

AMA Alumni Foundation, Inc.
Board of Directors Meeting Notes (Open Session)
September 18, 2021@0900 hrs. (EDT) AMA Campus Big Room

Meeting Call to order: 0900 EDT

1. Called to order by Chairman
2. Pledge of Allegiance: Doug Pennock
3. Quorum Verification [Secretary]:
 - a. In person: Doug Pennock, Tom Del Valle, John Arthur, Jorge Roviroso, Garry Granger, Gary Cripps, Gordon Metz, B.J. d'Orsay, Steve Trent, Larry Nicholson, Brett Thompson
 - b. Absent: Frank Williamson (excused)
 - c. Quorum verified by the Secretary (John A): eleven personnel in attendance
 - d. Quite a few alumni participating in the meeting in the Big Room: 22 personnel attending, in addition to Board members and Staff.

Chairman's Remarks

1. First I'd like to take the opportunity to thank those that are serving as board members on the foundation. Quite a bit of time and sacrifices in support of our mission to preserve our legacy. Thank you for your dedication, as we have a special and talented group of individuals dedicated support to AMA.
2. We typically meet once a quarter and our meetings usually go anywhere from two and half to three hours. We've established a group of committees with different mission areas, and all of our board members serve on at least two of those committees. During our quarterly meetings, we provide committee reports, and those are shared on our website and published in the bayonet as well. We try to maintain an air of transparency and all that we say and do.
3. We have quite a few positive things on going as far as projects and initiatives, but we also have some unsettling things to update the alumni. The first is we have a new museum director with Amy Hensley...Amy please stand up...thank you. And she has a very experienced and professional staff with Rich vanBreeman-our museum curator, Chris Correa-our lead docent, and Amy Hensley-our intern. The communications and coordination within the office and amongst the foundation board members couldn't be better. From the consolidation and infusion of enhanced alumni database management software, as well as implementation of financial software, our processes and procedures are working very effectively right now.
4. Over the past year, we have discovered that several tax document filings and tax payments were not sent and or paid by the former museum administrator. We have been in close contact with our bookkeepers, who have reached out to the State of Virginia and the IRS in an attempt to resolve all of the outstanding issues. I feel confident that we have identified all of these issues and I expect that by the end of 2021 all outstanding tax and document filing discrepancies will have been resolved. At this time, the AMA Alumni Foundation Inc. is current and up to date with all of our tax and filing responsibilities.
5. I'm especially excited about the teamwork between the alumni Association the foundation and the group of three that has spent quite a bit of tireless hours planning and orchestrating the reunion. Garry Granger, Jorge Roviroso and Steve Trent have been

working tirelessly for two and half years to bring this reunion to fruition... They've conducted over 30 separate meetings. And the quality of the food is clearly an indication of the standards that that have applied for our gathering. My sincerest thanks and I hope you all approach the three of them and express your appreciation as well.

6. At this time I'm going to ask for several of our committee chairs to stand up and give a quick overview of activities for all of you here in attendance.

Treasurer Update – Gary Cripps

1. Good morning all... I am Gary Cripps foundation treasurer. Like to provide a quick overview of our finances.
2. Our profit and loss statements have seen a roller coaster of activity, and not necessarily falling off the bus. We that intakes exceeding just over hundred thousand dollars but our expenses have been over hundred and \$25,000. This is consistent looking back over the past 4 to 5 years. Donations from the reunion activities will be a positive shot in the arm, but our shortages are looking to be addressed through several initiatives. We did realize a PPP loan with Covid, and George Reeves estate donation was an unexpected boost as well.
3. Museum operating expenses have been controlled appropriately, and Amy and Rich have done a great job staying on top of that. And also getting our fixed costs down, and whatever Tom is able to realize thru fundraising initiatives, I believe we can get into the "black". We have a very strong balance in our foundation Raymond James accounts, and the balance has been fairly consistent over the past two years...a reflection of the market activities and our assets in our portfolio.
4. As Doug mentioned, we have had a 100% staff turnover in the past 18 months, coupled with the issues discussed regarding the non-filing of taxes and the non-payments of employee withholding tax. We are in the process of working with the IRS to abate the penalties, and get ourselves in good stead with the IRS. We're caught up in the filing of our 2018 and 2019 taxes, and were working very closely with our new CPA firm, Shenandoah Valley Tax in Waynesboro, and they have done some amazing accounting actions for us. Subject to any questions, that completes my overview.
5. DOUG: Thank you Gary for the update, and thank you for the countless hours that you have put into helping resolve these issues. I'll ask John Arthur to provide a short overview from a secretary and a committee chair perspective.

Secretary Update – John Arthur

1. Thank you, Doug... My name is John Arthur and I'm the secretary the foundation board. I'm also the chair of an election committee, sports Hall of Fame committee, and a member of the PX/online PX committee.
2. Through Doug's guidance and vision, we have organized the board into eight committees: the sports Hall of Fame selection committee, election, reunion support, fundraising, the AWOL committee, public relations, museum upkeep and a recent one as mentioned, the PX /online sales committee. Our goal is to have an interactive board, enabling us to cross coordinate and garner assistance in each of our individual missions, all supporting our collective mission to preserve our legacy and maintain positive alumni relationships.
3. One aspect of our committee organization, is that we also look forward to and also solicit support and participation from non-board members. You'll hear from Tom Del Valle about

that in a minute. If any of you here would like to participate/be involved, please grab either Doug, Tom or I this weekend and we can explain in a little bit more detail. Thank you for the opportunity to speak this morning, and I hope y'all have a wonderful weekend. At this time all opened the floor for any questions... If not, turning it back over to you Doug.

4. DOUG: Thank you, John for the overview. At this time I'd like to hand the baton to Tom Del Valle yea, my board vice chair.

Vice-Chairman Update – Tom Del Valle

1. Thank you for the introduction Doug. John has provided a good overview of organization, but I'd like to talk about is one committee that we have just recently stood up. I am the chairman of the recently established fundraising committee. I have three non-board member alumni who are supporting me on this committee: Warren Fleming, Micky Toms, and Bud Oakey. Warren has an exceptional amount of experience with grant writing and has been very successful. And Bud Oakey is well known in the political arena both at the local level and at the state level. When you see them, please be sure to thank them for their volunteering to support. And there is you will know in are you a you and you all know between you and Sarah and Kelly is not something you and your is what you are you are you a you a you are you animals doing okay and the in and you know a lot of notes on under the computer and you the Our focus and our mission is to put strategies and procedures in place to raise funds to keep our museum operating costs to a minimum. Although some people might think were focused on other projects, our primary focus is as I just mentioned.
2. Some of you might think it might be our job to acquire other facilities or work on leases or other areas, but our primary focus is to raise funds to help offset our operating expenses currently monthly fundraising realizes anywhere from \$10-\$14,000 per month, but our goal is to get that up in the neighborhood of \$20,000 a month. We're taking a three-pronged approach, but also referring it to the three legs of our stool the first leg being seeking grants; the second leg in seeking state and local government funding areas to assist; and the third is people's generous donations.
3. Fundraising is always a challenge, but we believe with the right people on our team and the right message, we will be able to put our procedures in place to realize our fundraising goals. Were all in the canoe together paddling to the stroke and cadence that our Chairman is set for us, and were always looking for good ideas and good people to assist. We also take the approach that singles and doubles when baseball games, so we value the \$25 donation on the website as much as the \$500 donation from those that are committed to be a part of the "300".
4. Again, thank you for your support and I'll open the floor to any questions or ideas/thoughts.
5. Comments from Alumnus on the Floor:
 - a. Doug Driscoll: Tom, I've heard discussion that there might be some interest in the Beaumont House next door can you provide any clarification about that or a potential move across the street.
 - TOM: the Beaumont House is in a somewhat difficult state of disrepair. We did have the same historic and older home expert renovator who did the work here on the museum house, go in and give us a home inspection. He also took a look from a cost perspective what it would take to bring it up to standards. The convenience of

- having a home right beside the campus, is a positive... but from a cost perspective it really is not advantageous for us at this time.
- b. Jack White: in Augusta County, they received the \$45 million bond to move the courthouse and that was done successfully. I know Bud Oakey had intimate knowledge of that activity. And I understand there has been some discussions about a joint military Museum as well. Had we considered anything like that? t.
 - TOM: Jack, one point to bring up is the fact that we do not own the museum/old library building. It is owned by the Pentecostals and we have it on a 27½ year lease. I'm not sure they'd be open to discussions to allow us to acquire it, much less try to relocate it off the campus.
 - c. Gordon Metz: Tom, I know that there are small grants associated with historic foundations supporting museums. I'm familiar with a grant for \$4500 aligned with the Montpelier foundation. Luke Snyder mentioned that as well, and is something that he and I talked about this regarding applying for it. We'll work with the fundraising team to try and see if that is something that we might be eligible for.
 - TOM: Thank you Gordon and Luke for bringing that to our attention. Let's work together on that. We are focused on both short-term fundraising solutions as well as long-term, stabilizing activities.
 - d. Doug Driscoll: Tom, what happens when we are all gone? What happens when the lease is up in 5 years?
 - DOUG: Tom, I can address those questions. First, we have a new initiative called the *Legacy Prevention Corps*. We've initiated that for this reunion. One of our initiatives is to create the legacy preservation core. It focuses on the offspring of alumni to secure/help keep our legacy alive. Our hopes are to get others involved. We developed this based upon the legacy preservation activities associated with the survivors of the USS Indianapolis. I know my son Sean was very involved and wants to stay engaged.
 - GORDON: All of my children have been involved with AMA alumni activities in some way shape or form. Going back several years. And our plan is to continue that involvement and strengthen our activities.
 - BJ: A great example is a young lady, who was a scholarship recipient: Ashley, the granddaughter of Buddy Kreis (sp?). She is a student at UVA, and she is actually over here this weekend helping work down at the gymnasium for registration. She wants to help preserve her granddad's legacy as well as the legacy of AMA.
 - DOUG: and to address Doug Driscoll's other point regarding the lease being up in five years. We are in detailed discussions with Rev. Cunningham of the Pentecostals as to what steps can we take to secure the lease, ensuring that AMA will always have a home. We have a very professional relationship with them and they love having us here on the campus.
 - e. TOM: if there no other questions, thank you for the engaging discussions, and we look forward to your continued support. Doug, back over to you.
 - f. DOUG: Thank you Tom. All of these points and sound good appreciate your inputs. All in all ask Garry Granger, the chairman of our public relations committee, to say a few words...

1. Thank you for the introduction, Doug. I appreciate the opportunity to share our vision and some successes to date.
2. One aspect of our public relations like to highlight is that we have reached out to the city of Staunton as well as Augusta County, helping to advocate and solicit support for a long-term stake with the local leadership. We develop a 16 minute PowerPoint presentation that we have provided to many organizations, striving to educate and inform the local populations. We reached out to visitors bureaus to help share our story, and inform them about the museum and help in our publicity. Amy, Ashley and Chris have been amazing in using their contacts to assist as well. And Victor has also utilized his Fishburne military school contacts to assist in our public relations campaign as well. We realize successes in those areas, as reflected through increased visitor counts to the museum, even in the face of the Covid lockdowns and restrictions.
3. As we move forward, I welcome any insights or thoughts on areas that we can continue to expand our PR campaign. Grab me afterwards if you have any specific ideas that we can discuss in further detail. If there are no further questions Doug I'll hand back over to you.
4. DOUG: Thank you Garry... I'd like to open the floor right now to any comments from you here in attendance.

OPEN COMMENTS

1. Mike Basto: Doug, I'd like to reach out to the alumni here and others, that we have an initiative going on to gather material donations from alumni, which they might have tucked away in the closet to the garage, directly tied with AMA, to use for resale. I'd ask you fellow alumni to go look in your closets and see if you have things that you want to donate back to the school. This will become the baseline for an online sales effort that we have undertaken.
 - DOUG: For those that don't know, Mike has volunteered to assist us in establishing an online eBay site, to help us market and sell not only our AMA items, but also any items that are donated from alumni or others, that have monetary value. Mike is generously donating quite a few items, as well as his time and expertise as he is an expert at eBay marketing and sales with antiquities.
2. Luke Snyder: I'll reach out to your fundraising team and bring them up to speed and background information on the mount peel your historical foundation situation that we referenced earlier.
 - DOUG: look, thank you very much... This sounds like a great idea and we are looking forward to working together to see if it has any traction.
3. Lou Marion: help me understand the vision of interacting with the tourist information boards?
 - GARRY: Lou, we reach out and engage them to help promote our story and our museum capabilities. Our intent is to enable us to control our own destiny and information, without having to rely on them to do it. If we develop information packets and put it in their hands, all they have to do is help share that information.
4. Luke Snyder: I'll reach out to your fundraising team and bring them up to speed and background information on the mount peel your historical foundation situation that we referenced earlier.

- DOUG: look, thank you very much... This sounds like a great idea and we are looking forward to working together to see if it has any traction.
5. Herb Maher: Doug, it's been decades since I have been back here and been involved the alumni activity. I have to say how enthused and excited I am to see in here of all the moving pieces and parts that are underway right now to help us grow and maintain our legacy. Please let me know what I can do to help and assist?
- DOUG: Herb, thank you for the kind words, and it's great that you are here. I know with this reunion we have a significantly large band Company gathering of alumni, and it shows the solidarity and the brotherhood crosses over decades.
5. DOUG: If there are no other questions or comments, I'm going to wrap this meeting up as our goal was to complete it within an hour or so as to enable the alumni Association to pick up right behind us and start their meeting. Again, thank you so much for your participation and I want to thank my board members for all the support and leaning forward in the foxhole to assist in making this a great weekend.
- Tom made the motion to adjourn the meeting and John A 2nd the motion. Unanimous vote the wrap it up.

Meeting Adjourned 0957hrs.