



Alumni Association of Lakehead University  
Board of Directors Meeting  
Tuesday, January 5<sup>th</sup> 2010

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## MINUTES

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ATTENDANCE	Present:		Regrets:	Absent:
<b>Board</b>	David Heroux	Lou Pero	Liana Frenette	
	Mark Tilbury	Robert Jamieson	Dave Grad	
	Michael Nitz	Bill Keeler	Dan Mackie	
	Diane Thompson	Brendon Johnson	Jake Satten	
	Vonnie Cheng	Marc Gagnon		
	Saif Khan			
	Rob Jamieson			
	Richard Longtin			

**Guests:** Amanda Bahlieda, Meghan Hanbury, Jennifer Laakkonen

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**DECISION:    ACTION BY:**

1. Meeting called to order at 5:30 pm by Chair, David Heroux.
2. Approval of Agenda,  
**MOVED** by V. Cheng **SECONDED** by D. Thompson **Carried**
3. **Declaration of Conflict of Interest** – None Declared
4. **Approval of Minutes of November 17<sup>th</sup> 2009**
  - Moved to next month (February 2<sup>nd</sup>, 2010)
5. **Special Guests (Advancement)**
  - Discussions with Meghan Hanbury (Annual Giving) and Jennifer Laakkonen (Major/Planned Giving Officer)
6. **Coorespondence – Bill Keeler**
  - No New Business
7. **Office of Alumni Relations Report – R. Longtin**
  - Richard Longtin reported the following:
    - Director of Admissions and Research search – Ongoing
    - Amanda and Richard went and visited major golf sponsors thanking them for their support in 2009
    - Vice President of Advancement search – Ongoing
    - GTA - La Cross Team – Alumni to host booth in February
    - Orillia campus pub night – Spring
    - Orillia After Business - February

8. **Board of Governors – V. Cheng**
- Next board meeting – Friday, January 22, 2010 followed by joint board dinner at the Outpost at 6:00pm.
  - Board retreat – Saturday, January 23, 2010
  - Presidential Search - Ongoing
10. **LUSU Report – D. Grad**
- Not Available
11. **Items for Decision/Discussion**
- Election of Executive Officers:
    - President: David Heroux
    - Vice President: Bill Keeler
    - Treasurer: N/A
    - Secretary: Diane Thompson
    - Vice President Chapters: Dan Mackie
    - Past President: Mark Tilbury
    - Board of Governors Rep.: Vonnie Cheng
- \* Please see attached page for a full list of other committees and their members
12. **Committee Reports**
- a. Finance Committee
  - b. Events
    - Golf tournament update – Sponsorship packages have been sent out
13. **New Business**
- a. Strategic Planning discussions
    - \* Please see attached page
  - b. Ex-pat strategy – B.Keeler – Has been sent by email for review
14. **Adjournment**
- MOTION to adjourn the meeting at 7:00 pm by L. Pero and seconded by M. Nitz

**Carried**

**NEXT BOARD OF DIRECTORS MEETING**

**February 2, 2010**

Minutes approved on: \_\_\_\_\_

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**David Heroux, President**

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**Richard Longtin, Mgr. Alumni Relations**

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**Diane Thompson, Secretary**

## 2010 AALU Committee Structure

### Chapters

- Dan Mackie
- Marc Gagnon
- Rob Jamieson (Orillia Steering Committee)
- Saif Khan
- Brendon Johnson

### Student Engagement and Recruitment

- Diane Thompson
- Lou Pero
- Mike Nitz
- Marc Gagnon
- David Grad

### Finance

- Liana Frenette
- Lance Dyll

### Governance

- Dan Mackie
- Mark Tilbury
- David Grad
- Vonnie Cheng
- Liana Frenette

### Communications/Branding

- Saif Khan
- Jake Satten
- Chris Da Silva
- Diane Thompson
- Michael Nitz
- Eleanor Abaya

### Nominating

- Bill Keeler
- Mark Tilbury
- David Heroux
- Jake Satten
- Marc Gagnon

### Events (Golf/Awards/Convocation)

- Bill Keeler
- Vonnie Cheng
- Lou Pero
- Jake Satten
- Mike Nitz

## **AALU Board of Directors Strategic Planning**

### **Brand Awareness**

- Interaction with older alum – Broad appeal
- Keep I think for myself campaign – Change the people each year
- Move office to a more central location

### **Merchandising**

- Grocery bags with Alumni logo
- Alumni Lounge in resident houses
- Picture with president – Set up booth at Convocation
- Board to take photos at 2010 Convocation of graduating students which will allow them the opportunity to meet and greet with alumni and promote what is offered to them
- Alumni mascot