

LAAA BOARD MEETING

Wednesday, April 14th, 2010

Attendees: J. Tremblay, A. Battistoni, G. Riikonen, S. Fortier, T. Frawley, D. Mihalek, D. Morrison, B. Smith, M. Trebb, E. Donato, Y. Jeong, S. Rossi, L. Demers (ex-officio)

Regrets:., D. White, S. Viau, J. DeSimone, S. Bradley, T. Yong

Guests: T. Zsolnay, J. Kaltiainen, M. Brunette

1. Call to Order at 6:02
2. Jacques thanked all for the sympathy wishes sent to him.
He gave kudos for the wonderful Laurentian Birthday Celebration
3. Approval of Agenda
 - moved by D. Morrison seconded by E. Donato
4. Approval of Minutes - Feb. 10, 2010
 - moved B. Smith seconded by A. Battistoni
5. Business arising from minutes –none
6. Declaration of Conflict of Interest
 - none declared
7. President's Report
 - a) - at the Laurentian Athletics Banquet held at the Caruso Club , the LAAA was presented with a special Voyageur Award for our contributions to the scholarship fund. Jacques thanked those who attended and the award was circulated for members to see.
 - b) - from the \$50,000 reserve fund:
 - \$25,000 has been earmarked for scholarships,
 - \$5000 for photos
 - \$2500 for magnets
 - Leaving \$17,500 for the 50th Anniversary summer bash
 - Discussion followed as to how these monies would be spent- Great Hall venue with softer music for Friday, Photos, address updates etc.

Motion – to earmark \$17,500 towards the 50th Anniversary summer festival and assign responsibility to the Marketing Committee to determine how it will be spent.

Moved by A. Battistoni, seconded by M. Trebb

- c) -Nomination reviews for the 50 Alumni List is complete
 - All decades and demographics were evenly represented
 - Final choice was determined by top mathematical scores
 - Dominique will approve the final list
 - plan to have 50 stories bi-weekly
- d) Communication Plan up-date
 - met with C. Mercer to discuss the magazine format
 - survey to be done to determine the best way of delivering content
 - next steps could involve a focus group to meet in the Fall to determine the mode of communication (D. Morrison and D. Mihalek to assist with out of town groups)
- e) LSA Leadership Award presented to Y. Jeong... congratulations!

8. COMMITTEE REPORTS

a) Finance:

Budget was presented

- \$45,000 reserved for the 50th Anniversary
- we are still in good shape with \$87,000 left

b) Affinity Committee

- i) T. Frawley updated the board on the mortgage affinity program explaining why the committee decided to nullify this particular RFP
- ii) L. Demers explained why the committee also decided through consensus to forgo this program altogether.
- iii) The Perkopolis was endorsed by the committee. Reciprocal links to LU are possible but there are no financial returns to be had.

Motion: to endorse the use of Perkopolis.

Moved by D. Mihalek seconded by G. Riikonen

iv) TD Meloche Monnex

- 2009 results show increase in written premiums of 28%
- financial sponsorship up to \$80,000 for calendar year 2010
- contract expires October 1, 2014 with opportunity to renew for 5 years after this date

v) Canada Life

- 2009 results show not much change in revenue

- contract expires January 1, 2012 with opportunity to renew for three successive terms after this date
- vi) MBNA
 - results received for 2009 show very little growth
 - revenue guarantee of \$20,000 annually still in place
 - contract review date 2012
- vii) Futura – no news
- c) Marketing / Communication -
 - Blaine reported that 20 Alumni plaques are in the office at this time.
 - Magnets have been ordered and are due in tomorrow.
- d) Chapters
 - A. Battistoni shared the details of Sudbury Chapter's first event, a food and wine pairing at Verdicchio's on May 27th.
 - cost is \$50 per person and there will be 100 tickets only

9. ALUMNI RELATIONS REPORT

- a) 50th Anniversary confirmed events were shared
- b) Spring Convocation – first graduates from the founding years 1957-1964 are being invited back to a special luncheon with their guests at the Brenda Wallace Reading Room Saturday June 5th
- c) Hall of Fame - Inductees
- d) History Book Launch - Books ready by October 1, 2010
 - will be available for auction date
 - Roll out TBD

10. LAURENTIAN STUDENT ALUMNI REPORT

- Money for the Laurentian Student Award came from MNBA years ago
- had been endowed into a graduation award
- this year's recipient - Yunni Jeong
- Congratulations!

12. OTHER BUSINESS

none

13. ADJOURNMENT: 7:02 Moved by S. Fortier, seconded by B. Smith

14. NEXT MEETING Wednesday, June 9th, 2010