

**The Dalles High School Alumni Association**  
**Spring Meeting**  
**May 19, 2018**  
**12:00 – 2:00 PM**

**Attendance**

- Mike Elston
- Cristal Finley
- Joy Ottesen-King
- Susan Patrick Goldstein
- Lloyd Clark
- Joy Hattenheauer Krein
- Rymel-Lavel
- Sharon Hannifan Pevera
- Jerry Commander
- John Moore

**Treasury Report**

- Mike presented the treasurers report
- School donations
  - o Every year the school is asked for what they need, and the alumni association gives them the money.
  - o The request last year was screens & projectors.
  - o The alumni association keeps receiving the money back due to the district picking up the bill so far which has allowed us to extend funds.
- Class of 1967 donation
  - o Joy Krein discussed and showed photos of a used podium purchased but the class of '67 for the high school. The podium was purchased and shipped to Portland and the Krein's picked it up. They have refurbished it at home with the help of the woodshop class. The podium fits and was a greatly needed.

**Update on the website/email**

- Cristal presented on changes to the website and email.
- The website now includes a reunion planning page listed under the reunions & events tab.
  - o This page features planning tools/how to (planning timeline and checklist, using Facebook to promote, Canva, etc.).
  - o Mike collected caterer and event rental information to be included on the website.
- Mike will be reaching out to class leaders to set up time for an alumni association member to attend their event to discuss the organization. At this time, Mike will also collect information on their actual scheduled events and provide that information to Cristal to update the website calendar and class reunion pages.
- Email has been set up through Mail Chimp for alumni association communication.
  - o The email list should be set up now and is good to go from here on out.
  - o Cristal shared information about analytics that can be tracked through the system and it was discussed whether this can be used for future fundraising.
  - o Cristal has asked about creating a district email to be used for future communications.
  - o There was discussion of the ability to add alerts to the website system and who this alert would be sent to.
- A tab will be created for meeting notes on the website, so they are available to all members.

## Upcoming reunion season

- Mike has asked for assistance with presenting about the alumni association at upcoming reunions year (July – September – see calendar and class reunion pages for updates on when events are occurring).
  - o Lloyd volunteered to take over talking at class reunions/events and Mike will assist with a couple. Lloyd lives in The Dalles and this will be a great help to the organization.
  - o **If you are interested in volunteering to help present, please reach out to Mike at [mkelston@comcast.net](mailto:mkelston@comcast.net). Mike has a script with talking points that he can pass along to help you prepare!**

## How to best get the word out

- The alumni association would like to do a high-profile project to get the organization's name out to the public. Ideas discussed included scholarship program, mentoring, teaching community-based projects, connecting youth with volunteering to help seniors around their homes.
- It was discussed that we talk with the new principal about a project that the alumni association can help fund to get us exposure.
- Susan reminded the group that a person needs to see something seven different times before they are compelled to act so getting the organization out in the community in different ways will be beneficial.

## Miscellaneous

- The high school has a new Principal, Kurt Evens, who was previously the Vice Principal.
- The John Callahan movie *Don't Worry, He Won't Get Far On Foot* (directed by Gus Van Sant), will show on June 12<sup>th</sup> at Cinema 21 ([www.cinema21.com](http://www.cinema21.com)) in Portland and at a later date in The Dalles.
  - o Proceeds from the movie will benefit John's Memorial Garden located at Legacy Good Samaritan Park in NW Portland
- The alumni association in support of the bond and will be providing a news piece about growth due to other bonds passed.
  - o John will be writing an article for the newspaper in support of the bond. He will use information from previous work he did years ago relating to schools and cities economic development as a bigger issue than just the building and bonding of a new school. He will possibly use information from a similar bond from Everett, WA and Beaverton, OR, as well as a couple of other communities that are similar in size to The Dalles.
  - o Kathy Unsprung is on the school board and is part of the bond committee.