**ASALH**

**Executive Council Conference Call**

**September 4, 2014**

**Call Number: 857. 216.6700 Code: 214242**

The meeting was called to order at 8:04 p.m. A prayer was offered by Sheila Flemming-Hunter. The following Council members were on the call: Cornelius Bynum, Zende Clark, Sheila Flemming-Hunter, Evelyn Brooks Higginbotham, Monroe Little, Gina Paige, Annette Palmer, Daryl Scott, Janet Sims Wood, Gilbert Smith, Carlton Wilson, Sylvia Cyrus, Lionel Kimble, Roy Betts, Greer Stanford-Randle, Troy Thornton, Carlton Wilson.

**Centennial Report Sheila Flemming-Hunter**

**A written report was submitted.**

The report highlights the committee members and thanks to those who have worked to help with the movement on the committee. Fundraising 2015 Centennial Fund – the goal of the committee has been to try to raise funds through the support of the membership and the past presidents. The fundraising goal is $200,000.00. The top level of giving is the 1915 club which includes the several of the Past Presidents, President Scott and the Executive Director. The Executive Council is asked to go to their constituents and support the fund raising efforts. Evelyn Brooks Higginbotham is going to develop a letter that can be used to help raise funds.

The Council has been asked to make recommendations regarding who should serve on the National Centennial Honorary Committee. The Convention Honorary Committee in Atlanta is going well. We have talked with Hank and Billy Aaron has agreed to serve and Hank Aaron’s wife is serving on both the National Centennial and the National Convention Honorary Committee. Also Andrew Young and C.T. Vivian are working on the Local Arrangements Committee and we may want to consider them for the National Convention Committee.

We are in the process of developing Centennial Presidential Sessions which will be used as fund raising activities and chaired by icons. There will be programs in six different areas: Education, Social, Civic and government affairs. Dr. Lewis Sullivan has agreed to chair a session on health. He is thinking to invite the med school presidents and the Surgeon General to share information on health issues within our communities. We hope to do one in business and economic development. We will develop a session on entrepreneurship.

In addition to the Centennial Presidential sessions we will have a ball instead of a banquet. We will have a ball with entertainment. The ball will have a theme surrounding African American historical figures.

President Scott shared that he hopes to launch the ~~program~~ website ~~the Centennial Conference~~ by November 1, ~~2015.~~ 2014. We will use the space in the hotel differently as we did not secure additional meeting room space for this conference. We should have the capacity to accommodate 2000 participants and we will have six plenary sessions instead of three. We are establishing ways for more people to be on the program than usual. The program for Memphis is being finalized. We have more session than usual. We have had to turn away some people for the first time. Based upon what we have learned we will make some changes on how we organize the academic program.

Sheila Flemming Hunter shared that the role of the Executive Council is to send the letter to their connections and invite at least 20 people to contribute to the Centennial Campaign. It was shared that approximately $2000 is needed to complete the video that can be used to develop the video that will be used in Memphis for the ask.

President Scott asked what the minimum amount of money that the Centennial Committee is expecting to raise. Sheila Flemming Hunter shared that the committee believes that it can raise more than that amount however her suggestion is to work to raise the $200,000.00. She stated that she is preparing a realistic budget and will work with the committee and volunteers to accomplish this goal.

Troy Thornton asked if the $200,000.00 was a gross figure or was it a net figure. Sheila Flemming Hunter shared that to date the local arrangement committee has only spoken about the fundraising effort and the need for a video to support the ask. The video and printed materials are the only needs shared by the local arrangement committee to date. Troy Thornton shared that we have what we typically gross from the conference however we should think about raising $200,000.00 beyond what we normally raise. President Scott shared that we normally have about $60,000.00 in the budget from grants and donations therefore we are looking more at $150,000.00 above what we normally raise if the gross is $200,000.00.

There are conference expenses that are understood expenses of the conference. When we look at the Centennial there will be expenses that are normally expended to host the conference. Those expenses will continue to be a part of the general budget. Troy Thornton shared that the hope is to gross $200,000 in excess of what we gross in a typical year. While it takes money to raise money however it is important to have realistic goals.

**Membership Committee Janet Sims Wood**

**A written report was submitted.**

The Detroit Branch has been working for several years to establish their chapter. Their documents are in place and they have been working to be chartered in Memphis. President Scott attended one of their meetings during the summer and was impressed with the work that they are doing. President Scott shared that they are a well appointed diverse group and they are affiliated with the Wright Museum, one of the central institutions in Detroit. He shared that this group would be an asset to the national organization.

***It is the recommendation of the Membership Committee that we charter the Detroit Branch at the Memphis Conference.***

***Vote: Unanimous***

President Scott asked if the membership committee would take up the issue of confirming the interest group in St. Petersburg. There is a group in St. Petersburg that wants to be recognized as an organizing branch with the hope of being chartered as a branch at the Centennial.

Greer Stanford-Randle will chair our national membership recruitment plan and Monroe Little will chair our ~~intuitional~~ institutional membership initiative. It is requested that someone come to the branch meeting on Saturday morning to share information about the Centennial. The membership committee is developing a branch toolkit that will be used by the branches as a resource and will have all documents compiled in one document.

There will be a Branch Leadership conference call on Thursday September 11, 2014 at 8:00 p.m.; it would be helpful if Council members and officers could be on that call.

**Treasurers Report Troy Thornton**

**A written report is attached.**

Committee Chairs will be asked to report any expenses or revenue for the year 2015 with an explanation of why it is occurring. We will send the survey around before the next in person meeting. Chairs are asked to give a directional statement regarding the bottom line for their committee.

The financial report is good news since the last report offered in May and even from the June summaries. There has been a big different over the last few months. We have an equity position of 425,719.00. Gilbert Smith shared that we did receive the Farmers Grant of $53,000 which is a significant part of our revenue increase.

Sylvia Cyrus shared that one of the ways we have accomplished this is we have cut staff. This has caused some changes in expectations. We have also received some of the sponsorship money much earlier thanks to the work of Alfreda Edwards. We have been promised approximately $60,000.00 and we have on received $40,000.00 to date.

President Scott shared that our deficit is not something that we can cut our way out of. We will need to find a new revenue stream because we may not be able to count on Farmers in years to come. Sylvia Cyrus shared that we were able to get free interns for the summer thanks to Alfreda Edwards and this helped to cut the expenses.

We are now functioning with the following positions: a Development Manager, Publications a Membership Clerk and the Executive Director. Sylvia Cyrus shared that we will not be able to pull off the Centennial with the staff that we have now. The staff is too lean to really accomplish what is being discussed.

**Awards Committee Gina Paige**

**A written report was submitted.**

There were no action items within this report therefore the report stands as written.

**Governance Committee Zende Clark**

**A written report was submitted.**

The Membership Committee after its meeting with the Branch Presidents and general membership revised their motion which was submitted to the Executive to expand the definition of Dual Membership. The motion as passed by the Executive Council limited the category to Member and Spouse. The motion sent to the General Membership defines Dual membership as Senior/General Member and an additional person living in the residence.

**Academic Program Cornelius Bynum**

The program is now online. It is a really robust program and there is a lot of excitement amongst the people that are planning it and the people who are attending. We have a record number of workshops and will exceed this for the Centennial. The challenges that we face this year have been really important to encounter because it gives us a reasonable opportunity to make recommendations that will support the program development for next year.

**Public Relations Roy Betts**

**A written report was submitted.**

We are focused on getting the word out and promoting the conference. CSPAN has reached out and they are interested in coming out to cover the conference. We are working to determine what they will cover during the conference.

We have secured MCs for the luncheons. We are also working on publicity for the Centennial. That will be a real focus for us at the convention while we have a captive audience. A’lielia Bundles will be the guest mistress of ceremony for the February luncheon. There is work being done on Centennial merchandise for marketing for the Centennial.

Jelani Cobb is coming to Memphis. He received a lot of face time on CNN during the Ferguson dilemma. We will work closely with Cornelius Bynum and Lionel Kimble to ensure that we have a group of spokesperson that can represent the organization favorably.

Sylvia Cyrus shared that this was our first time that we have tried electronic. We have about the same number of people that have voted in the past. We have saved approximately $700.00 by going to electronic voting. President Scott shared that the purpose of this was to increase the number of people voting during the election. He asked that the committee take a look at the results to determine what can be done to increase the number of people participating in the process.

***It was moved by Annette Palmer and seconded by Carlton Wilson to adjourn the meeting at 9:23 p.m.***

***Vote: Unanimous***