**ASALH**

**Executive Committee Conference Call Minutes**

**January 23, 2014**

The meeting was called to order by President Scott at 8:10 p.m. A prayer was offered by Sheila Flemming-Hunter. The conference call took place on 218.862.1300. The following Executive Committee members were on the call: Annette Palmer, Zende Clark, Daryl Scott, Janet Sims Wood, Sheila Flemming-Hunter, Gladys Gary Vaughn, Carlton Wilson, Edna Medford, Sylvia Cyrus, and Troy Thornton.

**President’s Report Daryl Scott**

President Scott shared that we are financially challenged and the treasurer will share the

We are running a deficit, we don’t know how much of a deficit as that will be defined to a greater extent at the next meeting upon review of the report from our Accountant.

As we began planning the Centennial we thought that we would raise $150,000 however we are not close to that. We will need to run a Centennial close to what we normally do just on a larger scale. The Centennial will be a means for us to meet and overcome the current financial challenge that we are in. At our meeting in February we will substantially address our current financial situation and take that time to address the financial reports.

**Development Committee Gladys Gary Vaughn**

**A written report was submitted**.

The planned giving program as the committee and the Executive Council conceived it was cost prohibitive. The committee decided to determine what the giving base was within ASALH. The committee has developed a 10 item survey to be sent to all members which focuses on planned giving. The committee will analyze the results of the survey and possibly share the results at the luncheon. The membership committee was asked to work with the committee by utilizing the branch presidents to survey their members and return the results.

The contributions that the Council members make should not be a part of the $60,000 goal to be raised. The Council obligation is separate and apart from the money needed to be raised by the Development Committee.

President Scott asked what has been raised by the Development Committee over the last 2 years. It was shared that $60,000 is 25% above what was raised in prior years. Gladys Gary Vaughn shared that the committee has started reaching out to members for donations. In February 2014 the first letters will go out to the public, members and corporations to request donations for the Association. The committee will solicit four times per year however individuals would not receive multiple solicitations beyond two asks.

President Scott shared that we should make formal projections of no more than 5% above the previous budget. The fundraising goal can be ambitious however the formal report/budget should use a baseline with a conservative projected increase. The consensus of the Executive Committee is that the budget not exceed a modest increase over the actual.

**Treasurers Report Troy Thornton**

Our financial situation has changed since the last report. The yearend data which would provide our year end close out data is not available. There is approximately $35,000 from JSTOR that will show up in the December report that was not in the November report.

Our asset position has dropped from 535,000 to 235,000 and our investment account is down to $50,000 and has been diminished to be used for operating expenses. Our outlier in revenue drivers are the Convention and the Black History Month luncheon. In 2013 our highest revenue did not come from the Convention. We will need to break down the expenses of the convention to determine where the difference lies. We are now in a deficit spending mode. In 2013 we spent more money than we brought in. We need to be thoughtful about fundraising and spending moving forward. The accountant will provide a report on spending vs. expenses for the Convention.

President Scott shared that one of the concerns is that we work on the premise of raising corporate dollars to support the Conference. The problem is that academics want the corporations to pay for the conference when the academics should pay for the conference. Additionally, the town that the conference was held in was economically depressed therefore the projection of raising $50,000 for the conference could not be realized.

It was offered by Carlton Wilson that the academics are paying the conference fees that we are asking. Edna Medford asked what do we need to do next, where do we go moving forward?

We will need to get the Centennial under control. The event in Chicago will be probably need to be left to the Chicago Branch. If we go to Chicago, it will be to place a plaque at the YMCA. The Centennial luncheon will not have an event prior to it. The money that we raise for our Centennial is not for the party, it is for the budget. We stated that for the $150,000.00 we would be able to have an additional event to celebrate the Centennial however without the funding we will only be able to hold our current events.

 Additionally, last year we spent $10,000 to run the event at the White House. We will not be able to run an event this year. Every Council member is now on a committee that has something to do with money. We will ask all Council members to help us raise money.

Sheila Flemming-Hunter asked, “When we meet next week, what will we share with the full Council”? President Scott shared that we will tell them when we meet in February we will have a plan to address our deficit. Troy Thornton shared that as treasurer he will share the financial position of the organization. He shared that he was a little surprised at the summary report however there is still noise in the numbers. After a week of drilling down he may be at a different point. Part of it is a report of why it happened and how we want to formulate a budget and influence the revenue moving forward. Additionally, we will need to look at how to raise revenue or decrease the expenses in an effort to stop moving within a deficit.

President Scott shared that some of the expenses incurred are transitional expenses that will go away in the future. We may have to start getting volunteerism as opposed to hiring consultants to get some of the work completed. Carlton Wilson shared that work needs to be done between now and February to determine the revenue drivers, expense items, so we can have a positive meeting in February complete with a plan to move forward.

President Scott shared that it is time to make the shift from print to digital journal. That would provide $40,000 right there. The implementation of a new database/website and the hiring of a development person was a predicted contributor to the deficit. The database/ website expenses will be reduced moving forward as it is in place and development takes a long time to get going so part of the deficit was predicted.

The meeting ended at 9:45 p.m.