

**AMA Alumni Foundation, Inc.**  
**Board of Directors**

ZOOM Videoconference Meeting Minutes: July 25, 2020

Meeting Call to Order: 1005 AM EDT

1. Invocation by Gordon Metz
2. Roll call [Secretary]:
  - a. Via Video: Doug Pennock, Tom Del Valle, John Arthur, Gary Cripps, Gordon Metz, B.J. d’Orsay, Jorge Rovirosa, Garry Granger, Larry Nicholson, Gary Morrison, Steve Trent
  - b. Excused absence: Ed Rogerville, Frank Williamson
  - c. Quorum verified by the Secretary (John A)
  - d. Others participating via Video: MSG (R) Don Studer, Billy Sturgis, Víctor Gómez, Brett Thompson, Chris (?), Warren Fleming, Neil/Rich/Chris: Museum Staff
3. Chairman’s welcome and opening comments
  - a. Thank everyone for participating and support
  - b. Getting quite a bit done, with all Board members activity engaged
  - c. Many thanks to BJ as a wingman, for tieless and tremendous assistance; Many thanks to John for working his butt off!
  - d. Minor changes to the agenda...and then will go into Executive Session
4. Approval of previous minutes, as written or changes
  - a. No proposed changes
  - b. GARRY G made motion to accept the minutes as written; GARY C 2<sup>nd</sup>; Unanimous Approval.

Museum Staff Reports – Neil, Chris and Rich (15 minutes)

1. Grand opening event summary
  - a. Thanking everyone for their support, especially turnout by Board members
  - b. Members setting upo grail and cooking, greeting, etc: Brett T and Victor!!
  - c. Military car display: Rich responsible for the “vehicle” entourage, and amazing pics.
  - d. Windbag women “orchestra! You could hear it through the entire area
  - e. \$193 in donations received; \$127.48 in PX sales; received Food Lion gift cards \$35.
  - f. Quite a few visitors:
  - g. GARRY G: # of visitors: 82, including alumni
  - h. DOUG: There were 10 alumni/Board members, therefore 70-77 outside people
2. PPP Update: Working it as a GRANT, with Pam at the bank!
3. Museum Operations: Neil
  - a. Staff able to purchase three manikins thru JC Penny, for approx \$400 in savings.
  - b. JOHN: Thanks to Victor for his support: DOUG: and many thanks to Duke Snider for Yankee Doodle!
  - c. BJ: have an ongoing issue with the PX sales. Lewis Clemmon ordered a hat with no responses from Neil, or Jim Atchison. NEIL: sent it twice and provided a tracking number. BJ: please send BJ a copy of the receipt and tracking number. Will do!
4. Chris

- a. Very little to update. To date, 71 groups, with 208 visitors total, given the COVID restrictions. GORDON: is that a historical “norm” for the typical season? DOUG: with the new signs, we’ve seen a % increase! Approx 160 per month.
  - b. Plus we have been closed thru 15 June. Years before the sign up, but increase since sign was installed.
  - c. GREAT docent support from Victor Gomez and Brian Miller ’67!
5. Rich:
- a. Working with BJ to upgrade displays and associate with computers. QR bar codes, linking to webpage on individual info. Experimenting and expanding. BJ doing the heavy lifting
  - b. Updating the Past Perfect database, to web version via on individual computers. Easier to update and share info.
  - c. Changing towards museum display rotations on a recurring basis, so as to enhance flow and keep things “alive”.
  - d. For the Reopening, the Wives Club appreciated being asked to support...made their day!
  - e. Vehicle display had an amazing Beechcraft 1946 on a trailer.
  - f. Happy to be a part of the museum staff!
  - g. New intern on board: Ainsley Bloomfield from Liberty University; very strong. Lives in Bridgewater. Funded by generous grant!
  - h. DOUG: Rich and BJ have been tackling the IT issues head-on. Well versed on HW and SW, to promote museum!
  - i. BJ: PP on web will assist us in getting the remaining 80% of “Stuff” still remaining in the boxes.
  - j. JOHN: cyber concerns? BJ: limited user access, with very secure links. Web portal access.
  - k. DOUG: tech in museum allowing for teleconference in room. Thank to all!!!

#### Treasurer’s Report (1031AM)

- 1. Q1 & Q2 2020 Financial Update: P&L Statement provided to all Board member
  - a. DOUG: we’ll do the update, then defer Q&A to the EXECUTIVE SECTION
  - b. Nothing noteworthy to report for previous QTR.
  - c. \$282,219 in Raymond James account, as of 30 Jun.
  - d. Operating at reduced levels, supplements with \$10,245 from PPP!
  - e. Cash flow approx 4-6 weeks; anticipate another RJ withdrawal.
  - f. Donation projects thru Oct expected uptick, plus generous donation from Angus Hines estate.
  - g. We need to do a better job tracking and logging donations. DOUG: fully concur and will rely on QB more!
  - h. More to discuss during EXECUTIVE SESSION.

#### Old Business (Incl. Individual Committee Chairman Reports)

**Note: Each Chair will have 5 minutes to present their reports and there will be a 10-minute Q&A following each report.**

- 1. Items from Previous Meeting
  - a. Update on reunion cancellation fees that became donations (amounts).
    - 1) GARY C: From the financial reports, approx \$4,500 was received. To date, \$680 have been refunded, with many wanting to receive credit for donation now

- 2) DOUG: He and Trudy are not on the list, for \$700, so it's not all inclusive. Have people been formally thanked? NEIL: Yes (but not true)
- b. Reunion cancellation deposits recovery status
  - 1) Stafford (Sat Night Banquet): \$2,000 deposit (\$1,000 on Friday & \$1,000 on Saturday)  
STEVE T: They are not back to work yet, but working it. Intends to stay on it, working to get a face-to-face.
  - 2) DOUG: Easy way out, but we need to stay on top of it. Address this again during OCT UPDATE!
- c. American Airlines Gift Miles Update/Accountability
  - 1) DOUG: We have 27,000 miles of the 500,000 that was originally provided. We requested the gift of miles to support tickets, Raffles and business for VIPs and business managers. Received it in 2018 timer for Medal of Honor and guest transportation. In 2019 and Neil honored Ed click and Weiss winning during the raffle, and allowed them to cash in for two tickets costing 220,000 miles. Ugh we cannot miss manage that in the future. For the three guests that came for the last reunions, we spent a little less than 100,000 miles...why did we allow Ed get first class?
  - 2) TOM D: Mismanagement, and that does not pass muster with American Airlines , if we were to get audited regarding how we manage the 500,00 miles they donated. We will have a hard time asking for and receiving any future donations.
- 2. AMA SHOF (John Arthur)(1048AM): Summary provided to Board
  - a. JOHN provided a summary review of his Committee report.
    - 1) Highlighted the revised submission and review timelines.
    - 2) Talked about increasing voting members from five to seven
    - 3) TOM D: John has dedicated quite a bit of time and effort, to ensure we are doing this right! Nominations are vetted to the nth degree, and information provided to HOF voters is superb!
    - 4) DOUG: Regarding MAJ Hart's induction, who is contacting family? JOHN/BJ: Any attempts have been dead ends. Two sons have died, bt we are still trying to find any living family members. Please help get the word out, thou ou alumni network.
  - b. BJ: Not having RECALLS from 77-83, has been challenging.
  - c. LARRY: Wanted to consider thinking about inviting ALL living HOF members to attend any/all inductions ceremonies. JOHN: Will do!
  - d. JOHN: Publically thanked Don Studer for the documentation that he provided to me, in this effort.
- 3. Election (John Arthur)(1110AM): Summary provided to Board
  - a. JOHN provided a summary review of his Committee report, hitting the high points regards potential expansion of board to include non-alumni, as the by-laws would allow for.
  - b. GORDON:
    - 1) Alumni or foundation with the ability to vote.
    - 2) All of my kids have been involved with AMA... our offspring bring the right emphasis with people in the organization to exist and continue to grow. Son Chris has visited in 15 to 20

- times and his other son is a lieutenant colonel in the reserves and he would be actively wanting to be involved as well. Actively talking with Ben Cline, House Delegate for Lexington.
- 3) Look at the future of our organization. Alumni in the 60s and 70s are becoming fewer, and we have no graduates involved from 1977 on. I have talked locally with Mal Livick and also have mentioned this to the Augusta County Board of Supervisors.
  - 4) GARRY G: I provided information brief to the Chamber of Commerce and a video was provided as well.
  - 5) DOUG:
    - Believe locals into our organization, will benefit us. Local community involvement will be our key to future success.
    - Need Board quality over quantity; 10-13 is a good size.
  - 6) GARY M: On Fishburne’s Board we had 25, which was challenging. Board needs younger, interested participants, equipped with right resources.
  - 7) JORGE: Additionally, very strategic work to bring in non-AMA: very beneficial. Would keep the legacy community alive. Plus enable local support for museum: local tours, docents/banking, etc...
  - 8) JOHN: Will take all of the comments into consideration, for our Committee review.
4. Museum Upkeep (Gordon)(1134AM):
- a. GORDON: Appreciate the staff support to let us know of any areas needing repairs!
  - b. Brett T: .
    - 1) Some very minor fixes during the quarter.
    - 2) One area requiring discussion, are the different lighting arrays that we have in/around the museum. We have LED, and halogen lights, using three different bulbs. Cost savings areas here. Want to consider “standardizing “ the lighting arrays.
    - 3) DOUG: Sounds ok, but lets come back with a detailed plan to discuss, as well as cost savings or cost excesses.
  - c. Major problems/Repairs
    - 1) Gutter straps on South side of the 2<sup>nd</sup> story. Need an expert to fix it, due to the intricacies of it. Brett working with museum director to get resolved.
5. A.W.O.L. (Larry Nicholson)(1137AM): Summary provided to Board. Highlight some items of interest
- a. Lifeblood of any organization, are it’s people. Great with unique experiences. The discerning aspect is time...it is a precious commodity!
  - b. Emails are great, but can only go so far...examples of in-box overloads with all of us.
  - c. Looking for a gut-check letter>>SURGE! Social media can create/develop opportunities.
  - d. Person-to-person will be best method to generate interest!
    - 1) 150 active??? #’s on rolls...1000’s ? .
    - 2) The power of personality and relationships will enable our success.
    - 3) The “Hoosier Campaign”: social and peer pressure, through “then >now” relationships, seemingly can turn the tide.
    - 4) Inflection points will enable more active and excited alumni.
  - e. DOUG: our challenge is active and current information; frustration with database interoperability to allow for frequent updates and ease of data access.

- 1) BJ: Transition PP to the cloud, which will be conducive to access data.
- f. LARRY: Step 1 is to activate networks.
  - 1) DOUG: Latino database
  - 2) DON: State POCS?:
  - 3) JORGE: Ad Astra rosters: every 10 years gatherings.
  - 4) BJ: sync lists to PP: 80%
- g. LARRY: Our goal is to have the biggest reunion in decades. Remember over 150 people! .
  - 1) Honor a class every year!
  - 2) HOF ceremony induction...invite all living HOF members!
  - 3) HOF Voters: expand #s
  - 4) Band Company mates
  - 5) Roller Rifle Reunion
  - 6) BJ: Will help to generate ONE master list, without duplicity
- 6. Reunion Support (Jorge Rovirosa)(1158AM): Summary provided to Board
  - a. JORGE: Reviewed working document: Highlight some items of interest. Steve and Garry G assisting.
    - 1) COVID POC for the hotel, in exile...hard to coordinate
    - 2) Jumped on the challenge. Great participation to date, on planning and discussions.
    - 3) Single reunions, planning for new places and more efficiencies.
    - 4) 15-17 Apr: Themes looking forward/back to generate interest: 4-5 yer reunion / 60-70 yr?
    - 5) Building the revised timeline, soliciting inputs.
    - 6) HQ will be The Blackburn Inn.
    - 7) Speaker ((close-hold) has been invited, with a backup speaker to be identified
  - b. GARRY G: Director of Events
    - 1) Reviewing and negotiating proposals with The Blackburn Inn.
    - 2) Planning on two meals there: new chef and kitchen staff.
    - 3) Coordination to date has gone well, in spite of COVID availability issues.
    - 4) Using previous year's schedule as basis to make changes from...soliciting inputs.
  - c. STEVE: Room coordination.
    - 1) Have 27 rooms block on Thursday; 37 on Friday; 27 on Saturday. DOUG: block the entire hotel! Negotiating rates from \$99-\$108.
    - 2) Contract not signed yet...
    - 3) JORGE: Steve will ID overflow hotels.
  - d. JORGE: highlighted sponsorship requirements, from the report. The following gentlemen made commitments:
    - 1) Jorge: \$1500>Sat. Dinner
    - 2) Doug: private amount
    - 3) John A: \$250>sporting Clay's
    - 4) Warren: ???
    - 5) Steve T: \$500>Sat. Dinner
    - 6) Steve T: \$200>Tour

- 7) Gordon: \$250>memorial event
  - 8) Brett: \$500>Hospitality
  - e. DOUG: We're re-commissioning the "Ladies of AMA" to assist with Reunion event coordination.
7. Public Relations (Garry Granger)(1218PM): Summary provided to Board
- a. Review of his Committee report, hitting the high points
  - b. All alumni on PR an Marketing: Say & Do approach
    - 1) Six times meeting, but need local interaction.
    - 2) LARRY: Key to our success will be "boots on ground" >>>Face-to-Face!! Email only goes so far.
  - c. Take AMA presentation (BJ support) to local organizations to brief, so as to "get our message" out.
    - 1) List of organizations to brief, on line:
    - 2) 18 Aug tentative to Waynesboro Kiwanis: possibly Zoom
    - 3) Harrisonburg, Waynesboro, Staunton/August Co boards of supervisors, etc. Chambers of Commerce focuses!
    - 4) Take the list, and tailor the message. .
  - d. DOUG: what about congressmen/local reps?
    - 1) Let's talk with Bud Oakey, lobbyist.
8. Fund Raising (Gary Morrison): Summary provided to Board
- a. Gary Morrison fundraising annual fund drive; push until the end of the summer.
    - 1) Grant writer, supported by JOHN for two meetings with Connie Jackson
    - 2) Focused on federal, state and private fund opportunities.
    - 3) Strategic research should generate plenty of grant opportunities.
  - b. WARREN: 501(c)3 in budget? AMA is a product...we can sell this!
  - c. JORGE: are we allowed to raise money? DOUG: financials require and support it .
  - d. GARY M: What audits what have been done? 2018 Steve Traylor was supposed to do it; 2019 data Neil: supposed to turn it in, but it never happened; DOUG: Traylor didn't do it.
  - e. JOHN: what is our accounting mechanism? Catalog for Museum? Accreditation? Owners of the building? Whatever happened to the big donors list? GARY M will follow up with Ed to re-circulate to all.