

Inter-American Foundation
Meeting of the Board of Directors
September 6, 2018

The board of directors of the Inter-American Foundation (IAF) met via teleconference on Sept. 6, 2018. Board Chair Eddy Arriola and Vice Chairman Juan Carlos Iturregui called into the meeting, joined by Jack Vaughn, secretary; and Lou Viada, member. IAF President and CEO Paloma Adams-Allen was joined by Lesley Duncan, chief operating officer; Raquel Gomes, managing director for learning and impact; Barbara Aliño, managing director for external and government affairs; Paul Zimmerman, general counsel; Amber Forbes, senior advisor; Marko Dolan, deputy managing director for the office of programs; and Karen Vargas, executive assistant.

I. CALL TO ORDER

Chairman Arriola called the meeting to order at 11:06 a.m.

General Counsel Paul Zimmerman reminded participants of the Government in Sunshine Act and that a meeting notice was published in the Federal Register on Sept. 4, 2018. The IAF did not receive any requests from the public to attend the meeting.

II. PROPOSAL FOR CELEBRATING THE IAF'S 50TH ANNIVERSARY

Paloma began the discussion by reminding members that a draft proposal for commemorating the IAF's 50th Anniversary had been presented to the board of directors at the May 7, 2018 meeting. The IAF has since revised the proposal to include recommendations provided by board members, key dates, and an implementation plan for each of the three prongs of the strategy (Communications, Special Events, Fundraising). Furthermore, staff members have organized into cross-office teams that will serve as champions for parts of the implementation plan. The foundation is also starting the process of identifying and engaging external partners to help advance the strategy, including former foundation presidents, board members, staff, and fellows, among others.

This board meeting is an opportunity to share how the plan is shaping up, engage in priority setting, and invite members to pledge support to their specific interest area(s). The revised proposal was provided to participants in advance of the meeting.

A. Communications

Barbara Aliño, managing director for the office of external and government affairs, provided an overview of the seven items in the communications campaign, including messaging, branding,

and print and digital media. Board members were supportive of the “50 successful project series” and leveraging content to pen opinion editorials in mainstream publications. Moreover, they recommended a few grantees to consider for the 50 successful list and suggested an article be written on the origins of the foundation.

B. Special Events

Aliño noted that in the lead up to the foundation’s 50th anniversary, all annual events (including the Coffee and Chocolate on the Hill, congressional staff delegations to the region, and the board trip) will focus on 50th anniversary messages and branding. Since the foundation has limited funds for representational events, this is an area where the leadership and support of board and advisory council members would be instrumental. After a short discussion, board members agreed that a gala event would not be appropriate for the foundation and instead proposed a small kickoff event hosted by Board Chair Eddy Arriola in Miami, and series of smaller events (special dinners, cocktails, etc.) in key cities where the foundation could activate existing networks and partners to help underwrite costs.

C. Fundraising

Next Aliño asserted that the 50th anniversary is an important milestone that can be used to celebrate the foundation’s successes, reflect on past experiences, and commit to long-term goals. The proposal calls for the IAF to develop a special 50th anniversary appeal, short-term targeted campaigns with modest dollar goals (i.e. \$2,500), and the use of social media and the website to drive donations. Board members were supportive of the overall goal and discussed several strategies.

Aliño concluded by stating that the proposal would be updated to reflect the discussion and the board’s recommendations.

III. ADJOURNMENT

Without any new business to discuss, Arriola adjourned the meeting at 12:03 p.m.