



Board of Trustees

Advancement, Marketing, and External Relations Committee

11:10 AM – 12:10 AM

October 23, 2024

Minutes

President's Boardroom, Horace Mann Center

A live stream of the meeting for public viewing also took place on YouTube.

MEMBERS PRESENT: Committee Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, Trustee Melissa Alvarado, Trustee Michael O'Rourke and Board Chair Ali Salehi, ex-officio member

Also present and participating were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Ms. Lisa McMahon; Director of Advancement and Major Gifts, Mr. William Hynes; Director of Conference and Event Services Ms. Joanne Bigelow; Assistant Director of Events Management; Director of Alumni Relations, Ryan Meersman and General Counsel, Melinda Phelps.

The meeting was called to order at 11:10 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and captured as recorded.

MOTION made by Trustee Alvarado, seconded by Trustee Montemayor, to accept the minutes from the June 20, 2024 meeting. There being no discussion, a roll call was conducted, all in favor with Trustee O'Rourke abstaining. The **Motion passed with majority.**

Ms. Lisa McMahon welcomed and introduced General Counsel Melinda Phelps. She has been with Westfield State University for seven weeks with her focus being policy review and working with the Board of Trustees.

Ms. McMahon shared with the Board, Institutional Advancement's dashboard, updating everyone on a total gifts, and grants along with an increase of donors. There was discussion on whether graduates from the 1980s stepping in to the donor role of the 1970s graduates.

Also discussed:

- Outcome of Homecoming weekend and 185th events.
- Trustee Currier discussed bringing students together for involvement with getting funds for deferred maintenance through a legislative breakfast.
- Capital Campaign – will be discussed at the next meeting

Assistant Director of Events Management, Ryan Begin spoke about the overnight summer groups that visited campus. He focused on the successes and highlights including changes to protocols, and key

partnerships. Revenue from summer events and how it's distributed through various departments were displayed in a chart. Ryan Begin then discussed the upcoming events being held on campus including Girls on the Run, and the Western Massachusetts Racial Equity Summit. He's looking to expand day events on campus to bring in more revenue.

MOTION made by Trustee Montemayor, seconded by Trustee O'Rourke, to adjourn the meeting. There being no discussion, a roll call was conducted, **Motion passed unanimously**

Meeting adjourned at 12:10AM.

Attachments:

- a. Draft Minutes of June 20, 2024
- b. Conference & Event Services Presentation
- c. FY25 Q1 IA Dashboard

Secretary's Certificate

I hereby certify that the foregoing is true and correct copy of the approved minutes of the Westfield State University Board of Trustees Advancement, Marketing, and External Affairs Committee meeting held on October 23, 2024.

Daniel Currier, Secretary

Date