BOARD MINUTES
Northern Arizona University Alumni Association
Board of Directors
W.A. FRANKE COLLEGE OF BUSINESS BUILDING #81
CLASSROOM #202
NAU MOUNTAIN CAMPUS - FLAGSTAFF
JULY 16, 2010
MARC ATONNA ’95, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: President Marc Atonna ’95 (outgoing), Adam Candee ’01 (incoming), Joy Gaeraths ’98/’05, Brian Koch ’99/’01 (incoming), Megan Kondrich ’03, Immediate Past President Barbara McCloud ’78, Dick Nothstein ’59/’63, Vice President Kimberly Ott ’82, Steven Peru ’80/’90 (incoming), Karin Philips ’77/’96, Ted Quasula ’73/’82, Jeffrey Sears ’98 (incoming), Philip Tavasci ’03 (incoming), Treasurer Bruce Turner ’79, Jacob White ’01 (incoming), David Will ’61/’64 (outgoing), ASNAU President Chase Hunt (incoming), and Executive Director Neil Goodell ’76/’96.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: NAU Foundation Board Chair Chris Bavasi ’75/’00, LaTrice Brewster ’92 (outgoing), Martin Brown ’82, Secretary/Parliamentarian John Clark ’77/’81 (outgoing), Michael Fronske ’85/’89, Bart Graves ’79, Heidi Harvey ’72 (outgoing), Yvette Martin ’92 (outgoing), Veronica Perez ’94, Marvin Peterson ’61, Jennifer Reichelt ’98/’00, Dan Slayton ’78, NAU President John Haeger, VP for Advancement Mason Gerety, Athletic Director Jim Fallis, Honorary Joseph Rolle ’41, and Honorary Robert Crozier ’53/’71.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Dennis Meador ’67/’71, Burton Miller ’58, Charles Pilon ’59/’66, and Past Presidents’ President Nancy Serenbetz ’75.

GUESTS PRESENT
Lorraine Garvey-Will.

STAFF PRESENT AT BOARD MEETING: Beth Bourget ’02.

CALL TO ORDER
President Marc Atonna called the meeting to order at 1:13 p.m., Friday, July 16, 2010. Marc welcomed those in attendance.

WELCOME NEW BOARD MEMBERS
President Marc Atonna welcomed the six incoming Board members: Adam Candee, Brian Koch, Steve Peru, Jeff Sears, Philip Tavasci and Jake White. Each new Board member was asked to introduce themselves and talk about their NAU experience.
WELCOME NEW ASNAU PRESIDENT
President Marc Attona welcomed the new ASNAU President Chase Hunt. Chase introduced himself to the Board and briefly discussed his role as ASNAU President.

PRESENTATION OF NAU VETERAN’S MEDAL TO BURTON MILLER, PAST PRESIDENT
Dick Nothstein and Chuck Pilon presented the veteran’s medal and citation to Past President Burt Miller.

REVIEW BOARD ORIENTATION MATERIALS
President Marc Attona presented the Board Handbook to the new Board members and asked individuals to review the materials and encouraged the group to ask any questions that arise.

BUS TOUR OF MOUNTAIN CAMPUS
The group took a guided bus tour of the Mountain Campus including stops at the new south recreation fields and University Union. The tour guide was Ron Klawitter.
NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Outgoing President Marc Atonna '95 (outgoing), Martin Brown '82, Adam Candee '01 (incoming), John Clark '77/81 (outgoing), Treasurer Michael Fronske '85/89, Secretary/Parliamentarian Joy Gaeraths '98/05, Bart Graves '79, Heidi Harvey '72 (outgoing), Brian Koch '99/01 (incoming), Megan Kondrich '03, Yvette Martin '92 (outgoing), Past President Barbara McCloud '78, Dick Nothstein '59/63, Incoming President Kimberly Ott '82, Veronica Perez ’94, Steven Peru ’80/90 (incoming), Karin Philips ’77/96, Vice President Ted Quasula ’73/82, Jennifer Reichelt ’98/00, Jeffrey Sears ’98 (incoming), Dan Slayton ’78, Philip Tavasci ’03 (incoming), Bruce Turner ’79, Jacob White ’01 (incoming), David Will ’61/64 (outgoing), ASNAU President Chase Hunt (incoming), Executive Vice President Dr. M.J. McMahon (morning), VP for Advancement Mason Gerety, Athletic Director Jim Fallis (morning), Honorary Robert Crozier ’53/71, and Executive Director Neil Goodell ’76/96.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: NAU Foundation Board Chair Chris Bavasi ’75/00, LaTrice Brewster ’92 (outgoing), Marvin Peterson ’61, NAU President John Haeger, and Honorary Joseph Rolle ’41.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Cliff Alexander ’94, Art Atonna ’69, Lee Atonna ’69, James “Buck” Clark ’50/’54, Angela DeLa Cruz ’71/’82, Dennis Meador ’67/’71, Charles Pilon ’59/’66, Larry Schnebly ’52, and Past Presidents’ President Nancy Serenbetz ’75.

GUESTS PRESENT
Jane Kuhn (NAU Associate Vice President) and Carolyn Krall (Ayers/Saint/Gross Architects & Planners).

STAFF PRESENT AT BOARD MEETING: Beth Bourget ’02.

CALL TO ORDER
Outgoing President Marc Atonna called the meeting to order at 9:00 a.m., Saturday, July 17, 2010. Marc welcomed those in attendance.
APPROVAL OF MINUTES FROM APRIL 24, 2010 BOARD MEETING

Bart Graves moved to approve the minutes. Dick Nothstein seconded and the motion passed.

SWEARING IN OF NEW OFFICERS AND BOARD MEMBERS

Robert Crozier swore in the new Board members: Adam Candee, Brian Koch, Steve Peru, Jeff Sears, Philip Tavasci, and Jake White. Marc asked each new Board member to provide a short introduction. Robert swore in the new officers for 2010-11: President Kimberly Ott, Vice President Ted Quasula, Treasurer Michael Fronske, Secretary/Parliamentarian Joy Gaeraths, and Immediate Past President Marc Atonna.

RECOGNITION OF OUTGOING BOARD MEMBERS

Marc recognized outgoing Board members, including John Clark, Heidi Harvey, David Will, and Yvette Martin by presenting a plaque and bag thanking them for their service. Other outgoing Board member not present, LaTrice Brewster, will also be given a plaque and a bag.

Kimberly presented Marc with a plaque and bag thanking him for his service as president. She also noted how much Marc has meant to the Board and the accomplishments the Board has enjoyed during his tenure as president. Kimberly presented an NAU Centennial book to Marc as a gift of appreciation on behalf of the Board and Alumni Relations staff. Marc expressed his gratitude to the group. Marc officially passed the gavel to Kimberly Ott.

PRESENTATION OF NAU VETERAN’S MEDAL TO LARRY SCHNEBLY, PAST PRESIDENT, AND ROBERT CROZIER

John Clark and Dick Nothstein presented veteran’s medals and citations to Past President Larry Schnebly and Robert Crozier.

NAU PRESIDENT’S REPORT

Executive Vice President, Dr. M.J. McMahon presented the report on behalf of President Haeger. Dr. McMahon distributed a copy of the condensed power point presentation “Strategic Business Plan” which President Haeger had presented to the Arizona Board of Regents (ABOR) in June. The full presentation can be viewed at: http://www4.nau.edu/president/ABORJune2010.pdf Each university was asked to make this presentation to ABOR, and NAU was praised for their presentation of the business plan. Based on a comment by Regent Mariucci, “we are Arizona’s university.” The regents recognized that what NAU is doing in terms of enrollment and progress is what they had asked NAU to do.

The Native American Cultural Center went back to the capital committee for approval because the site has changed to be more in order with the campus master plan, better visibility and more service opportunities.

Enrollment looks very good for the fall with increases in all areas (mountain campus, statewide, and online).
A challenge coming up will be where to hold Commencement for spring 2011 with the closure of the Skydome for renovations. NAU is currently exploring options such as Lumberjack Stadium, Wall Aquatic Center field and the Fieldhouse.

The new president of ABOR, Tom Anderes, recently visited the mountain campus and met with President Haeger. He recognizes how different all three universities are which is positive for NAU as he pointed out what each institution has to offer. He also commented on how all three universities work together as a system to address the higher educational needs of the state.

Bart Graves asked about how we are overcoming the challenge of student retention? Dr. McMahon stated that the focus is on student success, and getting faculty to understand what that means as well as recognizing student success. In addition, faculty evaluations will begin to be linked to student success.

Lee Atonna asked if NAU is considering holding the extended campuses commencement in the east and west valley’s? Discussion surrounded on how the extended campuses do not hold an official commencement, more of a recognition ceremony.

Buck Clark asked about the status of the AIMS scholarship? Dr. McMahon replied that the issue has been tabled with ABOR at this time and that no definite decision has been made. The program will continue until a decision has been made.

Marc Atonna asked if there were any plans to create a place on campus to better serve the community. Dr. McMahon discussed how the Native American Cultural Center will fill that need, as well as existing resources on campus such as Ardrey Auditorium and the various athletic facilities. No new plans are currently in place due to budget limitations.

John Clark made a comment that the Code Talkers monument should be incorporated into the new Native American Cultural Center.

**NAU Advancement and Foundation Report**

Mason Gerety, Foundation Board President and Vice President for University Advancement reported that we are currently in the early stages of a comprehensive campaign. A prospectus report is currently being tested with the top 150 prospects. The consultants remarked that we are under staffed in the area of development as the institution enters the campaign. A full-time corporate and foundation fundraiser will be hired and based in Phoenix. This position should start in December 2010 and will be replacing Denny Mitchem. Advancement will also be re-assigning one Development Director to be based in Phoenix beginning in January and that will be Nancy Serenbetz.

The contract for the new North Union restaurant is currently being signed and slated to open at the beginning of the spring semester. In addition, the contract regarding the tech transfer is now complete.

The joint retreat with leaders from the Alumni Board and Foundation Board is in place to develop a strategic alumni communications plan. Genie Schneider Chamberlin is the facilitator who will assist with this joint meeting scheduled for Friday, August 20. Both groups are also gearing up for the joint meeting in February 2011.

Col. Andrew Griffin met recently with the USAA group and they are very interested in partnering with NAU on veteran’s affairs.
Dick Nothstein asked if the veterans’ events helped build a bridge with NAU’s former students? Mason commented that he truly believes it did, as well as we are still seeking ways to involve the people who participated in these events. The Foundation Board is currently trying to recruit U.S. Navy Rear Admiral Robin Braun to become a member.

Dennis Meador asked if the new restaurant has yet been named? Mason indicated that no name yet, but that a contest was being considered on Facebook for this purpose.

Marc Atonna asked if it was possible for the Alumni Board to receive some coaching and information on representing NAU in regards to the comprehensive campaign. Mason agreed this was a good idea and would look to provide some training in conjunction with a future board meeting.

NAU ATHLETIC DEPARTMENT REPORT
Athletic Director Jim Fallis reported that the strategic plan for the next 5-10 years for NAU Athletics will be completed by August. Plans are underway for football and basketball to be broadcasted on an FM radio station which will reach Prescott and Prescott Valley. NAU is also planning to host a basketball game in Prescott Valley at Tim’s Toyota Center on November 16, 2010.

With the closing of the Skydome in December, all basketball will be moved to Rolle Activity Center. Athletics is anticipating sellout crowds with seating for approximately 900 people with 200 of those reserved for students. They are currently working on balancing practice schedules with the activities currently taking place at Rolle Activity Center. They are also working on re-locating current Athletic Dept. services and offices.

NAU boasts the largest number of all-conference participants with a 3.0 or higher GPA. Regarding the Academic Progress Rate, NAU is a 925 out of 1000 which means that we are above the threshold. We are one of only two schools in the Big Sky Conference with this rating.

Wine & Dine in the Pines will be held August 22, 2010, at the Arizona Snowbowl, and a great selection of wine and food will be served. Tickets are still available for purchase.

Dennis Meador asked about the progress on renovating the Fieldhouse for basketball? Jim replied that it is currently being researched and that if approved, will be 3-5 years out.

Art Atonna asked for more detail on the improvements to the Skydome. Jim informed the group that the main improvements will be to fire, life and safety, with improvements to handrails, aisles expanded, fewer but bigger and more comfortable seats, and improved restroom facilities. The second floor will be a multi-purpose area with offices, meeting spaces, and study hall which will overlook the field. Club level seating will also be available. The press box will be renovated and the seating capacity will change from around 16,000 to about 11,000.

Marc Atonna asked about plans for a fan bus from Phoenix? Also, will the Logging Wheels be moved during construction? Jim replied that Athletics is currently working with Tim Dwyer on coordinating the fan bus. There are no plans to move the Logging Wheels during construction; they will be secure in the Skydome. The Skydome will re-open in August 2011.

ASNAU REPORT
ASNAU President Chase Hunt reported that the funding for ASNAU has changed for the upcoming year. Previously they were funded through the Office of the President, but now
they will be funded through a student fee. ASNAU will now be offering free student legal aid through their office. Plans are underway for a Spring Fling Carnival, and all clubs on campus will have the opportunity to host a booth to raise money for their student club. The funds available for student clubs and organizations will increase this year, making more money available for clubs to host events and activities. ASNAU will also be covering the cost and materials for all clubs to print flyers and promotional items. The entertainment budget has also increased with plans for more events and concerts on campus. ASNAU has worked with Cline Library to extend operating hours. They have also increased the scholarship money available for the study abroad program. They are also working on offering a free shuttle service for students to Arizona Snowbowl. They continue to lobby and advocate for affordable funding for education, and discussion continued about various student fees. There was also discussion on ways to promote student voting. ASNAU will be purchasing approximately 10,000 t-shirts to give away to students during Welcome Week, in the Residence Halls, at football games, and Homecoming.

**IMMEDIATE PAST-PRESIDENT’S COMMENTS**
Marc Attonna expressed that this last year has provided a foundation for many positive activities, setting the stage for the future. One note he mentioned is that new Board members who have come on in the last two years now comprise half of the Board. It is important to keep thinking independently, but to work collaboratively as we all bring something different to the table. Marc is looking forward to Kimberly Ott’s leadership of this group, and especially the 100th Anniversary celebration. Marc thanked the various people who have supported this group over the years, as well as the specific Board members who have helped him along the way.

**PRESIDENT’S WELCOME**
Kimberly commented that she is a people person and likes to engage people in a fun way. She looks forward to more events coming up which will allow this group to get to know each other in a less formal setting. She also expressed that she is honored and excited to work with this group. With the university’s budget challenges, it is important to be creative about how the group supports the institution and stay focused on the importance of nurturing the relationships we have worked so hard to create.

**EXECUTIVE DIRECTOR’S YEAR-END REPORT**
Neil Goodell thanked Marc Attonna for a good year, and welcomed Kimberly Ott as the new President. Neil thanked the outgoing Board members and welcomed the incoming Board members. He then continued with a PowerPoint presentation [attached to permanent minutes] outlining the year’s work and accomplishments by the Alumni Association and Office of Alumni Relations.

**NATIVE AMERICAN FOCUS FOR 2011 NAU HOMECOMING**
Barbara McCloud made a recommendation to the Board to consider the focus for the 2011 Homecoming to be centered on Native Americans and the opening of the Native American Cultural Center. Discussion continued around this topic with comments made regarding the need to work with various student groups, sensitivity to the diversity of all cultures, being cautious about characterizing Native Americans, and the opportunity to showcase NAU as a premier institution. Dick Nothstein moved to support the 2011 Native American focus for Homecoming. Bruce Turner seconded and the motion passed.

**PROPOSAL FOR V-12 MEMORIAL ON NORTH CAMPUS**
Neil Goodell distributed a handout for the Board outlining the proposal for a V-12 Memorial on campus [attached to permanent minutes]. We are currently seeking approval from President Haeger to move forward on this project. Discussion continued
around attaining an anchor, and a suggestion was made to possibly include a ship’s bell as part of the memorial.

**REVIEW OF 2010-11 ALUMNI RELATIONS BUDGET**

A copy of the 2010-11 Office of Alumni Relations budget was distributed for Board review. Michael Fronske commented that the group will be facing some difficult future budget years. He also commented that the budget is being presented for review purposes only and that the Board does not need to provide formal approval since this is an NAU departmental budget. The Bank of America credit/debit card contract expires this fall and no other viable source has been identified to replace that lost revenue. One line item indicated a decrease in budget for managing our website, and the reason for that is our website has moved in-house and is now managed by internal IT and alumni staff.

**BOARD RESOLUTION FOR BASKETBALL IN FIELDHOUSE**

Marc Attonna stated that the Executive Committee should meet with Jim Fallis soon to discuss options on how to best show our support for this endeavor. We do not want to act until the final solution is in place with Athletics. This item will be tabled until the next meeting.

**MEMORANDUM OF UNDERSTANDING BETWEEN NAU ALUMNI ASSOCIATION AND NORTHERN ARIZONA UNIVERSITY**

Barbara McCloud provided the historical background surrounding the MOU and our affinity contracts. The affinity programs are going away as they stand now; however, the Foundation has agreed to handle any future affinity partnerships. Barbara stated that the hope is to have this MOU completed by the next Board meeting. Discussion continued around donor fees being charged by the Foundation, and Mason Gerety agreed to bring Cheryl Willers from the Foundation to a future meeting to discuss Foundation operations and the fee structure. Cheryl has provided a presentation to the Alumni Board on two occasions in the past few years.

**ANNUAL ALUMNI AWARDS**

Karin Philips and Dick Nothstein presented a document [attached to permanent minutes] outlining the recommended candidates for the 2010 Alumni Awards. The recommended candidates are: Patrick Keefe for the Dwight Patterson Alumnus/Alumna of the Year, G. Hayden Green for the Dr. Cliff Harkins Distinguished Citizen of the Year, Paul Manz for the Jeff Ferris Volunteer of the Year, and Brian White for the Joe and Marie Rolle Spirit of NAU Award. Dick Nothstein moved to approve these nominees for the awards. Barbara McCloud seconded and the motion passed.

**NAU LICENSE PLATE DESIGN**

Neil Goodell presented an example to the group of the new license plate design from University Marketing. Discussion continued around the license plate design, including comments about no “Lumberjacks” in the design, if both plates could be available for sale at the same time, and what to do with any surplus plates. Ultimately, this is a university decision, but the Board is welcome to provide feedback.

**PROPOSED CHANGE IN BOARD MEETING SCHEDULE FOR APRIL 2011**
The Board had originally approved the date of April 23, 2011, for a meeting in Prescott Valley, however that falls on Easter weekend and does not work well with Doug & Marilyn Wall who would like to host an event on Friday evening prior to the Saturday meeting. Michael Fronske moved to change the date of the meeting to April 30, 2011. Barbara McCloud seconded and the motion passed.

**PRESENTATION ABOUT NORTHERN ARIZONA UNIVERSITY MASTER PLAN**  
Jane Kuhn, NAU Associate Vice President, and Carolyn Krall of Ayers/Saint/Gross Architects & Planners presented the current master plan for NAU. The PowerPoint presentation can be viewed in full at: https://www4.nau.edu/cas/Plan-Dev/2010%20Campus%20Master%20Plan.html

The master plan will be presented to ABOR at the September meeting in Flagstaff.

Questions were addressed regarding dorm style and that the trend is moving toward suite or apartment style dorms. Between 1,000-1,200 beds will be added to campus during the next three years. NAU wants to continue to be a residential campus with 6,700 beds currently on campus. New dorms on campus will most likely be privately managed. Concern was expressed over the renovations to North Campus, and the group was assured that preservation efforts are in place to maintain the historic value of the area.

**COMMITTEE REPORTS**

The only committee currently receiving direct staff support on a monthly basis will be the Marketing & Communications Committee as the group continues work on the 100th Anniversary celebration. It is the responsibility of the committee chairs to set up their committee meetings and to establish the method of communication, date, and time between board meetings. Committee chairs were asked to notify their staff liaisons of their meeting times, and provide Neil and Beth with a list of committee members.

**Nominations**

Veronica Perez reported that the Nominations committee will be working on targeted Board recruitment, specifically looking to identify individuals with a culturally diverse background, women, and of a wide range in age. They would like to focus on cultivating potential candidates, and promoting the benefits of being a part of the Alumni Board. The committee would like to look at re-vamping the application and providing more guidance and coaching on how to best complete the application process. One idea is to create a Board recruitment package outlining the work of the Alumni Board. The group plans to utilize Homecoming for Board recruitment. The deadline for Board applications is February 1, 2011.

Concern was expressed over targeting only people that the Board knows for potential new members, and to make sure we are abiding by the bylaws. The group agreed it would be beneficial to not only target candidates, but to continue encouraging people to fill out the formal application. This committee will conduct monthly email updates and will hold quarterly conference phone calls.

**Resource Development**

Michael Fronske reported that this committee is currently working on defining their role as our new relationship with the Foundation draws near. They are also looking at additional methods to raise operational funding. This committee will be organizing an NAU Alumni night at the Diamondbacks game on August 20, 2010. They will also be looking at ways they can pull in the Volunteer Outreach committee to assist with “friend raising.”

This committee will meet on an ad hoc basis as needed.
Past Presidents
Nancy Serenbetz reported that the Past Presidents would like to offer to plan and/or host social events in conjunction with Board meetings, beginning with the February Board meeting in Phoenix. The Past Presidents would like to meet in October in Phoenix at Marc Atonna’s home for their own committee breakout as there won’t be time at the October Board meeting. This committee will keep in touch through email.

Marketing & Communications
Kimberly Ott reported the committee will be holding monthly conference calls on the first Thursday of the month at 9:00 am. This committee will look at promoting Homecoming to the Extended Campus sites and marketing various reasons to visit campus. The group is also looking at Homecoming 2011 and various ways to pull in existing groups on campus to help with alumni outreach.

Traditions
Kimberly Ott reported that this committee discussed the re-vamping of Chain Gang and their success on campus as a group. They briefly discussed ice sculptures and the history of this tradition and what is being done to bring it back to campus. They would also like to look at how they can assist with honoring current student veterans.

Volunteer Outreach
Joy Gaeraths reported that the Welcome Week BBQ will be Wednesday, September 1, 2010 and the VO committee will be looking for volunteers to assist with handing out free ice cream to the campus community. The committee discussed high school award nights and the success of these evenings for involving local alumni. Discussion continued around reaching out to our out-of-state alumni and identifying their time availability and talent areas and building this information into the database. This committee also inquired about utilizing social media outlets to identify volunteers and notify them of volunteer opportunities. Joy will send an email to the committee identifying when they will meet.

Native American Cultural Center
Ted Quasula and Barbara McCloud met and began discussion on the opening of the Native American Cultural Center. They were working on a list of key people to involve in the opening from various tribal groups. The two will draft an initial outline of the schedule and plan for implementation.

There being no further business, Adam Candee moved to adjourn the meeting. Bart Graves seconded and the meeting was adjourned at 3:55 p.m.

Respectfully submitted by Beth Bourget

ATTACHMENTS TO PERMANENT MINUTES
Executive Director’s Year-end Report
V-12 Memorial Proposal
Annual Alumni Awards Recommendations