

MINUTES OF AUGUST 17, 2010

ARIZONA STATE UNIVERSITY RETIREES ASSOCIATION

SPECIAL BOARD MEETING

Board Members Present: Gary Anderson, Jim Fordemwalt, Elmer Gooding, Doug Johnson, Jo Madonna, Connie McNeill, Carolyn Minner, David Scheatzle, David Schwalm, Bill Stasi, Mary Stevens.
Absent: Joyce Hartman Diaz, Dick Jacob, Rose Minetti, William Moor, Joy Shearman

Committee Chairs Present: Sue Blumer, Wilma Mathews, Linda Van Scoy

I. CALL TO ORDER

President Connie McNeill called the meeting to order at 10am and asked Elmer Gooding to make an announcement about the need for volunteers to go to the University's Retirement Seminars. The volunteers provide a brief overview of ASURA. Volunteers are needed for the following dates and times: 9/16 10am, 10/12 2pm, 11/4 10am, 12/7 10am, 12/16 2pm. The seminars are held at 1115 S. Rural in Human Resources.

II. BACKGROUND FOR SPECIAL PROPOSALS

A preliminary budget draft is attached and Connie announced that a budget drafted by our Treasurer will be sought in our September meeting. The draft budget shows that ASURA has sufficient funding for FY2011 but without fundraising there may be difficulty funding ASURA's Special Projects beyond the current fiscal year.

III. SPECIAL TOPIC 1 – GOLF TOURNAMENT

The Finance Committee met in June and discussed a possible golf tournament. Mernoy Harrison agreed to help make contacts if a tournament were to be held.

Dave Scheatzle showed clips and photos of recent tournaments and provided an overview of the history of golf tournament. Dave introduced the concept of partnering with the Bobby and Ellie Winkles Scholarship Endowment for a golf tournament this fall, suggesting that this would generate more participation. He also distributed a written overview document and a draft flyer for the tournament (attached).

Under such a partnering arrangement ASURA would absorb 100% of the tournament expenses and then share 50% of the profit, after expenses with the Winkles Scholarship Endowment. Elmer Gooding made a motion that ASURA move forward with the tournament and this partnership. Jim Fordemwalt seconded the motion. The motion passed unanimously.

After discussion about how ASURA would use the profits from the golf tournament, Doug Johnson motioned that the profits would be used for the Living History Video Project and Scholarships. Bill Stasi seconded the motion and the motion carried unanimously.

IV. SPECIAL TOPIC 2 – EARLY BUDGET APPROVAL FOR LHVP

Attached is a discussion of the Living History Video Project's request for early approval of a \$11,000 budget for the current fiscal year. This proposal was initially submitted to the Executive Committee for comment in June. Our Treasurer's comments are attached to the proposal.

Mary Stevens moved that we approve this budget request. Bill Stasi seconded the motion and the motion received unanimous approval.

ASURA DRAFT BUDGET
FY 2010-2011

	Actual FY 2010	Budget FY 2011	COMMENTS
Foundation Operations - Income			
Balance forward	23,890	28,216	
Events Registration Fees Collected	63,875	4,000	Change in policy: travel will use travel agencies to handle money.
Membership Donations ("Dues")	16,135	14,000	Membership for current yr similar to last's at this time: 700*\$20
General Operations Donations	2,942	3,000	
Total Foundation Operations Income	106,842	49,216	
Foundation Operations - Expenses			
<i>Printing & Mailing Costs</i>			
Events - Advertising	394	1,540	Partially covered in Public Affairs last year; none budgeted this yr.
Board Ballots	0	575	No allowance for this in the Public Affairs budget this year.
Annual Report	151	200	Printing costs
Membership Drive	843	1,500	Partially covered in Public Affairs last year; none budgeted this yr.
<i>Other Foundation Operations Costs</i>			
Business Luncheons/Staff Appreciation	454	500	Tri-University Legis. Lunch and Staff Apprec. Lunch
Annual Meeting	813	850	Refreshments, and gifts to speakers
Events - All Costs Except Advertising	68,875	5,000	Retirees Day + free and/or local. Travel will use agencies.
Office Equipment & Supplies	3,634	4,500	No allowance for this in the Public Affairs budget this year.
Foundation Management Fees	3,461	800	% of transactions. This was high last year because of the China trip.
Total Foundation Operations Expenses	78,625	15,465	
Uncommitted Foundation Operations Funds	28,216	33,751	<i>We gained about \$4,300 in this account last year.</i>
Public Affairs (opns expenses covered by PA)			
<i>Printing & Mailing Costs</i>			
Events - Advertising	670	0	Expenditures are made directly from PA accounts.
Board Ballots	552	0	Cover in Foundation Operations this year.
Prime Times	1,771	2,700	Cover in Foundation Operations this year.
Retirees Day	273	275	3 issues at \$900. Printed only 2 during last fiscal year.
Open Enrollment Orientation	338	325	We may well want to do this again this year.
Membership Drive	665	0	Cover in Foundation Operations this year.
<i>Other Public Affairs Operations Costs</i>			
Office Supplies	631	0	Buy all supplies from Foundation Operations this year.
Phone/FAX Service	1,930	3,700	Expected significant increase in phone cost vs. last year.
Total Operations Expenses Covered by PA	6,831	7,000	

**ASURA DRAFT BUDGET
FY 2010-2011**

	Actual FY 2010	Budget FY 2011	COMMENTS
Special Projects - Income			
Balance Forward	30,280	18,989	
General Special Projects donations	870	0	Starting this year, donations are designated to specific projects.
Adopt-a-Family donations	600	600	Mainly received with enrollments for 2010-2011 and later.
Video History donations	750	1,200	Mainly received with enrollments for 2010-2011 and later.
Golf tournament, other fund raisers	0	0	For discussion 8/12
Total Special Project Income	32,500	20,789	
Special Projects - Expenses			
Scholarship	6,500	6,500	
Adopt-a-Family	1,902	2,000	
Video History	5,017	11,000	Major expense was for 5-year lease of server space (\$3,000).
Foundation Management Fees	93	150	Percentage of transactions against our account.
Total Special Project Expenses	13,511	19,650	
Uncommitted Special Projects Funds	18,989	1,139	<i>Leaving us with a problem to solve for next year.</i>
Scholarship Endowment Fund			
Endowment balance July 1	19,738	21,550	Contributions to date: \$22,630.
Invested funds gain (-loss)	1,916	1,509	Endowment funds are invested by the ASU Foundation. ¹
Transfer to Scholarship Endowment - Spending	-781	0	New contract does not pay out when we are "under water".
Current-year contributions	1,180	1,200	Mainly received with enrollments for 2010-2011 and later.
Management fees	-503	-493	Charges by the Foundation for managing and investing funds.
Total Scholarship Endowment Fund	21,550	23,765	Depends on investment success, of course.
Scholarship Endowment - Spending			
Balance July 1	9,146	9,927	Payout accumulation since creation of the Scholarship Fund.
Payout from Endowment	781	0	New contract does not pay out when we are "under water".
Total Scholarship End. Fund	9,927	9,927	Amount available to pay scholarship or reinvest in endowment.
<p>¹Per the Foundation, "The long-term investment objective of the consolidated endowment pools is to earn an average annual real (i.e., after adjusting for inflation) total return of at least five and a half percent (5.5%), net of investment manager fees, over long time periods (rolling ten- or fifteen-year periods). Over shorter time periods (rolling five-year periods), the consolidated endowment pools will seek to outperform a composite of market indices reflecting the asset allocation policies and perform on par with other institutional funds with broadly similar investment objectives and policies."</p>			

(Draft) The 5th

2010 ASU VETERANS' DAY GOLF TOURNAMENT

Organized by the ASU Retirees Association (ASURA)

Thursday, November 11, 2010

ASU Karsten Golf Course

1125 East Rio Salado Parkway, Tempe
480 921 8070 ♦ www.asukarsten.com

ASU Employees, Retirees, Alumni and Sponsors are invited to participate in this Scramble tournament.

\$75 Entry Fee Includes golf, cart, 19th hole BBQ and prizes

Schedule: 6:30 Registration, free range balls
7:15 Group Photo and Shotgun start
12:00 BBQ Lunch and awards

Once again, we expect to be joined by Frank Kush and Bobby Winkles.

Proceeds of this year's tournament will be used for two purposes:

1. 50% of the profit will go to the Bobby and Ellie Winkles Scholarship Endowment in the ASU Foundation.
2. 50% will be used for the ASU Retirees Association's Special Projects.

The ASU Retirees Association's special projects include the ASU Living History Video Project and scholarships. We've been recording interviews of notable and colorful individuals connected to ASU for the library archives. Sixty interviews have been completed. See ASURA's website: <http://asura.asu.edu/VideoHistory>

Format: Modified Scramble/Blind Draw Teams. Each player will hit his or her tee shot and the best tee shot of the group is selected for the location of the next fairway stroke. Each player will continue to play their individual ball for all of the remaining fairway and putts for the remainder of play. Double bogey is the maximum individual score possible for each hole. There are no mulligans or provisional mulligans. Separate prizes for men and women.

Sponsorship Opportunities

Major Sponsor: \$2,000

Registration for 4 Golfers
Recognition on 2 Tees
Opening Ceremonies Recognition

Buffet Sponsor: \$1,000

Registration for 3 Golfers
Recognition on 1 Tee
Recognition at buffet table

Hole sponsor: \$500

Registration for 2 Golfers
Recognition on 1 Tee

Sponsors will receive tournament day program recognition and recognition in the after tournament results flyer.

Previous Major Sponsors

Sundt Construction ♦ Core Construction ♦ DPR Construction ♦ Chartwells

Previous Buffet Sponsors

J.E. Dunn ♦ Sedexho ♦ Frank Sackton

Previous Hole Sponsors

ASU Downtown Campus, Aramark Higher Education, Austin Commercial, Barton Marlow, Burger King, CCS, Climatec Desco Southwest, Dick & Fritsche Design Group, DWL Architects, Frank Redmond, GAR Products Gilbane Building Company, Gould Evans Architects, Hank and Polly Angeli, Hauser Manufacturing, Haydon Building Corp., Holder Construction, Johnson Carlier, Inc., Kearney Electric, KT Fabrication, Larson and Associates, Layton Construction, Lord Aeck Sargent, McCarthy Building Companies, Omniplan Architects, Paragon Structural Designs, Pepsi, Red Bull, Schlotsky's, RSP Architects, Smith Group, Summit Builders, Taco Bell, Walters and Wolf and Westpac.

Tournament Committee Contacts:

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2010 ASU VETERANS' DAY GOLF TOURNAMENT

Thursday, November 11, 2010, 0730 Hours shotgun start

PLAYER & SPONSOR REGISTRATION FORM

- 1ST** - Teams with 4 players should submit the registration form with complete information for all players in boxes below. **List Team Contact Person in the first box.** The Team Contact Person is responsible for identifying/registering the foursome. Individuals or teams with less than 4 players may register. You may register as a single, twosome, or threesome. The tournament committee will assign individuals to teams and combine small groups into teams. Do not leave a box empty if you plan to find a player to complete your team (indicate team member will be found by team).
- 2ND** - Please **select the category** that best identifies each golfer in your group.
 (1) Current ASU Employee (2) ASU Retiree/Former Employee (3) ASU Alumni (4) Sponsor
- 3RD** - Please **remit \$75 per golfer.** Payment entitles each golfer to 1 round of golf, golf cart and lunch. (Fair Market Value = \$75 – golf, food and prizes)

Player 1	Category
Firm	
Address	
Phone	
Handicap or Ave. Score	email address

Player 2	Category
Firm	
Address	
Phone	
Handicap or Ave. Score	email address

Player 3	Category
Firm	
Address	
Phone	
Handicap or Ave. Score	email address

Player 4	Category
Firm	
Address	
Phone	
Handicap or Ave. Score	email address

We want to sponsor the ASURA Veteran's Day Golf Tournament as a

Major Sponsor: \$2,000
 Buffet Sponsor: \$1,000
 Hole Sponsor: \$500

We will donate a door prize _____

Name of Sponsor: _____
(Please provide the name as you wish it to appear for recognition purposes. Please attach Business card.)

Contact person: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Please make check (s) **payable to ASU Foundation (ASURA)** and mail along with registration form to:

ASU Retirees Association (Attn. Golf)
 PO Box 873308
 Tempe, AZ 85287 – 3308

For more information or additional forms please contact ASU Retirees Association at 480-965-7668; Fax: 480 965 7807

Due to the value of benefits provided, only payments in excess of fair market value may be considered a charitable contribution. Funds will be deposited into an account (30-X-UXAD0003/UXAD.GT05) with the ASU Foundation, a separate non-profit organization that exists to benefit ASU.

The tax id is 86-6051042

Video History Studio Proposal by Connie McNeill, 8/14/2010

Introduction

Early in June the Video History Project committee and I met to discuss “next steps”. That discussion has resulted in a request from the committee for us to approve a budget of \$11,000 for the Video History Project for fiscal year 2001-2011, permitting the purchase of some hardware and software in addition to the basic supplies and transcription fees that we expect to expend on an on-going basis. The rest of this document summarizes current project status, project goals, and the specifics of the budget request.

FYI: Last fall the Board approved a budget of \$10,000 for the Video History Project. In January the Board reduced the budget to \$7,700, because we did not foresee the need for more: we had not yet had enough experience with the in-house editing to see how our needs regarding it might unfold. We spent slightly over \$5,000 on the Video History project during the period July 1, 2009 to May 31, 2010. We have spent about \$1,000 on the Video History project already this fiscal year, with the principal expense (\$800) being a large external hard drive needed urgently to allow storage and editing of interviews being conducted this summer.

Project Status, Goals, Budget Request Specifics

To see a list of the 58 interviews that have already been conducted for the Video History Project, see our Web site: <https://asura.asu.edu/VideoHistory>.

As you know, we brought the Video History Project operation “in house” last year, and now are using our own volunteers to conduct and film the interviews and to edit and produce the finished products. During this past year we purchased camera and lighting equipment for the interviews, and we leased server space from ASU’s University Technology Office for storing the digital products. We also purchased a printer that is being used to label the DVDs themselves and to create labels for the DVD cases (and they’re very spiffy!). For each interview, we send one DVD to the Hayden Library Department of Archives and Special Collections and we keep one copy in our office. We make the latter available for checkout.

At present, we have just two volunteers working on the filming and editing jobs -- Dave Scheatzle and John McIntosh. Linda Van Scoy does the administrative work -- working with a larger group to select interviewees, setting up the interviews, and generally overseeing the project. We have a third recruit, Roger Carter, who will help with filming and editing when he gets back from England this fall. Our volunteers have been using their personally-owned equipment and software to edit the interviews and to create DVDs. They have personally purchased very large hard drives (all full!) to store the video while they’re working on it. They have also had to replace their optical drives, probably because standard optical drives don’t stand up well to heavy DVD-burning use. John McIntosh has apparently been using his dining room table to accommodate this project, much to his wife’s chagrin.

Goals for the coming year(s) include:

1. Digitize our entire collection, including the DVDs made by Agave, and transfer original video (where we have it) and finished products (the “final version” edited interviews) to our leased server space for safe-keeping and shared access.
2. Make improvements in the interviews we have -- at least some of them -- to make them more useable. This involves cutting out dead space, snafus, etc., adding menus that can be used on home DVD players to go directly to a spot in the video, adding captions, sometimes adding photos that relate to the interview, etc. You can check out the work that Dave Scheatzle has done on the Bobbie Winkles video to see what a finished product looks like. Very nice!

3. Obtain the transcripts that Agave has for our interviews, and make transcripts of the interviews we've done in-house. Digitize all of this and store results on our leased server space. The transcripts can be used to locate and read about particular subjects, for example.
4. Create some 5-10-minute clips of key portions of interviews and make these available via our Web site.
5. Improve circulation of the DVDs. Ideas include check-out to our members using delivery and return by mail, and making copies for people who want their own and are prepared to make a suitable donation to the Special Projects fund in return. Improve advertisement of availability.
6. Create some videos and related materials that use clips from existing interviews and possibly some targeted new interviews to capture ASU's history around particular topics, such as college histories, building histories, etc.
7. Continue to conduct new interviews.

The editing and identification of appropriate video clips takes a lot of time and can be fairly tedious, as you can imagine. The interviews range in length from about 60-90 minutes each.

The committee is of the opinion that we could encourage some people, e.g. our office staff, to help with the video editing, selection of clips, and transfer of files to/from our server space if we had the right environment for them to do so. I agree that we have some folks who can do this -- it is pretty straightforward, given the right equipment, a little bit of training, and some "how-to" documentation. We could also make the life of our current volunteers a little simpler by having ASURA-owned equipment and space available for their work.

Therefore, the committee is proposing to set up what I am terming a "Video Editing Studio" in the inner office of our space in the Community Services Building (where the printer is currently located). The studio would include a new Macintosh computer with all of the peripherals and network connections needed to complete the tasks identified above. The setup would be used both by those members of our office staff who are interested and capable (Linda herself being one, of course) and by our volunteer editors. A Macintosh computer is preferred for this purpose both because of ease of use for this purpose and because this is what John and Dave are using and are familiar with for this work. There is an existing PC in that space, which we would keep in the room to use for assuring cross-platform compatibility of products and for occasional use by other ASURA volunteers as needed. However, it would likely not be networked, although we could network it if it becomes clear that would be desirable.

We also recommend that we purchase a modest amount of hardware and software for Dave and John to use with their home systems -- large external hard drives and higher-end editing software. The drives can be carried to the office to transfer files to/from the video editing station and to/from our leased server space -- the campus network is much easier to use for transfer to/from the server than most home connections. The drives can be handed off to succeeding volunteers as appropriate. I think providing this small help with tools it is the least we can do to facilitate the enormous and important job they're doing for us! (It is one of these drives that we have already purchased this year, for Dave Scheatzle.)

I have worked with the committee to identify the specific equipment that would be needed. The total cost for the Video Studio would be about \$5,500 (including an allowance for items missing from the estimate or prices higher than expected), and the at-home hardware and software about an additional \$1,500. I am attaching a spreadsheet with details for those who are interested. The remaining \$4,000 of the proposed budget will be used for transcript preparation, consumable supplies, and incidentals.

Proposal for Living Video History Purchases

Office Video Studio

	Cost	Vendor
iMac - 27", with 2TB HD, 16GM memory, 2.8GHz Quad, tax at 5.6% on HW	\$3,220.00	ASU Bookstore
External USB DVD/Blu-ray burner, Digitstore tray-load (req. power), w/ ship/handling	\$270.00	Amazon
External 4TB hard drive, Iomega 4TB UltraMax Plus, with ship/handling	\$410.00	http://www.bhphotovideo.com/
Powered USB 2.0 Hub with External Power Supply, Medialink - 4-Port , with ship/handling	\$21.57	Amazon
Panasonic DMP-BD70V Blu-ray Disc/VHS Multimedia Player, with ship/handling	\$322.98	Amazon
Roxio Easy VHS to DVD for Mac (has poor reviews, but Dave's works), with ship/handling	\$66.56	Amazon
Apple's Final Cut Express Video editing software, faculty/staff pricing, with 9.1% tax	\$75.28	ASU Bookstore, defer for Dave's review
Adobe Photoshop CS5 Extended Student Teach for Mac (faculty/staff pricing, 9.1% tax)	\$184.38	ASU Bookstore
Keyboard arm and tray, WorkRite Locking Lever Arm 170 and Univ. Platform 187 (free ship)	\$227.34	McErgo
Total Office Video Studio	\$4,798.11	

Video Editors Use-at-Home

External RAID hard drive, Buffalo LinkStation Quad 6TB, for Dave	\$800.00	Fry's Electronics (already purchased)
External 4TB hard drive, Iomega 4TB UltraMax Plus, with ship/handling - 1 John, 1 Dave	\$410.00	http://www.bhphotovideo.com/
Apple's Final Cut Express Video editing software, pricing as above, 1 John, 1 Dave	\$150.56	ASU Bookstore, defer one copy
Total Video Editors Use-at-Home	\$1,360.56	
Grand Total	\$6,158.67	

Note: This assumes that as an ASU department with a Foundation account we can order at academic prices from the ASU Bookstore.

Mary and Connie,

June 30, 2010

I've reviewed the budget figures from July 1, 2009 thru end of May, 2010. I've also approximated [with the May budget figures] a general proposed 2011 budget-this will change over the summer. This to give me an idea of where we are headed, budget wise.

After talking to Connie, and Linda my suggestion to the board who will vote on pre-approving a budgeted amount for Video History in July instead of waiting until Sept is as follows:

Approximating what we might carry over the end of ASURA July into FY 2010 operations budget, appears at this point as a conservative figure of \$25,000 and possibly \$9,500 in special projects [next year I'll break them down specifically] { I took the \$18,000 from the May Budget, less the \$6500 scholarship, and the \$2000 family to find video history portion.}

The Video History committee has requested a pre-approved budget of \$11,000. Connie has estimated an immediate [during July] expenditure of \$7200 for Mac computer, peripherals, hardware/software. This would include \$1000 for Dave and John hard drives since they have been working at home and running out of space on their personal computers.

My immediate suggestion would be to spend \$1000 of this year's video history funds to purchase a modest amount of hardware and software for Dave and John to use with their home systems -- large external hard drives and higher-end editing software so the boys have badly needed space so they can continue to do their needed work at home over the summer. Based on the May 31 budget, there appears to be about \$2500 still unspent in Video History funds, this would leave \$1500 available.

Secondly, I'd suggest pre-approving the additional \$5200 to purchase the necessary equipment for the Video Studio over the summer.

My recommendation is as follows: pre-approve \$5200 in the budget for Video History, that would allow the committee to begin to set up the studio and allow the purchases for the home systems. The \$1500 left in the budget could be put toward transcript preparation, consumable supplies, and incidentals if needed over the summer.

That would assure the committee of an immediate \$5200 pre-approved figure [plus the current \$2500, which would allow spending in July of \$7,700 if needed]. If the golf tournament raises more funding, it would make up the difference between what the committee has requested and what may be needed for incidentals later in the year.

In September when I submit my proposed budget, at that time we will have additional information on the infusion of membership dues, and total expenses for 09-10. I'd feel a little more comfortable waiting until we have the whole financial picture before we pre-approve more than \$5200 in July. I feel this would get the committee what they need immediately and we can revisit their original request in the Fall.

Joyce Hartman Diaz, Treasurer

June 30, 2010