FOSL Board Meeting  
Monday, September 12, 2016  
6:30 p.m.  
Northern Kentucky University, SL 102

Present: Tom Kruer, Mary Ran, Arne Almquist, John Campbell, Vicki Schooler, Michael Berry, Rock Neely, Kelly Moffett, Erik Pederson, Cyd Alper-Sedgwick, Ken Gunkel, Steve Hoffman, Steve McMillan (via conference), and Sherry Cucchiara (recording secretary)

Not Present: Aaron Sharpe, Meredith Singleton, Tira Rogers, Bonnie Meyer, Pat Brennan, Michael Monks, and Jennifer Mearns.

Special Guest: None

Four proxies were assigned as follows:
1. Rock Neely for Tira Rogers
2. John Campbell for Michael Monks
3. Erik Pederson for Aaron Sharpe
4. Kelly Moffett for Pat Brennan

Ken officially opened the meeting at 6:45 p.m. and announced a quorum was present. Ken made the following announcements:

Congratulations to Kelly Moffett on her appointment to NKU interim Graduate Director, Meredith Singleton on her new faculty appointment at Miami University and receiving her Ph.D. from University of Cincinnati, and to Mary Ran for her 40th year operating Mary Ran Gallery in Cincinnati. And thanked Sherry Cucchiara for arranging to have food provided from Pita Pit- the restaurant’s new location just outside of the entrance to NKU.

Approval of Minutes from the July 11, 2016 Meeting – Rock Neely
- Review of minutes with one change – change John to Steve M
- Rock moved to approve the minutes from the July 11, 2016 meeting with noted change – motion seconded by John – all approved.

Approval of Treasurer’s Reports – Rock Neely for Tira Rogers
- Ken reviewed July, 2016 report stating the beginning ($15,117.00) and ending ($16,036.02). Ken noted June 2016 financial report reflected an ending balance of ($16,442.82) and asked Sherry to investigate the difference in the balance ($1,325.85).
- Ken reviewed August, 2016 report stating the beginning ($16,036.02) and ending ($15,704.78) balances.
- Vicky asked about entry on August report: “Cash Transmittal Bag #928919”. Sherry explained it is an internal NKU procedure to deposit money and checks to the university.
- Ken asked for approval of the Treasurer’s Reports for July and August with pending corrections provided by Sherry. Sherry will provide report to Ken and Tira.
- John asked about the president’s budget report. Ken provided a copy for review and stated he would submit during the president’s report.
• Through proxy, Tira moved to approve report and motion seconded by Steve H – all approved.

COMMITTEE REPORTS

Literary Committee – Vicky Schooler & Kelly Moffett
• Vicky is working to schedule a meeting before next board meeting with committee.
• Kelly shared she is working to coordinate a visit from a local poet. She is hopeful to partner with Scripps Howard Center on a workshop focusing on the book “Hillbilly Elegy” by J.D. Vance.
• Steve H reported the Books by the Banks event is Oct. 15th at the Duke Energy Center. Ken reported that FoSL approved a donation of $1,500 to BTTB.

Ad Hoc: Good Food, Good Drinks, Good Books – Cyd Alper-Sedgwick
• Cyd presented a power point presentation with updated details of the proposed spring fundraiser to be held at New Riff on March 22, 2017.

Recap of July Presentation:
GFGDGB designed to raise $20,000 and, hopefully, more. Recommended entry fee of $100 per person to break even. Maximum attendance of 200 people, including NKU volunteer workers and musicians. Confident of at least 50 attendees. 100 attendees is NOT a stretch. 150 is a reachable target. Ultimate goal of 200 – a stretch, but not if everyone on the board works on it. Event is March 22, 2017 because other dates suggested at July board meeting were filled by the time we contacted New Riff for a tentative hold. Great Students: Input needed on this idea – contact Ken. Catering: Jean-Robert no longer a viable option. Cyd continuing to solicit bids from New Riff-approved caterers. Revised Financial: July’s catering numbers were estimates based on Jean-Robert and the cost of the Christmas party. Conversations with caterers demonstrate just how good a deal the Christmas party is. Good food probably $20 per person with $1,000 in fixed catering costs. Linens, Servers, Etc. Breakeven: Catering costs are estimated to be 260 percent higher than Christmas. July’s breakeven attendance was 50 people. Current breakeven attendance is 68 people. Breakeven attendance of 68 people = $6,800 in revenue and $26 in profit. Each paid attendance over 68 is $45 in profit. 100 paid attendees = $1,450 profit 150 paid attendees = $3,675 profit. Unpaid Admissions: Authors and their guests. Scholarship recipients and their guests. Possible additional unpaid admissions, number unknown at this time. 10 unpaid admissions decrease profit by $555. Sponsorship: Good Food Sponsor (2 available) - $3,500 sponsorship includes: Top-tier recognition on promotional materials; recognition on signage at the event; ten admissions to GFGDGB; a pre-event meet-and-greet with the author for two people; a signed copy of the featured book, personalized by the author; distillery experience mini-tour; private bourbon tasting for two people; certificate for a full distillery tour for two people to be conducted at a later date; and a gift certificate to New Riff Distilling’s gift shop. Good Drinks Sponsor (3 available) - $2,000 sponsorship includes: top-tier recognition on promotional materials; recognition on signage at the event; five admissions to GFGDGB; a pre-event meet-and-greet with the author for two people; a signed copy of the featured book, personalized by the author; distillery experience mini-tour; private bourbon tasting for two people. Action today: $2,000 deposit to hold New Riff event areas. Deposit nonrefundable. Date changeable once without penalty. Deposit can be transferred to another NKU entity without penalty. Estimated $2,000 deposit for TBD caterer.

• Discussion: A lively discussion ensued. Steve M asked how critical is celebrity chef Jean-Robert de Cavel to the success of the fundraiser? Ken stated that Jean-Robert will still be
participating as an author at the event. Vicki added the “good food” is a critical element. Cyd suggested it is critical to hold the event in Northern Kentucky but believes the catering can be provided by an Ohio caterer.

Steve M asked who will be handling the marketing of the event? Mary R offered her experience with the Noble art exhibit and NKU Marketing & Communication has not been a productive partnership. Arne acknowledged there have been many lessons learned but confirmed that learning to work with NKU marketing policy has been challenging due to staff and department reorganizations. Arne suggested that neither Mary nor NKU had allotted enough time and did not foresee potential delays, especially as it pertained to marketing materials. Michael B stated he is the liaison with Alumni Services and they have asked how they can help support the efforts of FoSL. Ken asked Michael to work with Alumni to send the Noble email graphic and requested Sherry send it to Michael tomorrow.

Steve H presented the following questions:
1. Has anyone contacted Ken Lewis at the Party Source? Cyd replied she is working with Amy at New Riff.
2. Is this a plated meal. Ken replied it is a “heavy hors d'oeuvres”.
3. What is the format of the fundraiser? Arne replied it is an “abbreviated program” which will include 1 or 2 scholarship winners in attendance to encourage donors. Cyd added the format has yet to be decided.
4. Who will provide catering services? Cyd replied there are 7 approved caterers at New Riff. Steve H asked if Jeff Thomas or Funky’s were among them. Cyd confirmed they are and Steve H offered to speak with Jeff Thomas (owner) to secure a discounted rate.

Ken added the fundraiser will include a silent auction and “door prize” drawing (type of raffle). Ken requested Steve H provide assistance in this capacity.

Tom K questioned if “good food” needs to be part of the fundraiser. Cyd replied that yes she believes it does because the event is to be held at dinner time. Vicky added that she would be concerned if people attended the event and only drank alcohol. Tom K asked if the event time could be moved to 8 pm and offer desserts. Vicky and Cyd rejected that idea.

• Ken stated the urgency to sign a contract with vendor. He proposed a vote to pay New Riff $2,000 for reservation of the event space. Vicky moved to pay the full $2,000 reservation fee, motion seconded by Steve H. With the exception of 1 nay vote, the motion passed.
  o Discussion: Erik asked if it was necessary to pay the full $2,000 now. He proposed to pay half now and asked when the balance would be due. Cyd stated the balance would be due 30 days prior to the event but regardless of whether FoSL held the event, they would be obligated by contract to pay the full amount. Vicki rejected the idea to pay half. Ken confirmed the vote would be to pay the full $2,000 reservation fee to New Riff.
• Kelly asked if the “Good Books” part of the fundraiser has been finalized. Ken replied that a part of it has with Richard Hunt providing a confirmation from the “Bourbon Babe” to attend. Ken stated that other authors would be invited to attend and sign and sell books with a portion of proceeds to benefit FoSL. Kelly suggested a wide variety of authors attend to attract English majors. Rock mentioned author J.D. Vance is local and has a very popular book, “Hillbilly
Elegy”. In addition, JD Vance is collaborating with the Scripps Howard Center on a project. Kelly and Vicky agreed it would be a great idea to have him at the event.

- Vicky asked Cyd what support is expected from the board for this fundraiser. Cyd asked for ideas, brainstorm the silent auction and “door prize” raffle, sell tickets, etc.

**President’s Report – Ken Gunkel**

- Ken passed a copy of the July budget report for review.
- Ken reported the Christmas event will once again be catered by French Crust. Oakley Farris has confirmed the Ascent will be available on Dec. 11th from 2-4 pm. Ken asked Sherry to begin working on the invitations and mailing list for this event.
- Upcoming Birthdays – Pat (9/27), Ken (10/2), Mary (10/7), and Jennifer (11/9).

**Old Business**

- Ken thanked Mary and complimented her work on the Noble Art Exhibit. He reported the opening was great and encouraged all board members to view the art on display and asked members to encourage others in the community to attend. The art will be displayed in the EGFRR until Oct. 31, 2016.
- Mary reminded everyone the paintings are for sale and passed out a leaflet with information on the artwork. She added that SL will receive 10% of all sales. The goal of the exhibit was to bring people from Cincinnati to NKU to become more familiar with SL. Although she was disappointed with the marketing efforts from NKU on behalf of the exhibit, Michael reported receiving 2 postcards and Ken stated the electronic data transmission were good. Ken asked Michael to follow up with Alumni Affairs to send out more electronic notice of the exhibit. Sherry will provide Michael with an updated version of the electronic format to be sent.

**New Business**

- Ken reported on the Scripps Howard Center collaboration with Cincinnati Art Museum for spring 2017. Meeting with Mark Neikirk revealed work is underway to partner with J.D. Vance, local author of “Hillbilly Elegy”. Richard Hunt knows the publisher. Arne added that NKY has ties to Appalachian and this book tells the story of this experience in the 21st century viewpoint. Rock added that the author is a “literary darling” and is very popular. His attendance would be a very big draw for GFGDGB fundraiser. Arne suggested tying Appalachian music and photography into the mix.

Tom asked if this is a Scripps Howard Center event? Ken stated that it is but FoSL could co-partner. Tom asked if this was a fundraiser event? Ken stated that it is not. Ken stated he thought this would be a good experience for NKU students.

- Kelly shared her experience with the NKU Study Abroad “Creative Writing” trip to Ireland as very positive. She shared that Bonnie Meyer has also participated in a Study Abroad trip. She suggested that FoSL could support a future trip through scholarship or if some members would be interested in going on the trip as a type of escort for the NKU students. Lastly, Kelly suggested FoSL sponsor refreshments for visiting authors, such as J.D. Vance.
- Ken reported the fall annual appeal will include a FoSL decal in the mailing. Sherry provided samples of material and a proof of a proposed decal. The board decided the “black decal with books at the top” will be used.
• Rock announced he has obtained a donation of an ice sculpture from Brady Lance, “Artic Diamond Ice Sculptures” for the spring fundraiser. He also announced he will meet with John Magnus, the events coordinator for the Southgate House and with personnel from Master Theatre to inquire about a music performance donation for the spring fundraiser.
• Steve H announced he will be in Key West Florida before the next board meeting and he will try to meet with Jimmy Buffet to get a gift in kind donation of some type for the spring fundraiser. Ken asked him to report back to the board at November meeting.

Next meeting will be held on Monday, November 14, 2016 at 6:30 p.m. at NKU SL room 102. Steve H moved the board adopt “Speak Like a Pirate Day” (September 19) and adjournment vote for this evening’s meeting be made using pirate lingo, “Arr”. Rock seconded - all “Arrs” approved.

Meeting adjourned at 8:20 p.m.