

M i n u t e s
City High Alumni Association

June 2, 2010

Present: Molly Dietz, Cecily Gabel, Jane Green, Alma Greene, Mark Hanson, Keith Hemingway, Brian Kirschling, Liz Phelps, Chris Reynolds, Jim Sangster, Gene Vineyard, Gene Wandling, Keith Wilson and Joe Younker.

Call to Order: President Brian Kirschling called the meeting to order at 7:30 p.m.

Minutes: The May minutes were approved.

Guest Speakers: Peggy Slaughter and John Balmer made a presentation about the Bates Field/Alumni Center project at City High. The first phase is the new red bleachers slated to be finished in time for the first home game, which will be the dedication and fund-raising kick-off as well. At that time the logo for the project and a fact sheet will be released to the public. The building will feature a Little Hawk at one end, athlete honor boards and donor boards. There will also be pillars at the ticket gates and perhaps banners displayed there. The current building will be remodeled to create a larger concession stand and the new building will contain an elevator, restrooms, lots of glass and a protected open area of reserved seats. At this point there are 4 focus areas being worked on: 1) Business leader group with John Balmer as the head. They are listing businesses to contact. Tim Dwight has already made a significant donation to get things started. The goal is one million above the District funds already committed. (2) Data base group headed by Kevin Koepnick and Terry Coleman. They will track who is donating, the amount of the donations and the length of the pledge-5 years is the goal right now. (3) Marketing/PR group headed by Peggy Slaughter. This group is looking for more help. They have chosen the logo, designed by Abby Jordison, to be released September 3. Our group will need to coordinate with this group. (4) Alumni group with Patty Grabinski as the head. This group hopes to identify 1 person/class to help identify target people in their classes. The campaign is also looking for any available grants to help with funding. The economy will make this a real challenge but all feel it is possible. The buildings will be done first, then lighting, storage sheds, etc. as funding allows for completion.

The Little Hawks Club has pledged \$50,000.00. It was mentioned that we still have \$2850.00 left in Tower fund and perhaps this would be a place to use it.

What's New at City High: Principal Hanson reminded us that graduation was done and went well. School activities are winding down. The girls' soccer team lost to Jefferson and are done for the season. The boys' soccer team plays Ankeney Thursday and will go on if they win. Baseball against West Thursday and Friday of this week. On a personal note Mark thanked us for all our support for him and expressed his pleasure in working with us. He will be moving to Ottumwa July first. He suggested that we should invite John Bacon to our July meeting and put our support behind him right away.

Communications Committee: Our Website is up but still has some work to be done. Alumni Research is asking for a particular link from us to them. The May newsletter was the first done by AlphaGraphics. They got it out quickly. It was suggested that the pictures were very dark but was agreed that there will be contact with them before the next issue.

Honors Ceremony: Cecily Gabel and Brian attended. Brian presented our scholarships and

got a picture of the winners. There was a fair amount of traffic past our Alumni Display.

Finance Committee: Gene Wandling reported that there was more in the Iowa State Bank fund than listed on the financial report sheet. Chris Reynolds mentioned that the scholarship winners had been sent a letter informing them of what they needed to do to receive their award. Gene felt it would be August or September before that would be paid. Gene has still not received any money from PayPal for the memberships purchased. Apparently there is still some paperwork needing to be done. Joe Younker offered to help get it taken care of. Gene, Molly Dietz, Cecily, Todd Means and Brad Seaton met May 12. They discussed several areas. (1) Revenue sources are mainly dues but with the tight economy now it was felt we should leave the fees as they are. Gene did ask about the retention of annual memberships. Jim Sangster reported that he sent out about 600 reminders and got money back from about 350. The committee discussed being more aggressive in soliciting donations. Ideas included a fund raiser, some type of coupon book, special events such as Regina's Fall Fun Fair, a tailgates or Alumni dinner and soliciting for funds. Gene also brought up trademark licensing. This could be an opportunity to get money by selling the CHS trademark. They will talk to City High about this. (2) Expenses were also discussed. We should strive to stay within a \$15,000.00 yearly budget. The electronic newsletter should help with this. We will continue to support or perhaps even increase the scholarship money with what we save. (3) A portion of the \$98,000.00 cash reserve could be better used. If \$50,000.00 was left in reserve that leaves us \$40,000.00 to use, perhaps for the Alumni Building.

Special Events: Banner carriers did well at graduation. Principal Hanson's speech will be on Channel 21 June 4 @ 2:00p.m., June 5 and 6 @ 10:00 a.m. and 4:00 p.m. and June 7 @ 2p.m. It is well worth listening to.

Welcome: President Kirschling welcomed Lincoln and Hills to City High.

Recruiting for the Board: It is time to look for members for the Board. Brian has the names of Terry Riley, Michelle Condon and Jill Horner Stevenson. Call him if you have others.

Around the Room: President Kirschling mentioned that the Class of '80 will be having a building tour on Saturday, June 26 as part of their reunion. We will need to have one or two people to staff the display board and banner.

Cecily Gabel reported on a movement by Eastside parents to work on positive school spirit. They are talking about a smaller version of the Red and White Carnival on August 28. The group will be having an open meeting on June 13 to discuss fund-raising and ideas to promote high visibility for City High. They have lots of energy to be directed.

It was suggested that seniors fill out contact cards in homeroom before they graduate. This would make it much easier to contact them in the future.

Jane Green announced that she had put a picture of the Alumni Association in a scrapbook the staff presented Principal Hanson at a staff retirement party. Ann Croker may be working on a public reception. Watch for future information.

Adjournment: The meeting was adjourned by President Kirschling at 9:11 p.m. Next meeting will be **July 7 at 7:30p.m.** in Room 1809.

Respectfully submitted: Chris
Reynolds, Secretary