EXCELSIOR ALUMNI ASSOCIATION OF FLORIDA, INC.
MINUTES
Tuesday, March 21, 2017
(revised 4/24/17)

1. **Call to Order**
   The meeting was called to order at 7:29pm by President Robinson

2. **Opening Remarks**
   Althea thanked everyone for attending and expressed her appreciation for our efforts. She introduced her guest, Andrea Derby.

3. **Attendance**
   Board Members Present: Althea Brown-Robinson, Raymond Quallo, Doreen Bradnock-Campbell, John Haughton, Atherley Soman, Petrane Reddick, Karen McKenzie, Jannett Sterling
   Absent: Judith Pitter, Debbie Byfield, Owen Howe, Maureen Fidler, Sean Miller
   Guest: Petergaye James, Andrea Derby

4. **Review and approval of Agenda**
   A motion to accept the agenda was made by Doreen and seconded by John. The motion carried.

5. **Review and approval of 2/7/17 Minutes**
   A motion to accept the Minutes was made by John and second by VP Quallo. The motion carried.

6. **Transforming the Culture of the Organization**
   President Robinson addressed the Board regarding our cultural dynamics:
   - Younger and older generations must be inclusive and collaborate
   - Respond to text messages and emails
   - Demonstrate professionalism in meetings – be on time; meetings will begin with a quorum. Please contact a Board member if you are going to be late or absent.
   - May 2017 event - Maximize our efforts and give full support to this event
   - Victoria Mutual - Althea shared that she met with Suzette Rochester of Victoria Mutual. Ms. Rochester commented that she was pleased to know that all groups are under the XLCR Alumni umbrella. She is willing to give to the Association but wants the Association to promote Victoria Mutual. Suzette will send us a proposal benefitting the bank and the Association for review.
   - BB&T – Althea met with Chastity Dill of BB&T. They are excited to be our community partner and plan to donate.
   - Promoting our sponsors – Sponsors want a return of investment. In addition to the calendar, we can expand our use of the website to run ads or use a ticker on XLCR email distribution. VP Quallo suggested that Victoria Mutual set up their booth at the May 10th sports day event.
   - Promoting XLCR - Andrea Derby recommended that we inform people of what we are doing; people will give more money if they know how we are helping others and contributing to their success. She further recommended that we keep updating the website so that what we do is always being advertised. Petrane reported that Kilo Industries is willing to assist with promotions.
   - Managing the website – A content manager is needed to keep information current. In the meantime, Board committees should send photos and information on events to Althea who will forward to the webmaster.
     - **Action Item:** Althea will contact Petergaye regarding the website
   - **Newcomers will be integrated with the Board and appointed to Board committees**
   - Leadership – Althea expressed her respect for the younger generation who has sustained their event for 7 years. We want to maintain sustainability by continuing to work with the younger generations.

7. **Financial Report**

Treasurer Campbell reported on the following:

- The donation sent to the NY Chapter was found
- Current balance in account is $19,154.75 ($10,000 is restricted fund).
- The following was paid: $180.00 annual hosting and maintenance fee for website; $61.25 for corporate renewal; $500.00 deposit on venue for 90s reunion.

Doreen confirmed that our accountant has filed the taxes and she has copies of the filing. She will meet with him to obtain an audited financial report.

8. **Monthly Membership Update**

John Haughton stated that (276) names are in database and (76) enrolled at the dance; only (3) of those enrolled were in the database. We have a diverse and resourceful group that has to be approached for every angle. He recommends use of a letter of interest, create ways to contact people, consider using surveys to gain information and determine how they can help us. John suggested that we move away from the idea of committees and focus on contributions.

Constant contact – Althea signed up for the trial period on Constant Contact. She said that there are many features that can be used to benefit marketing and membership. It was recommended that we include the agenda and minutes on line and utilize go-to-meetings to reach other members.

- ➢ Action Item: Marketing will meet with President Robinson to develop a marketing strategy
- ➢ Action Item: Membership will draft a strategy to enroll and keep members

9. **90s HS Reunion Update**

- Petergaye James created an extensive timeline to keep committee on track
- The contract was signed for the venue for a total amount of $2,100.00
- VP Quallo printed (200) tickets. Each ticket will be sold for $25 in advance and $30 at the door
- Contact was made with potential sponsors such as Victoria Mutual and small business owners
- Food lines will be invited to Sports Day to distribute samples
- Volunteers are needed to assist at the Membership table
- Sponsor and vendor packages are available
- Press release was sent to National Weekly
  - ➢ Action item: Petrane will send sponsor package to Andrea
  - ➢ Action item: Althea requested an update as preparations progresses and also on sponsors by the next Board meeting.

10. **Fundraisering**

President Robinson reported that Jasmin Martin recommended contacting an airline for sponsorship and raffle a trip. Target an amount required for a specific project and create the raffle based on that goal. There was a brief discussion regarding coupon books as fundraisers.

- ➢ Action item: Find out who distributes of coupon books

11. **Founders Day Weekend 2018**

Jannett Sterling distributed an outline of the Essentials for the Health Fair. She reported that she met with President of Kiwanis Club and we should consider coordinating our efforts with JA and other USA alumni and pharmaceutical companies as well as collaborate with team specialists such as doctors, dentists, opticians and nurses. A waiver from XLCR is required to clear customs. Jannett recommended that we begin collecting items such as bandages, eye glasses and empty pill bottles now. It was suggested that we open up events to Vineyard Town not just XLCR.

Althea said that the scheduled celebration is January 19, 2018 and we will host events January 15th to 18th. Petergaye recommended that we instill a mode of pride through our school history by creating an Achievement Center, Exhibition Hall, Wall of Fame

- ➢ Action Item: Althea will contact Principal Bromfield to establish the event weekend
- ➢ Action Item: Create an outline for the week

12. The next Board meeting will be held on Tuesday, April 18, 2017 at 7pm at Crosswinds Clubhouse, 9641 NW 26th Place, Sunrise

13. The President closed by thanking everyone for their time. It is always great to give back and want to always include people with passion.

Althea moved to adjourn the meeting at 9:15pm; it was second by John.

Respectfully submitted by Karen McKenzie

Approved By: Althea Robinson Second By: Doreen Bradnock-Campbell