

DRAFT  
Minutes  
of the  
Durand Foundation Board of Directors Meeting  
On  
26 April, 2003

Board Members Present:

Mike Durand, President (03)  
John Durand, Vice-president (03)  
Roger Durand, Secretary (03)  
Yvonne Cariveau (04)  
Mary Kay (Durand Grant) Brusegard (05)

Board Members Absent:

Alice (Durand) Keppel, Treasurer (04)  
Tom Bacig (04)  
Susanne (Durand Foley) Krasovich (04)  
Richard Durand (04)  
Blanche (Durand) Hammer (05)

Non-board Members Present:

None

Noting a quorum present, Mike Durand opened the meeting at 1040.

**Reading of previous meeting minutes**

The minutes of the 13 Oct, 2002 fall meeting were read by the secretary.

MOTION: A motion to accept the minutes was made and seconded.

VOTE: Motion carried unanimously.

**Treasurer's report** – by Alice Keppel

Alice was not present but forwarded the Treasurer's report for review. The president presented the report. A discussion of the details of the report followed. Year end balance on 31 December, 2002 was \$1,465. The method of reporting inventory was reviewed. A suggestion was made to plot year to year expenses, income, etc. for ease comparison.

MOTION: A motion to accept the treasurer's report was made and seconded.

VOTE: Motion carried unanimously.

**Election of Board of Directors members**

No elections were held at this meeting. The secretary noted that Mike, John, and Roger will be ending their terms as both officers and directors. Mike indicated that he will not seek re-election as president. John and Roger stated that they will continue to serve if reelected.

## Committee Reports

- Research Committee

Roger reported that the research committee has been inactive. Mike and Roger did meet with Tom Bacig in Duluth in November and explored his varied interests and accomplishments. The possibility of acquiring storage space at the U of M Duluth campus for historical documents was discussed.

Yvonne volunteered to be co-chair of the Research Committee and suggested a meeting in the near future to establish key areas of research interest among members. It was agreed that if a focus areas were “identified”, individuals could actively work independently to gather information and present their work to the foundation.

ACTION: Roger will host the meeting in early summer months.

Mike reported his work on the book Jean Durand et sa Posterite. He worked with Ron Balding to make some corrections and reformatted the volume which will make it possible for the next printing to be from digital media. The quality would be increased and the printing costs decreased. The board agreed that the next book should be of “heirloom” quality with a consistent color scheme and more formal bindings. The addition of descendant names was also suggested for the next printing.

- Records Committee

Blanche Hammer continues to update the family tree.

- Newsletter Committee

John Durand continues to generate and edit newsletter(s). His goal to have “regional” editors is within reach. He expects his sister, Ellen, to accept the challenge for the “Wisconsin” Durands as well as Diane Zimmer (Maurice Durand family) for the families in the western states. Roger Durand volunteer to be the regional editor for the “Minnesota” Durand families—descendants of Nazaire and Joseph Durand.

John was asked if printing 3 issues per year instead of 4 per year would prolong his tenure as editor. He wants to maintain 4 issues per year for the time being.

- Membership Committee

Membership renewals continue at a favorable and expected rate. The total database includes 212 names. Of that total we gained 17 new members in 2002 and only 3 to date in 2003. We have a total of approximately 48 members who are past due as of December 30th 2002 and before. They are considered inactive and are no longer sent a newsletter. These past due members have all been sent a mail merge letter with a preaddressed return envelope and for some reason or another chosen not to respond. We do however also have a considerable number of members who are due for renewal in 2003 which should help to increase our cash flow."

The board decided not to pursue a “referral” method of soliciting potential members. See new business below for marketing.

## **OLD BUSINESS**

### Durand Foundation Website

Yvonne Cariveau reported the successful transition of the foundation’s host web site to her company’s servers. The transfer will result in significant financial savings and quality/content improvement.

Discussion about the untapped capabilities available to us because of the electronic medium occurred. Topics included email, advertising, storage and archiving of photos, family narratives, and research newsgroups. No formal action occurred.

### Acceptance of Advertising in Newsletter

The board agreed at the last meeting that advertising would be allowed and solicited for the newsletter and the web site . No ads agreements have been made to date.

## **NEW BUSINESS**

### Marketing campaign

Mike volunteered to lead a marketing effort. This effort would both attract new members and “spread the word” of our existence. To date, we have never targeted a population of potential members through a mailing campaign.

The board agreed to fund such a campaign up to \$150. Yvonne offered to aid in designing a postcard or flyer. The focus would be addresses with the Durand surname in the Minnesota and Wisconsin areas.

ACTION: Mike will implement the effort.

Other marketing activities discussed included:

- Surveys of members to determine their needs and feedback
- Closeout sales on books and newsletters in inventory.
- Updated catalog detailing products on hand.
- Advertising
- Educational articles on value of gifts to the foundation.
- Email messages to members on a periodic basis.

### Bulk Rate Mailing

Mike reported that future mailings of newsletters may be classed as bulk mail through his business bulk mail permit. This would lower the costs of the newsletters.

ACTION: Roger will pursue the paperwork for a foundation permit after Mike has his company permit in place.

### Foundation Identity

The need for a uniform visual “scheme” was discussed. Color, logos, font type and sizes, etc. could be used to establish a family or organizational identity.

ACTION: No action taken.

### Nominating Committee for president

It was noted that there is no standing nominating committee. Board members felt that an ad hoc committee would be of value for the purpose of searching for a successor for the current president. Roger offered to be the focal point for the search. John recommended Peter Durand, Robert Durand, Richard Durand, and Ellen Olson as allies in this search.

### AWARDS

- Presidents Award

Yvonne Cariveau, PhD was awarded the Presidents Award for all her work in upgrading and overhauling the Durand Heritage Foundation web site at [www.Durandfoundation.com](http://www.Durandfoundation.com)

Alice Durand Keppel was awarded the Presidents Award for her numerous hours entailed in setting up the new bookkeeping system for the Foundation and her detailed and discriminating reports to the Board of Directors.

- Best Family Story Award

The Best Family Story Award, was awarded to Helen Durand for her story on the Fred & Rose Trombley’s Country Stores article.

- Outstanding Family Award

Two families received this award this year. Ironically, they are both brothers. The awards went to the Robert T. & Lea Ann Durand family, and the Lt. Col. (USMC) James and Leslie Durand Family for all their work with the Durand’s in the Military Project and other duties and responsibilities which have demonstrated exemplary leaderships skills and modeling behavior over the past year.

- Amerindian Princess Award

Yvonne Cariveau, was awarded this award for her dedication and skills demonstrated over the last year regarding the preservation of the Durand family history and heritage.

- Writer of The Year Award

John Durand was awarded this award for his generous time and effort spent in research and writing in, *The Search for Lt. Durand* story.

ADJOURNMENT—at 3:30 pm

NEXT MEETING will be on Sunday, 6 Oct, 2003 at Roger Durand's home at 76 Marcin Hill, Burnsville, MN. Phone: 952-898-2896.

Minutes submitted by Roger E. Durand, Secretary