

MINUTES
Cornell Class of 1965 Officers Meeting
Philadelphia Convention Center
Saturday, February 18, 2006

Members present: George Arangio, Barry Cutler, Liz Gordon, Duke Grkovic, Bob Kessler, Frank McCreary, Roberta Tarbell, Sharon Williams

Also present: Joan Hens Johnson

The meeting was called to order by Co-Presidents Barry Cutler and Sharon Williams at 2:45 PM.

Minutes of the meeting held at Reunion in Ithaca on June 12, 2005 were distributed and, on motion made and seconded, approved.

Treasurer's Report will be forthcoming. Allison Pettingall, Class Treasurer was not able to attend due to illness. As soon as the report is secured, it will be distributed to all officers via email and an email vote will be used.

Reunion Report was delivered by George Arangio and accepted.

Attendees: 160 Classmates; 103 family and friends; total of 263

Net Income/Deficit: Deficit of \$4,058.49. Deficit due to excess souvenirs inventory due to overestimation of attendees.

Items under discussion:

Budget

Pending an up-to-date Treasurer's Report, our Class Account Balance is approximately \$60,500, which is considered high to carry as uncommitted funds. We discussed several options for spending down this amount in constructive and meaningful ways.

- Consensus was reached to send a copy of *The Great Gatsby* (the book chosen by the University for all incoming freshmen to read over the summer prior to arriving at Cornell) to all dues paying members of the class. We have done this in the past. The book is \$2.98 per copy plus \$0.63 per copy to mail. The book would be sent along with background information on the book selection process.

The following items were suggested for further discussion by the Committee. Before deciding to act on any or all of the above, we will ask the rest of the officers for their opinions on these suggestions and solicit other ideas.

- "Adopting" the first-year reunion class (Class of 2005) by hosting a lunch event with them. We would, of course, pay all of or most of the cost for the Class of 2005 (first reunion classes typically are cash poor). We discussed holding such an event at the Johnson Museum.
- Donating to the Cornell University Library the cost (\$5000 estimate) of digitizing all the issues of the Cornell Daily Sun for the 1964-1965 Academic year. This would be part of the University's Archives Digitization Project. Liz Gordon is following up on this to see if the 1965 (or perhaps earlier) years are still available for donation.

- Donating a work of art by one of our classmates to the Johnson Museum. This will be researched by Roberta Tarbell to see if there is a work by a classmate that is both affordable and desired by the Museum.
- Funding the conservation of one of the outdoor sculptures on campus.
- Establishing a reserve fund to be used for special projects for our 50th Reunion in 2015.

Communications

Bob Kessler reported on recommendations for a new communications policy. Both the report and the ensuing discussion centered on the following points:

- **How broad-based communication should be**, i.e., how often should we reach out to all class members versus those who have an established connection with the University. There is, of course, a higher cost associated with a broader base. We also discussed the means of communication—mail, e-mail, telephone. It was decided that the first two communications via newsletter will be as broad-based as possible. Then we will collect as much data and feedback about response rates as possible so the Committee can make a cost-effective decision about future communications.
- **Website**—Phase I has been completed and before we implement a Phase II, we should all look at the current website as well as sites of other classes and submit suggestions to Barry and Sharon. Classes with excellent websites include 1955 and 1963. Barry passed out a list of current and suggested future improvements that will be circulated to the full Committee, as well as a print-out of the new Presidents' Message that can be found on the Class website. Another issue is the cost for update and maintenance of the site. Currently, we pay Ed Shulman to do this for us and all seem satisfied with him, but Barry is checking with him to establish cost estimates for possible work. In this interim period and to avoid confusion about incurring costs, all website changes should go to Ed through Barry and/or Sharon.

New Business:

Barry passed out the new By-laws as ratified at reunion and asked that we go through them to see if there are any suggestions for corrections and amendments. Barry said that he would have some proposals, and the consensus was to have an orderly process to make one set of changes, rather than do so in a piecemeal fashion. A copy of the ratified by-laws will be circulated to all Committee members who could not attend the meeting.

Future Meetings:

With other info distributed to attendees, we were informed that the next two Mid-Winter Meetings of CACO will be held in Philadelphia on January 26-27, 2007 and February 8-9, 2008, respectively.

The meeting was **adjourned** at 4:25 PM.

Respectfully submitted,

Liz Gordon
Secretary