

**1 June 2018**  
**National Board Meeting Minutes**

**MEETING OF THE NATIONAL BOARD OF DIRECTORS  
THE ENGLISH-SPEAKING UNION OF THE UNITED STATES  
NATIONAL HEADQUARTERS, NEW YORK, NY  
FRIDAY, JUNE 1, 2018 9:30 AM (EST)**

**MINUTES**

Present: Paul Beresford-Hill, Chairman; Laura Phelps, Vice Chair & Treasurer;  
E. Quinn Peeper, President; Christopher Broadwell, Secretary & Executive Director;  
Jacques Brunswick; Peter Frey; Duncan Karcher; Jim Kerr; Donna Miller; Mary Alice Phelan;  
Charles Reaves; Jeffrey Schnabel

By Phone: Cheryl Albuquerque; Karen Blair-Brand; Julia Hansen; Nancy Isaac; Lisa Kressbach,  
Bill Maschemeier, Darryl McCormick; John Raffaelli; Peter Frey; Duncan Karcher;  
James W. Kerr, Jr.; William B. Maschmeier; Darryl McCormick; Julia Van de Water

Excused: Donald Best; Dianne Devlin; Darrell Hill; Christopher Hodgkins; Bettie Miller;  
Susan Sinclair; Mathew West

Observing (ESU Staff): Carol Losos, Director of Educational Programs; Grant Hamel,  
Operations Manager; Joshua Keppel-González, Assistant to the Executive Director/Recording  
Secretary

Presiding: Paul Beresford-Hill, Chairman  
Dr. Beresford-Hill called the meeting to order at 9:30 AM (EST).

Welcome – Paul Beresford-Hill welcomed members of the Board of Directors to the board meeting. Christopher Broadwell, Secretary of the Corporation, called the roll and announced there were two attendees short of quorum. The meeting commenced and a quorum was met shortly thereafter. The Chairman called for the approval of the draft minutes of the special meeting of the National Board held on December, 6 2017. A motion to approve was made, seconded and the motion was approved.

Comments from the Chairman –Paul Beresford-Hill

Paul Beresford-Hill welcomed the board members and extended his compliments to the Headquarters staff on the success of the ARNIC Graduation, the dinner afterwards and exceeding the fundraising goals for the evening.

Dr. Beresford-Hill then called upon Quinn Peeper to give the President's Report.

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Report of the President – E. Quinn Peeper

Dr. Peeper reported that the total result of the Board Giving campaign was \$77,464 which exceeded the goal of \$70,000.

Dr. Beresford-Hill then called upon Christopher Broadwell to provide the Executive Director's report.

Report of the Executive Director – Christopher Broadwell

Christopher Broadwell reported that the work towards obtaining the Certificate of Occupancy for the Headquarter's building was underway and hoped it would be acquired shortly. Additionally, two staffers from the education department had left the organization to assume graduate study and a new position.

The organization faced a sea change as this was the first full year when Headquarters would have to financially and administratively deal with the audit of the Branches under the new LLC structure. Bringing the Branches in conformity with the reporting level of the audit took so long that the auditors were only able to accomplish the test the day before the final deadline for filing the 990. Treasurer Laura Phelps, Finance Committee Chair Jacques Brunswick, and Audit Committee Chair Charles Reaves were able to approve the document before it was properly filed.

Mr. Broadwell also presented on the status of the Evelyn Wrench Speaker Series with Peter Gilliver visiting seven Branches in November before culminating his tour as the speaker at the Annual Conference. A motion was seconded and unanimously approved after discussion that the name of the program be set as the "Evelyn Wrench Speaker Series."

Mr. Broadwell reported on the recent International Council Meeting (ICM) in London that also served to celebrate the centenary of the English-Speaking Union of the Commonwealth. The next ICM will be held in St. Petersburg Russia from September 25<sup>th</sup> through 29<sup>th</sup> 2019. In 2020, in conjunction with the English-Speaking Union of the United States centennial, the ICM will be held in New York on November 15<sup>th</sup> through 20<sup>th</sup>.

Dr. Beresford-Hill mentioned that, as part of their centennial celebrations, Dartmouth House made their International Public Speaking Competition a centerpiece of their celebrations during the ICM. Discussion then proceeded on which of the ESU's flagship programs should be highlighted and incorporated into the ICM in 2020. Since both the National Shakespeare Competition and the ARNIC Graduation are on strict timelines, they would be impossible to move to November. However, the ARNIC Thanksgiving Dinner would fall into the right time, and all programs throughout that centennial year would be branded with the centennial.

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Mr. Broadwell then called upon Edward Mohylowski to provide the Deputy Executive Director's report.

#### Deputy Executive Director's Report – Edward Mohylowski

Mr. Mohylowski directs board members to the seven page report in their packets and invited Rossana Ivanova to talk about the fundraising efforts of the organization.

Mrs. Ivanova reported that her efforts over the past eight months have been to diversify the funding of the organization by focusing on individual donors, not through the patron programs, but from other general donation foundations. Her strategy to raise the visibility of the programs of the ESU in order to eventually receive donations has already created connections with government officials as well as with other organizations such as the Harvard Business Club of New York. As such, Mrs. Ivanova appealed to the board to go through their contacts in order to find other connections that may grow the organization.

Mr. Mohylowski continued his report, indicating that all but one Board Member did not donate in the Board Giving Campaign and two members did not contribute with the \$1,000 minimum donation. In the 2017-2018 fiscal year, there were 260 National Patron Memberships, with 45 who upgraded or 29 who rejoined at a National Patron Membership level. 48 former National Patrons renewed at a standard membership level. Membership stands at 4,400 members spread across 48 Branches operating under a Board-Managed Operating Agreement and 17 operating under a Member-Managed Operating Agreement.

Year-end appeals sent in November of 2017 generated roughly \$55,000. The Open Society Foundations has approved a gift of \$100,000 for the next fiscal year. The Hearst Foundation has also invited the ESU back for a grant of \$155,000.

Mr. Broadwell then called upon Carol Losos to provide the Education Director's report.

#### Report of the Education Director – Carol Losos

Mrs. Losos reported that Teachers Learning Abroad – TLab will be running the three three-week programs that go to Oxford, Edinburgh, and Shakespeare's Globe and two one-week programs that run back-to-back at Shakespeare's Birthplace Trust and Oxford. There will be 95 American Teachers attending these programs this summer, an increase in line with the benchmarks of the strategic plan.

The National Shakespeare Competition (NSC) increased by one participating Branch, the Miami-Dade-Monroe Branch. At the request of the Board and the Strategic Plan's directive to explore

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revenue streams for the program, a survey was sent to teachers last year to poll whether the ESU could charge for the (NSC). With the results of that survey, the ESU will begin charging schools that participate in the NSC a fee of \$75 that will also provide discounts for teachers should they wish to participate in the TLab program.

As per the strategic plan, the Middle School Debate (MSD) will undergo a year-long evaluation to assess impact amongst middle school students of this particular form of debate. Additionally, MSD, like the National Shakespeare Competition, will be centralizing online registration forms for ease of data collection.

While the Strategic Plan directs the cessation of ESU's participation in the International Public Speaking Competition, the ESU did participate in the 2017-2018 at the request of the ESU of the Commonwealth for the special event during their centennial celebration.

Per the Strategic Plan, English in Action is currently undergoing an analysis to see if it is viable as a program with a national scope. Additionally, members of the Harvard Business School Club of NY volunteered their time and experience in a brainstorming session to explore the viability of a national rollout of English in Action. The program has expanded with the Kansas City Branch now hosting a unit of the program. Additionally, ARNIC is also undergoing a year-long evaluation that has involved all the stakeholders in the program. This evaluation will measure the impact of the program on its participants.

Mr. Broadwell then called upon Grant Hamel to provide details on the status of the Headquarters Building.

#### Headquarters Building Status – Grant Hamel

During the last year, all the work needed to obtain the Certificate of Occupancy for the Headquarters building was completed. After passing an inspection by a Department of Buildings, it was revealed that there were a numbers of old applications and violations associated with the building prior to its ownership by the ESU. These violations need to be cleared before receiving the Certificate of Occupancy and work is underway on clearing them. Despite these unanticipated fees, the project budget is still on target with \$723,000 spent with a remaining balance is about \$297,000 to complete the work. The budget for the project was \$1,020,000.

#### Report of the Treasurer – Laura Phelps

Ms. Phelps reported that the assets and management of the organization's funds are stable. Referencing Grant Hamel's report, Ms. Phelps highlighted the importance of having the Headquarter's building as a certified asset through the completion of the necessary Department of Building filings.

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At the close of the 2016-2017 fiscal year, the ESU closed its account with \$2,843,000 in revenue with \$3,167,000 in expenses. The reserve that was authorized was \$250,000 in the previous year's budget which will not be entirely used, with the total amount closer to \$24,000 or \$25,000. Liabilities are being monitored carefully, with a \$300,000 line of credit, which is a reserve if there is a mismatch in cash flow activity. Robert Morse's management of the investment accounts continues to benefit the ESU with the investments growing by \$1.3 million in the 2016-2017 fiscal year as of April 2017. A question was posed as to the repayment of the New York Branch's bailout loan, which is currently being repaid at \$5,000 per year. Management agreed to confirm these payments at a subsequent meeting.

#### Report of the Finance Committee – Jacques Brunswick

Mr. Brunswick presented the budget that the finance committee has recommended for approval by the board. He also explained the new format that breaks out the sources of income and expenses by program and support rather than function. A motion to approve the budget was seconded and unanimously approved.

#### Report of the Audit Committee – Charles Reaves

Charles Reaves reported that he met with the auditors, O'Connor Davies, and found the fees that the firm had historically charged the National Organization had been both stable and reasonable. However, the fees that were charged as part of the Branch Audit seemed high so Mr. Reaves requested that less expensive personnel would be used to review Branch records. As such, the proposal for the coming year is \$71,500 compared to \$81,500 for last year. After discussion on how to most equitably structure the cost of the audit, a number of motions were proposed. The first motion was to approve the audit and the audited financial statements for 2016-2017. The second motion was to approve O'Connor Davies as the auditor for the 2017-2018 fiscal year. The third motion was that the fees for the 2016-2017 Branch audit be paid from the national funds and that the responsibility be passed on to the Branches for succeeding years. All motions were seconded and unanimously approved.

#### Report of the Centennial Campaign Consultant – Renee LiaBraaten

Renee LiaBraaten summarized the initial findings from her conversations with potential funders. Rev. LiaBraaten provided three key areas to be addressed in preparing for a campaign. The first is a need to craft a well thought out inspiring vision or case statement for the Centennial Campaign that outlines how the money raised in the campaign will strengthen the ESU moving forward. The second area is the need to include in the case statement a detailed job description for the regional coordinator. The third area was the need to strengthen the sense of connection between Branch Members and the National Organization. Rev. LiaBraaten was not able to assess the level of financial support the campaign may expect to raise. Her recommendation in

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the process was to create a centennial campaign committee.

Adjournment - The Board meeting was adjourned at 11:45 am (EST).