

Arcola Alumni Association

Board of Directors Meeting January 6, 2011

The Arcola Alumni Association met in the dining room of the Dog House Bar & Grill at 6:30 p.m. on Thursday, January 6, 2011. John Fishel presided with members Robert Arrol, Kris Graves, Jack Fishel, Brad Pullen, Randy Rothrock, Judy Thomas, Sue Stout and Webmaster Andy Walton also present. The minutes of the October 27th meeting were emailed to all members prior to the meeting. Treasurer Pullen reported an account balance of \$2,624.73. He also noted our status as a 501(c)(4) tax-exempt non-profit organization required limited paperwork and he was able to meet filing deadlines.

Much discussion was given to the Arcola Alumni Association website as Walton solicited the board's recommendations for further direction for the coming year. Walton reported increased traffic on the website with a peak 73,546 hits in November 2010. Walton will continue to post graduating class pictures and will also add a few additional pictures from the yearbooks. In an effort to increase interest in the website, he will create a new face for the home page with varying school photographs. The revised website will report the association's 2010 achievements, proposed projects for 2011 and information about the increasing website traffic. Walton will also solicit new email addresses as well as reunion news, photographs, videos and other relevant news.

In other business, the group discussed our 2011 membership drive. John Fishel will produce a membership letter and will provide membership information for the website and the Record-Herald. Graves will again manage membership through emails.

The board will determine criteria for the Arcola High School Hall of Fame and the Distinguished Alumni selection processes and recognize the first honorees in 2011.

Arrol advised our committee should wait to set a date to clean/polish/repair trophies after the school has determined the number and size of its new trophy cases.

Walton, Arrol and Jack Fishel will pay the \$75.92 annual web-hosting fee for the association.

In an effort to increase awareness of the association, Stout will provide the Record-Herald with news articles following our meetings and also information about upcoming meetings.

Respectfully submitted,

Sue Stout, Recording Secretary