

anthem

community council

Meeting of the Board of Directors
March 22, 2017
Work Session at 5:30 p.m.
Anthem Civic Building
3701 W. Anthem Way
Room #2

MEETING MINUTES

Members Present:

Ryan Halleran-President
Roger Willis – Vice President
John Balzer – Secretary
Bob McKenzie – Treasurer
Rick Kesselman - Director
Terry Mullarkey- Director
Tim Fyke – Director

Members Absent:

None

Others Present:

Jenna Kohl, Community Executive Officer
Neal Shearer, Community Operations Officer
Doug Greenstein, Community Finance Officer
Mark Sahl, Legal Counsel
Jonathan Ebertshauser, Legal Counsel
Michele DeMichele, Special Events & ACB Operations Director
Kristi Northcutt, Communications Director
Kim Bodary, Recording Secretary

CALL TO ORDER

President Halleran called the Work Session to order at 5:30 p.m. and recognized those in attendance.

ESTABLISH QUORUM

President Halleran established a quorum with seven Board members present.

ADOPT AGENDA

Treasurer McKenzie made a motion to adopt the agenda as presented. Director Fyke seconded. Voting took place; the motion passed unanimously.

NEW BUSINESS

A. Discuss and Provide Direction Regarding Future Events at the Anthem Veterans Memorial.

Ms. Kohl stated since its dedication on November 11, 2011, the Anthem Veterans Memorial has become a revered symbol of support for our nation's veterans and a significant point of pride for Anthem. Following the dedication ceremony, the Daisy Mountain Veterans and then the Anthem Veterans Memorial Support Team moved forward with planning two ceremonies annually at the Memorial to honor veterans – Memorial Day in May and Veterans Day in November. Over the past five years, the scale and scope of the ceremonies have expanded significantly and the AVM has gained worldwide attention. This has led to a series of ongoing and increasing challenges including security, staff time, parking, budget, fundraising and sponsorship.

Ms. Kohl stated we had large scaled events because of Liz Turner's hard work and commitment but she is leaving the community and so the maintenance and responsibilities of the memorial now fall on the ACC.

Ms. Kohl stated we have \$10K in budget for this year's ceremonies which will not be enough even if scaled back.

Ms. Kohl stated staff came up with alternative approaches which include scaling back both ceremonies, consolidate to one ceremony, transition from formal ceremonies to a place of reflection or maintaining the ceremonies at their current scope. Ms. Kohl stated to keep in mind that if we do scale back, people may be upset because we aren't providing ceremonies to the same standard that we have in the past. If we go this route, we will have to be proactive on our communication. Ms. Kohl stated if we keep the ceremonies at current scope, we will have to hire a part time person to handle the ceremony responsibilities.

Vice President Willis inquired if the \$10K budget included salaries and benefits for the staff and Ms. Kohl stated no, we absorb that in the operating budget.

Director Mullarkey inquired on how much Ms. Turner raised by fundraising and if sponsors will be available again and Ms. Kohl stated for the 5th Anniversary ceremony, we did receive a lot of sponsorships. Mr. Shearer stated the expenses for the November event were around \$31K with a net surplus of \$14K and that Ms. Turner raised over \$40K with a lot of time involved and grant writing.

Director Mullarkey asked what the plans were for this Memorial Day. Ms. Northcutt stated last's year was scaled up a bit due to the November 5th Anniversary event. Ms. Northcutt stated this year's event will be similar to the one in 2015 with a keynote speaker, POW MIA Ceremony and special music.

Treasurer McKenzie inquired how much help is provided by the local Veterans organizations and Mr. Shearer stated that the ACC has a good relationship with the Daisy Mountain Vets (DMV) but they have their own events and projects to coordinate.

Secretary Balzer inquired why we have so much security at these events and that we should make the \$10K budget work. Mr. Shearer stated we've had very large crowd sizes and a very contentious election season so security was necessary. Secretary Balzer suggested having a moving walkway through the Memorial and thinks there should be no special seating for vets as once you are out of the military, you are a veteran. Ms. Kohl stated we would still need security though to guide people through it and deal with unruly attendees and she agrees with the seating and to allow only speakers to sit up front.

Director Kesselman stated he thinks we are way over our heads on these events from a budget perspective and due to a different political climate, could see protests which we are not equipped to handle. Director Kesselman stated he is in favor of downsizing the events and keeping within the budgeted \$10k. Director Fyke asked for more clarification and Director Kesselman suggested smaller speeches by local veterans only but to keep the event small so people can reflect.

Director Fyke stated he doesn't want to see this Board bow down to what the political environment is and to remember these veterans gave their life for this country and the memorial is one of the things that makes this community great. Director Fyke stated the Anthem Veterans Memorial is special all over the world now which is amazing and highly doubts we would see any protests at these events. Director Fyke states that Ms. Turner has done an amazing job but knows our staff resources can't handle what she did.

Secretary Balzer suggested getting local veterans to do speeches as veterans can relate better to their experiences and we don't have to compensate them for travel. Director Kesselman agreed and stated we should have local heartfelt people.

Vice President Willis agrees with Director Fyke that we should have a decent ceremony for Veterans Day as people all over the country and world hear or read about the Anthem Memorial. Vice President Willis suggested we even reach out to other communities to see if they will help.

Director Mullarkey stated crowd control will always be an issue but maybe we can do something like a live broadcast on Facebook to help keep the crowds down and we should scale it back but do a larger event for the 10-year anniversary. Director Mullarkey suggested looking for another volunteer to take this on and to go back to local sponsors.

President Halleran stated he agrees with Vice President Willis and we should focus on a scaled back Veterans Day and Memorial Day should be a day of remembrance. President Halleran mentioned he spoke to many after last year's Veteran's Day event and the one thing they walked away with was what local Veteran Josh Miller had to say

and how well he presented his speech. President Halleran would like to see us find speakers who can speak well and tell a story to draw people in.

President Halleran stated he is good with either option 1 or 2, Secretary Balzer stated he like option 2, Vice President Willis stated option number 2 is great for Veteran's Day and option number 3 for Memorial Day, Director Kesselman stated he prefers a Veterans Day event only, Director Fyke agrees with option 2, Treasurer McKenzie agrees with option 2, Director Mullarkey stated he would like to focus on Veteran's Day and lean on the other groups for Memorial Day.

Ms. Kohl stated we will take this information back, formulate a plan and bring back at a future meeting for formal Board consideration.

ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 6:15 p.m.

Respectfully Submitted,
Kimberly Bodary
On Behalf of the Anthem Community Council Board of Directors