

Maritime College Alumni Association
General Meeting Minutes for October 13, 2020

Meeting held at:

Teleconference

(All participants called in)

Officers

- John Valvo, President
- Sam Reilly, 2nd Vice President
- Anthony DeSimone, Secretary

Board Members

- Carl Hausheer
- Ted Mason
- Kevin Danko
- Matthew Bonvento, Magazine Editor
 - Kevin Comerford, Treasurer
 - Annmarie Bhola, Assistant Treasurer

Past Presidents

- Jennifer Barnes Hayes
- John Bradley
- Leonard Imperial
- Chris Nystrom
- Marissa Danzy

Chapter Presidents

- Marianne Michaelson-Sanderson
- Jamie McNamara
- Zhen Shao

Maritime College

- RADM Michael Alfultis
- Doug Hasbrouck
- Mike Flood

18:05

Call to order

Review of Meeting Minutes

Ted Mason discussed several recommendations for Board Meeting Minutes revisions. Ted also

described a correction to the documentation of the distribution of assets for scholarships.

Scholarship amounts are at 3% of the average of year-end assets for the prior 3 years, rather than 4%

Kevin Comerford will review the Financial portion of the minutes and provide feedback. Mike Trotta to be added as an attendee to the minutes.

Ted discussed a correction to the motion related to approval of the honor award recipients.

18:10

Chapter Reports

Mike Flood reported on Houston Chapter status and local impact of Covid on events.

Jamie McNamara reports the Jersey Chapter is looking to host a skeet shooting event October 24, Saturday 10 AM in Ringwood NJ, Thunder Mountain Trap and Skeet. This is the first in fifteen years that the Chapter's annual event will not occur in Belmar.

Zhen Shao of the Con Ed chapter reported positive feedback on the MCAA Chapter President call.

18:18

Director's Report

The Ancient Mariner Event has sold out for this Friday, October 16, 2020.

18:20

Treasurer's Report

Kevin Comerford reported on Association revenues. Dues related income is down for the year. John Valvo discussed the need for paper trails to show MOU related enforcement.

Transparency is a fundamental goal of the Association.

Kevin and John both discussed progress of dues collection efforts for the year. When the Payroll Protection load is forgiven, the operating budget for the year will significantly improve.

18:26

College Report

Admiral Alfultis discussed Maritime College budget.

The College has re-initiated the accreditation approval process.

Admiral Alfultis discussed Campus Climate. There is a planned Campus Climate Task Force. Covid impact on the College was discussed.

Admiral Alfultis has concerns over promoting student mental health.

The College is looking at two Sea Terms to help make up for sea time missed due to the impact of Covid. Leo Imperial requested additional information on accreditation and Campus Climate.

18:35

Committee Videos

John Valvo discussed Committee Videos. Several were completed already.

Homecoming

John Valvo introduced the events for Homecoming 2020.

Kevin Danko explained this is the first year that the Alumni Association would be in the driver's seat for Homecoming.

Kevin discussed the varied events to be held on Homecoming Day.

The Annual meeting will transition from a pre-recorded portion to live video feed.

The online event will be accessible through Facebook and a portion through Zoom.

Portions of the Homecoming Day activities will occur on campus. Wifi strength at various locations have been evaluated in preparation of this. Some of the requested video locations are unavailable for the day.

There will be a Coaches panel Q&A session followed by a showing of a pre-recorded Maritime vs Kings Point football game.

Saira discussed some input from the Chapter Presidents on how Homecoming weekend events could play out.

19:00

Committee Reports

Events / PR

Kevin Danko discussed efforts with the campus to jointly work on the PR front. Kevin discussed the importance of branding and showing that the Association is the official and only Alumni Association for Maritime College.

John Valvo mentioned other PR efforts such as improving connection with the Alumni.

Chapters

Carl Hausheer discussed the Chapter Committee and work the Chapter Presidents have been putting in to build on their base.

Marianne Sanderson reported on the Carolinas Chapter. She discussed a Chapter event to occur in Georgia in the coming month.

19:06

Finance

Kevin Commerford discussed additional communications with the Association's financial management company.

19:07

Audit

Anthony DeSimone discussed the By-laws updated with membership approved amendments.

He incorporated corrections to gender pronouns throughout. He provided John Valvo some feedback for members comments on the vote.

He reported the 2019 Audit is completed. He reviewed the summary report. He then reviewed document and policy recommendations. Kevin Commerford is working on internal controls

document

19:17

Membership

Kevin Danko discussed College and Association database upkeep. He described the progress of the database merge. He then explained the next steps of establishing protocols for sharing of data.

The database merge is largely a manual process.

Improvements to membership enrollment was discussed.

Marissa Danzy explained the Board Member Spotlight Videos were intended to drive membership up. There should be more direct messaging to encourage members to join.

Videos posted to social media have a join or donate button.

Marissa discussed effectiveness of cold calls in bringing members into the fold.

Marianne Sanderson discussed alumni outreach through social media private pages.

Ted Mason described Values. He explained that during Covid, people have cut back on non-essentials in terms of expenses. He asked what the Association offers in terms of Value. Sailing on campus is an example of a value that can be offered. Membership of the alumni association should have value to those who join. Member exclusive or member preferred activities, programs, and events are a way to achieve this. Access to interactive sessions with interesting alumni. Ted proposes producing a monthly post highlighting one two line items of value offered by the Association.

Admiral Alfuldis described the effectiveness of LinkedIn for connecting with alumni.

Annmarie Bhola said she found there was a Maritime College Alumni Association LinkedIn page. She contacted the owner of that page and managed to take ownership herself on behalf of the Association.

Marissa Danzy discussed the potential benefits of coordinating with College Staff in building membership.

John Valvo summarized the membership discussion: We need to increase the perceived benefits of membership.

Jamie McNamara discussed engagement as a critical tool in sustaining membership. Virtual Happy Hours may be a platform for connecting.

Leonard Imperial discussed Association goals. He described the need to have alumni to be present on

campus being involved with the college. Leonard explained the need to focus on direction of the association.

Marissa Danzy will take the lead on gathering responses as to why memberships are lapsing.

20:05

Nominations

Annamarie Bholá described Board Members and Officers openings for 2020. She explained plans to solicit member application to join the Association Board.

During Homecoming, general membership will be asked for candidates.

20:17

Honors

All three nominated Honorees have accepted. Leonard Imperial is working on the medal. Ted Mason explained he is unsure of what format the dinner will take. The award ceremony will occur in video format. The new editor of Fort Schuyler Magazine understand he will put together articles in the magazine for each of the honorees.

Leonard Imperial discussed progress of Honoree Dinner prep work. He discussed potential recasting of for the medal design. Leonard discussed venue locations for the dinner. He questioned the Board about interest in re-locating the event. Saira Yoo explained the first two deposits have been submitted. Saira discussed the contract with Tribeca 360.

Leonard volunteered to review the contract and move forward with evaluation of venues. 20:26

Legal

Jennifer Hayes reports that Victor had been looking at Officer and Directors legal protections. Jennifer requested more information on membership.

Scholarship

John Valvo reported on Mike Brown's Scholarship efforts.

Mike has forwarded his script for the Scholarship Committee Video to Saira. Academic scholarships for the fall semester (one deck, and one engine student) via the Cass of 67

Scholarship fund.

The Class of 67 also delivered a scholarship to a student that exemplifies the Sallyport saying.

All-Hands

Annamarie Bhola discussed training requirements for inclusion. Annual harassment training was discussed. Annmarie explained the value in harassment training.

20:40

Potential New Committee

John Valvo discussed Corporate Sponsorship of the Alumni Association.

Chris Nystrom discussed potential funding from corporate sponsors. The Sponsorship Committee (if established) could streamline and match sponsors to events more effectively. The Board will have to re-evaluate MOU's and discuss this further, next month.

20:46

Unfinished Business

NA

New Business

John Valvo discussed campus presence. We will be forming a search committee to find a full-time director to work on campus five days per week.

Leonard Imperial requested a current Board Director and Officer contact information email.

Leonard Imperial discussed waterfront activities at Maritime College including a barbeque event and a paddleboard event.

Ted Mason discussed the Sea Cadets program for waterfront activities at maritime. Ted Mason discussed NJROTC Prep Program support.

John Valvo reviewed action items with the Board related to Homecoming and Nominations. Kevin Commerford will work on electronic transfers verification and a Cyber security plan. Marissa Danzy will look into membership enrollment issues. Saira Yoo will share Peer-side scholarship information.

21:10

Motion to

adjourn. Motion

carried.