

MINUTES OF EXECUTIVE COMMITTEE MEETING 10/4/62

A meeting of the Executive Committee of the Dallas Society for Crippled Children was held on Thursday, October 4, 1962, at the First National Bank building. The following members were present: Mrs. Rowe, Messrs. Chester, Drake, Hargrave, Swift and Thomas. Also present were Director Loyd Martin and Easter Seal Secretary Virginia Quillin.

Mesdames Cochran and Overton and Messrs. Mitchell and Williams were absent and excused.

The following action occurred:

1. Article III, Section 2 of the By-Laws deals with membership in the Society and with the fixing of the membership fee by the Executive Committee. After discussion it was decided that the Executive Committee would defer the fixing of the membership fee pending further study of the matter.

2. Article VI, Sections 10 and 12 of the By-Laws deal with the duties of the Treasurer and Comptroller and the custody of Society funds. After discussion it was recognized that the current practices are not in accordance with these By-Laws, and it was agreed that revisions are necessary.

3. Mr. Drake was appointed a committee of one to review the entire By-Law situation and report his recommendations for revision to the next meeting of the Executive Committee, with special reference to the matters reflected in Nos. 1 and 2 above.

4. After discussion of the value of visits to the Treatment Center, Mrs. Rowe agreed to set up a committee within her Easter Seal Committee to prepare a list of persons to be personally invited and urged to visit the Center. Further, that Board members will be asked to furnish names for this list and to personally undertake to arrange visits by those persons with whom they have favorable contacts.

5. To further encourage parent participation in the affairs of the Treatment Center, Mr. Martin was requested to ask the parents group to elect or appoint a representative of the parents to serve on the Easter Seal Committee.

6. Mr. Thomas agreed to contact the Dallas Council of Churches and Rotary, Lions and other luncheon clubs with a view to making arrangements for demonstrations of Treatment Center activities at programs of these organizations. These arrangements to be an adjunct of the over-all visitation program.

7. It was agreed that Mr. Mitchell be requested to review the document reflecting the objectives, policies and procedures of the Society, and to report his recommendations for revisions to the Executive Committee at its next meeting.

8. Approval was given to a quarterly bulletin or newsletter to be mailed to a selected list of approximately 1,000 persons who are top contributors or potential contributors. This procedure has the approval of George Charlton of the Taylor-Norsworthy Advertising Agency and is to be handled in accordance with

the procedures outlined by Mr. Charlton in his letter of October 2, 1962.

9. A discussion was had of proposals looking toward an increase in memorial contributions. A supply of the memorial contribution booklets is to be furnished to each member of the Board.

10. Approval was given to a plan to seek the organization of the public relations officers in various lines of business to further the fund raising efforts of the Society. The basic organization work is to be undertaken by Mr. Swift.

11. The following motions were made, duly seconded and carried:

- (1) Mr. Martin was authorized to revise the fee schedule in the income brackets from \$10,000 to \$19,200 as per the schedule which he submitted to the meeting.
- (2) A fee of up to \$1,000 to Taylor-Norsworthy, Inc. for advertising services was authorized.
- (3) The appointment of Mrs. Frederick Rowe as Easter Seal Chairman was ratified.

(signed) James P. Swift
President

(signed) Mernie Overton
Secretary