



Approved Minutes
NIRSA Foundation Board of Directors
September 12-14, 2011
Midyear Meeting

MISSION STATEMENT: The NIRSA Foundation, through fundraising and stewardship efforts, works in cooperation with the National Intramural-Recreational Sports Association to enhance the effectiveness of collegiate recreational sports by providing its members meaningful opportunities for scholarship, research, and personal and professional development.

VISION: The NIRSA Foundation will lead in providing educational and scholarly opportunities for members of the National Intramural-Recreational Sports Association through the cultivation and distribution of developmental resources.

CONFIDENTIALITY POLICY: A Foundation Board Member of NIRSA or Non-Director Committee Member shall not disclose Confidential Information. Confidential Information is information that is acquired while participating in an executive session of a meeting of the Board of Directors or of a NIRSA committee that is being conducted in executive session.

The Chair of the NIRSA Foundation Board and any other Director or any other NIRSA Foundation Board member shall advise individuals to conduct meetings in executive session where confidential information shall be disclosed.

Official minutes of all NIRSA Foundation Board meetings, complete with meeting handout and support materials, are archived at the NIRSA National Center.

(a) Key: *FB=NIRSA Foundation Board; NNC=NIRSA National Center; BOD=Board of Directors; "Bold"*=Motion; *"Italics"*=Follow-up Action Item; *"Exhibit"*=contact the NIRSA National Center (NNC) or NIRSA Foundation Board member for a copy of the "Exhibit."

Monday, September 12, 2011

I. Call to Order

The meeting was called to order at 8:30pm (EDT)

II. Roll Call

Chair (2009-2012)	Beau Rugg
Vice-Chair (2010-2013)	Eric Nickel
Member at Large (2011-2012)	Steve Young
Member (2010-2013)	Dave Koch
Member (2010-2013)	Suzi Smith
Member (2009-2012)	Loretta Capra
Member (2011-2014)	Jennifer Rezac
Member (2011-2014)	Stan Shingles
Designated Director (2011-2012)	Mike Waldron
Secretary/Treasurer (non-voting)	Kent Blumenthal (absent & excused)

NNC Staff

Pam Watts, Deputy Executive Director

Brittany Rejda, NIRSA Foundation & Event Management Coordinator

III. Board Operations

The Board discussed the role of work teams noting that in addition to accomplishing important Foundation work, work teams help educate members about the Foundation through a volunteer opportunity. The Board discussed composition and development of work team tasks.

Young reported initial NIRSA members recruited to serve on the Architect's Circle work team including Tamra Garstka (Arizona State University), Greg Jordan (Oakland University), Bill Crockett (University of Maryland, Baltimore) and Jim Turman (University of Minnesota).

The Board discussed including vendor representatives on work teams where appropriate.

The Board discussed challenges of developing younger donors.

The 2011 NIRSA Foundation midyear meeting was recessed until 8:15am Tuesday September 13, 2011.

Tuesday, September 13, 2011

IV. Call to Order

Chair Rugg reconvened the 2011 NIRSA Foundation Midyear meeting at 8:15am Tuesday September 13, 2011.

V. Roll Call

Chair (2009-2012)	Beau Rugg
Vice-Chair (2010-2013)	Eric Nickel
Member at Large (2011-2012)	Steve Young
Member (2010-2013)	Dave Koch
Member (2010-2013)	Suzi Smith
Member (2009-2012)	Loretta Capra
Member (2011-2014)	Jennifer Rezac
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Brittany Rejda, NIRSA Foundation & Event Management Coordinator

VI. Approve Minutes

MOTION: Smith/Koch. Approve August 10, 2011 teleconference minutes. Passed unanimously.

VII. NIRSA Website

Watts updated the Board on plans to re-design the NIRSA website, including the RFP process and opportunities for Member involvement. Watts asked for one or two Foundation Board members to serve as resource to NNC staff in the re-development of Foundation related pages.

Action Item: Rezac and Smith will be sub-committee for re-design of NIRSA Foundation web pages on nirsa.org as part of NIRSA's overall re-design of its online presence.

VIII. Financial Updates

a. FY2011 & 2012 Financial Reports

The Board reviewed the FY2011 financial reports and discussed FY2012 projections. The Board provided updates for 2012 scholarships and other programs that have a financial impact.

MOTION: Koch/Rezac. With support of Will Holsberry, increase annual scholarship from Holsberry Endowment by one. Passed unanimously.

MOTION: Koch/Rezac. Approve an additional scholarship to be awarded from the Fletcher/Leonida Endowment. Passed unanimously.

Action Item: Watts to adjust Foundation financials to reflect waiver of administrative fee on transfer of 2010 fun run proceeds and donations made in the name of Mark Fletcher to the Fletcher/Leonida endowment.

Action Item: Watts to confirm expense items for 2011 Foundation scholarship breakfast and fun run expenses with Smith.

The Board discussed restricted endowments that have fallen below minimum funding requirements.

b. Investment Advisor RFP

Watts updated the Foundation Board on the response to the RFP and plans for review, presentation and selection. Watts indicated that the NIRSA Finance Committee is currently determining their representatives to the Investment Advisor review team. Watts thanked Young and Rugg for agreeing to serve on the review team and distributed copies of the RFP to Young and Rugg.

Discussion ensued about Smith Barney and Davis Investments.

c. Restricted Fund Sustainability Discussion

The Board discussed the strengths and weaknesses of the current restricted endowment structure. The Board considered alternative structures including a guarantee of a certain number of scholarships or a guarantee of a rate of investment return.

The Board reiterated the need to draft and sign MOUs with all endowments and discussed an approach to generate MOUs for endowments without one.

Capra surfaced a need for a consistent communication plan for the roll out of new endowments. The Board discussed options including potentially listing communication items in the endowment MOU.

Action Item: Smith will create a draft template Memorandum of Understanding (MOU) for all endowments by October 31, 2011 and circulate to the Foundation Board.

Action Item: Draft template MOU will be reviewed and finalized at the November teleconference.

Action Item: Endowment stewards will use finalized MOU template to create or update endowment MOUs as necessary.

Action Item: Capra and Smith to draft schedule of promotion expectation for new endowments.

d. Foundation Funding Discussion

The Board discussed the Foundation's long-standing support of the NIRSA Career Opportunities Center (COC). The Board discussed other opportunities to fulfill its mission through financial support of alternative programs or services within NIRSA. The Board considered the following:

- Opportunities for fundraising at state or regional events
- Options for financial support of state or regional events
- A grant program to solicit requests from NIRSA stakeholders
- Financial support for the National School of Recreational Sports Management

Action Item: Watts will update the NIRSA Board and NIRSA Finance Committee about the Foundation Board's intent to cease financial support of the Career Opportunities Center and consider financial support other NIRSA programs or services.

Action Item: Rugg will contact National School of Recreational Sports Management (NSRSM) Chair Matt McGregor to discuss NSRSM programming needs.

IX. Fundraising

a. Architect's Circle

Young reviewed proposed Architect's Circle fundraising opportunity. The Board discussed the amounts, benefits solicitation methods and timeline.

Action Item: Young will finalize benefit areas of the Architects Circle flyer and update donation amounts (\$1000 for associate members and \$1,500 for non associate members) by September 30, 2011.

Action Item: Rejda will work with NNC graphic designer to adjust draft Architect Circle branding/logo to include Foundation logo and room for company names.

Action Item: Rejda will coordinate with NNC Marketing & Communications department about appropriate ways to highlight members of Architect's Circle (AC) in NIRSA materials (e.g. tag with AC logo in Annual Conference Program, add AC logo to listing in Habitat and/or nirsa.org).

Action Item: Young will have the Architect Circle Letter to all associate member architects sent out by October 7, 2011.

MOTION: Smith/Capra. Move into Executive Session to discuss Board member roles. Passed unanimously.

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b. Individual Fundraising

The Board discussed fundraising plans for the 2012 NIRSA Annual Conference. The Board discussed ways to expand the amount raised and the donor base. The Board also discussed a potential fall donation campaign using a 'Giving Thanks' concept.

Action Item: Rejda will inquire about adding donation option to the NIRSA Annual Conference registration form.

Action Item: Rejda will pull a cumulative donor report for 2009-2011 and forward to Smith; Smith will review for Rugg to determine which donors will be contacted (via letter) about additional giving necessary to achieve the next donor level with the NIRSA Foundation

Action Item: Rejda will pull list of donors off of nirsa.org until list is updated and reformatted to alphabetize by last name. Rejda will add to donor listing on nirsa.org contact information for questions.

c. Legacy Donations

The Board discussed possible NIRSA Members to populate a work team to cultivate potential Legacy donors. Watts reported that initial paperwork from the Estate of Bill Thompson had been received.

X. 2012 Scholarship Process

The Board discussed the deadline for scholarship applications. The Board agreed that the names of J. Michael Dunn scholarship recipients do not have to be printed in the Annual Conference program. Watts reported that scholarship names need to be forwarded to the NNC for inclusion in the Annual Conference program no later than January 2, 2012.

Action Item: Rugg to inform scholarship work teams that all scholarships applications will be due November 20, 2011.

Action Item: Rejda will work with Chris Mueller, Scholarship Work Team Chair, to create a timeline for scholarship communications; Names of scholarship award winners to be listed in the 2012 Annual Conference Program need to be sent to the NNC by January 2, 2012. Rejda will forward timeline to Board once finalized.

The Board discussed changes to the operations of reviewing and selecting scholarship recipients with the involvement of work teams and external stakeholder groups.

Action Item: Shingles will ask Mirum Washington-White if he would like to continue to lead the Founders Scholarship Work Team.

Action Item: Smith to update Scholarship information for communication and 2012 application.

Action Item: Smith and Rezac will work with Rejda on communication system for scholarships.

Action Item: Koch will forward Foundation Golf Tournament information to Rejda for inclusion in 2012 Annual Conference registration forms and communications.

Action Item: Rejda and Smith will work on updates to the T-shirt Competition and Apparel Sale as well as how to advertise them on the website.

XI. 2012 Annual Conference Activities

a. Golf

Koch updated the Board about planning to date for the NIRSA Foundation golf tournament.

b. Foundation VIP Social

Smith reviewed potential locations with the Board. The Board discussed the goals of the VIP reception, and criteria for invitees.

Action Item: Smith will analyze donor giving patterns and propose new criteria for the 2012 VIP reception invitations.

c. Fletcher Fun Run

Jason Werle and Al Gentillini (University of South Florida) joined the meeting to discuss planning for the Fletcher Fun Run. Koch summarized event logistics of the 2010 and 2011 events and outlined priorities for 2012. Werle described several route options and inquired about other specific needs. The Board confirmed their preference for the Bayshore drive route and provided guidance on other event details. Koch will work with Werle and others to finalize planning and execute the event.

Watts shared a t-shirt idea on behalf of Blumenthal. The shirt includes a writable section that could be used to generate comments to inspire additional donations (e.g. why I give to the Foundation). The Board discussed t-shirt vendor considerations.

The 2011 NIRSA Foundation midyear meeting was recessed until 8:15am Wednesday September 14, 2011.

Wednesday, September 14- 8:15am EDT

XII. Call to Order

Chair Rugg reconvened the 2011 NIRSA Foundation Midyear meeting at 8:15am Wednesday September 14, 2011.

XIII. Roll Call

Chair (2009-2012)	Beau Rugg
Vice-Chair (2010-2013)	Eric Nickel
Member at Large (2011-2012)	Steve Young
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XIV. 2012 Annual Conference Activities

a. NIRSA Foundation Community Service Project

Nickel reported planning to date for the 2012 Community Service Project as follows:

- Project will be a beach cleanup
- Opportunity to view sea life

- No maximum on attendance
- Working with possible lunch vendor for picnic on the beach
- Working on potential sponsors
- Will return to convention center by 2:30pm, in advance of the opening general session
- Looking for 17-20 volunteers to help
- NNC will coordinate transportation to/from the site

Action Item: Watts to send Nickel 2011 service project budget report.

MOTION: Smith/Capra. Move into Executive Session to discuss Corporate Sponsors. Passed unanimously.

MOTION: Smith/Koch. Move out of Executive Session. Passed unanimously.

a. Foundation T-Shirt Quilt

Board discussed pros and cons of an auction and raffle. Board is leaning towards the raffle.

Action Item: Watts and Rejda will review Florida State law regarding raffles and auctions for the 2012 Foundation Quilt.

Rezac reported that the Quilt has been completed by Jacque Hamilton.

Action Item: Rezac will ask Jacque Hamilton to send the completed quilt to Rejda at the NNC; Rejda will include in Conference shipping.

XV. Recreational Sports Journal (RSJ) report

The Board reviewed the report. Watts updated the Board on the contract status for publication of the RSJ through Human Kinetics, including the proposal to provide an online journal twice a year, and an annual printed copy.

MOTION: Rezac/Capra. Accept report from Recreational Sports Journal Editor Dr. Paul Milton.

XVI. Foundation Marketing

Rezac reported work to date to recruit members to the Foundation marketing work team. Rezac reviewed the list of potential recruits with the Board and asked for input. The Board agreed that regional representation for this work team was not necessary. The Board discussed the optimum size for this work team.

The Board discussed tasks for this work team and potential timelines. The Board reached consensus that Foundation marketing is a long-term endeavor and that the Board will have to provide specific strategic direction to this work team.

Action Item: Rugg and Rezac will talk more about the “who” and the “how” in marketing for the Foundation once the Marketing Work Team has been finalized.

The Foundation Board shared feedback about the recently re-designed NIRSA Membership brochure and asked for stronger Foundation presence in future brochures.

XVII. Board and Work Team Recruitment

MOTION: Capra/Shingles. Move into Executive Session to discuss Board and Work Team recruitment. Passed unanimously.

MOTION: Capra/Nickel. Move out of Executive Session. Passed unanimously.

Action Item: Shingles and Capra will create a Foundation BOD position description by November teleconference.

XVIII. Foundation VIP Reception

MOTION: Capra/Smith. The goal of the annual Foundation VIP reception is to provide for both stewardship and recruitment of active donors to the foundation. Invitation to the reception will be based on criteria set annually by the Foundation board. Passed unanimously.

XIX. Adjournment

Rugg thanked everyone for their attention and engagement during the midyear meeting.

Action Item: Rejda will resend the password information for Google Documents out to the entire Foundation Board.

MOTION: Rugg/Koch. Adjourn the 2011 NIRSA Foundation Midyear Board meeting on Wednesday September 14, 2011 at 10:33am EDT. Passed unanimously.