needs a new vanity, flooring is coming up.
- Bathrooms upstairs could use a coat of paint.
- Online repairs/service ticketing system: some people are using it, but it could be better utilized. Have received a dozen or so requests in the past year.
  - SARCH can use the same interface to log issues
- Want to widen the driveway between the street-side property line and the side porch.

## Budget

- Have net income of \$31k in the last 12 months. Last year's projected expenses were nearly spot on.
- Still have about \$12k of outstanding debt, of which about \$5.5k is due to financial aid difficulties on the part of a few individuals. Will approach the single largest debtor to arrange repayment schedule before sending to a collection agency.

## Capital Improvements

- Working with the estimate of needing \$250k in loan(s). Looking at 10-year loans, but the monthly payments a bit high. A 15-year loan would be about \$2k/month, which would eat up about all of our annual net income (based on current numbers).
  - Our current mortgage still has 10 years left, at \$645/month.
  - Can shop around for some better rates, but the rates probably won't be much better
  - USC has offered loans to each of the houses on the Row.
- A home equity line of credit could give us more flexibility in the

- Need to map out the projected income and expenses for the next 10-15 years.
- Need to establish realistic time frames for various projects. Gantt chart
  - Project plan kickoff session: how long, how much?
    - Hold meeting before school year starts
    - Pertinent people (Alumni board + other alumni + at least two Actives, preferably one from back house, one from front)

### **Fundraising**

- Aim for events to be self-funding
  - Plan a big Homecoming event
  - Plan at least one fundraising event per semester — could be Homecoming and Founders' Day tie-ins

### **New one-year goals (2014-2015)**

- Regain membership, shoot for back up to 40 dues-paying members this year
  - Physical mailer and email
    - Sign-up raffle?
    - Pearl and Alberto will setup the mailers, so long as she gets the necessary information/messages by July 15
    - Two messages: one targeting Andronicans, one targeting alumni from other chapters
    - Supplies should be ready for assembly by August 1. Mailers should go out in the mail August 10.
  - Easier online payment
  - Repeat mailings by email
- Publicize events — social media, email, physical mailers, etc. Set up an event calendar.
  - Secretary's responsibility
    - Facebook and website and YahooGroups
    - repeat mailings to advertise events and payment opportunities
    - Investigate Google+ for Hangouts, groups, etc.
- Fund capital improvement plan
  - Project planning meeting on Saturday, August 2, 11:00 AM at KPFF offices, Howard Hughes Center.
  - Rate shopping to be done before this meeting — John
  - Finance projections — John
- Liability coverage
  - Alberto to have more information for us by August 2 if not sooner
- Annual event calendar
  - Annual Business Meeting (August 23?)
  - Homecoming (October 18)
  - Convention in San Jose (March, 2015)
  - Founders' Day (April, 2015)
  - Active/Alumni Happy Hours (quarterly)

- White elephant holiday party
- Implement Parlor Fee
  - Anthony will send the bill to the Chapter
- Seven social events for the year (more happy hours, tailgating, new ideas? etc).
  - See above for event calendar
- Maintain or increase number of Actives (ideally getting 16) living in the House for 2015-2016.
- Be a resource to the Actives, attend at least one Chapter meeting per semester (either as a group or individually).
  - Board picks a Monday night Chapter meeting for all board members to attend, towards the start of the semester
  - Each board member pledges to attend one Monday night Chapter meeting per semester
- Organize a Alumni-Active meeting/dinner per semester where the alumni association can remind that we are a resource.
- Plan an Alumni retreat; find date & location, budget, and agenda.
  - To discuss at Annual Business Meeting
- Get clarification as to the relationship between us as an Alumni Association and the National Fraternity.
  - Initiate contact with RD2, or National Director if RD cannot be reached. — Alberto
- Attract 5 new young alumni to our AA from ANY chapter.
  - Mailers should help with this. See above.
- Alumni/Actives work day — September 20 (Vanja and Mike Ellars)
  - Vanja and Mike will assess the needs a week ahead of time, arrange necessary tools and materials.
  - Items to work on
    - bathroom under the pledge stairs
    - Main hall
    - Library
    - Backyard
  - November 8 could be a follow-up date
  - Budget: \$2k at most
- Research the prospect of hiring a property manager or management company. Get proposals.
  - April will look into this
- Set up an alumni budget — how much do we need, and how are we going to get it?
  - Sterni, Pearl, and Alberto will work together to determine what our previous expenses have been for just events, not House expenditures
- Plan at least one fundraising event per semester — could be Homecoming and Founders' Day tie-ins — Pearl, Vanja, and Danielle

**Meeting Adjourned 5:11 PM**