



**Alliance Française  
de  
Minneapolis / St. Paul**

**Annual Report**

**2016-2017**

Presented to Alliance Française Members  
At the Time of Annual Meeting to take place on June 6, 2017  
In the "Grande Salle" of the Alliance Française  
113 N. 1<sup>st</sup> Street, Minneapolis, MN 55401

**Alliance Française de Minneapolis/St. Paul**  
**Annual Meeting**  
 June 6, 2017, 6:00 – 7:10 p.m.  
 AFMSP Grande Salle, Minneapolis, MN  
**AGENDA**

6:00 pm	<b>Welcome</b> <b>President’s Remarks, Introduction of Current Board Members, Committee Chairs and Board Candidates &amp; Recognition of Outgoing Directors</b>	Helen Leslie, Board Chair
<i>Please Note: Committee reports are included in the 2017 Annual Report, available at this meeting and on the AFMSP website. No oral committee reports will be made at the meeting.</i>		
6:15 pm	<b>2016/2017 Executive Director’s Report</b>	Christina Selander Bouzouina
6:30 pm	<b>AF Members Q&amp;A Session with AF Board</b>	Board Members
6:45 pm	<b>Scholarship Awards to High School Students</b>	Christina Selander Bouzouina Alix Lewis-Sadrant
7:00 pm	<b>Report on Board Elections*</b>	Helen Leslie
7:10 pm	<b>Adjournment of the Annual Meeting</b>	

\*A brief Board of Directors meeting will be held following the Annual meeting to vote in new officers.

**Our Mission Statement**

*“The mission of the Alliance Française of Minneapolis and St. Paul, an independent chapter of a worldwide organization, is to serve our community by promoting the use and appreciation of French Language and cultures through language classes, cultural programs, social events and information resources.”*

**Our Vision**

*“We are building a community of people passionate about francophone culture in all its global diversity, and want to become--through high-quality native language instruction along with authentic and exciting cultural activities and social events--**the** indispensable destination for all things French!”*

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**ANNUAL MEETING 2017**  
**President's Remarks**  
**Helen Leslie, Chair of the Board of Directors**

Dear Alliance Française Members and Friends,

Bienvenue et bonjour à tous! Welcome to the Alliance Française de Minneapolis/St. Paul and to this year's Annual Meeting. Thank you for your gracious attendance and for your participation in our annual Board elections.

In 2015, we celebrated the 40<sup>th</sup> anniversary of our incorporation as a nonprofit organization in Minnesota. Since our incorporation and long before that—the roots of our organization stretch back to the early 20<sup>th</sup> century in Minneapolis—our mission to promote French language and culture has been met in a multitude of ways, by serving our members and by augmenting the cultural richness of the greater community. Our library, the CinéClub, our annual Mois de la Francophonie and our Scholarship Program are just a few examples.

The Alliance is first, last and always a membership organization. Today our members will elect new Board members, but we will also take some time to look back over the past year. Our Annual Report, which is available to all members, provides an in-depth review of the year's activities and accomplishments from the Committee chairs and Alliance staff who keep the organization running from day-to-day.

Continually growing, our Alliance currently ranks as one of the top 10 largest Alliance Française chapters in the country. We are 1,143 members strong and growing. Our staffing has continually expanded to meet the needs of our members and visitors.

As of year-end FY2017, the Alliance remains in a sound financial position. It has built necessary cash reserves, made advance payments on the current mortgage and has exercised a fiscal discipline that will enable the organization to invest in its future. Instruction registrations, and thus tuition revenues, have rebounded this year after a temporary slump last year. The Gala and Annual Campaign both exceeded expected revenues again this year!

As you know, the Alliance embarked on a project in 2015 to design and raise funds for renovations to improve our building—from expanding its capacity to making it a more welcoming, functional and accessible space. With board approval in hand, the Facilities Committee selected and worked with a building and design team, Ryan Companies and MSR, to create a schematic design for the desired building renovations. Our capital campaign--*Vive l'Alliance!*—was launched in 2015 and has raised close to \$800,000. In 2016, in response to concerns about the cost of renovations and the serious limitations of the current site, including parking, the board appointed a Site Assessment Task Force to determine whether the Alliance could effectively fulfill its mission in its current location or could better serve its members and the community in a different location. Real estate consultant Tegra was appointed by the task force to assist in the search for neighborhoods and specific buildings. Over 100 buildings were identified and task force members visited over 20 locations. Ryan Companies and MSR have been engaged to give suitability and cost information for the task force's top choices and Tegra has been authorized to engage in in-depth assessments of those properties.

And that brings us to another important reason why we gather - to elect our new Board members. Polling for this year's election began with on-line voting and the mailing of paper ballots several weeks in advance of this meeting and will close this evening at 6:45 p.m. Before we close the poll

and announce the results, we have a few other orders of business. First, let's recognize our current Board members, some of whom are standing for re-election and some of whom are rotating off the Board this year: Anne Carayon, Michelle Champlin Bergner, Brian Daunheimer, Gary Deason, Tanya Gajewska, Nicholas Giraud, Edward Hayward, Simin Hickman, Jeremy Iggers, Helen Leslie, Carolee Lindsey, Michael Musa, Jacqueline Regis, Martine Sauret, Scott Stangeland, Bryn Vaaler, Jonathan Vessey, Jim Wolter and Karen Zentner Bacig. And we also give a warm welcome to our new Board candidates: Suzan Grovender, Pamela Pappas Stanoch, Chichi Steiner and H  l  ne Donzelot.

It has been an exciting, eventful and successful year for the AFMSP, due to the efforts of a broad range of people. On behalf of our Board of Directors, I express our deep gratitude to our Executive Director of 9 years, Christina Selander Bouzouina, and to her talented and dedicated staff, for all their efforts. Christina has truly outdone herself again this year, dividing her time between day-to-day operations and playing a lead role in our site assessment project and capital campaign.

Our students regularly tell us that their professeurs are fabulous. Thank you to our teaching staff for creating a great learning environment at the Alliance. We deeply appreciate the efforts, energy and passion of our Committees, interns and core of volunteers who help us do what we could not otherwise do. We also thank our Board of Directors for the time, talent and expertise they have given in yet another challenging year. You have made difficult decisions that will move the Alliance into a bright future.

Finally, we thank each of you, our members and friends, for your involvement and support! We look forward to seeing you often in classes and at events throughout the coming year!

**Merci infiniment for your continuous interest  
and generous support of the AFMSP!**

***Development Report***  
**To the Board of Directors and Members of**  
**The Alliance Française Mpls/St Paul**  
**Annual Meeting, June 6, 2017**

This fiscal year, development or fundraising activities grossed \$132,599.91. This total includes the Gala Benefit (see separate report), Annual Campaign and Grants. Please see below for details. After details surrounding grants and the Annual Campaign, there follows an update of the ongoing Capital Campaign, submitted by James Hamilton of Fox Advancement.

**Annual Campaign**

The Annual Campaign is a recurring fundraiser that funds organizational expenses. This fiscal year the Annual Campaign raised \$34,803.19, surpassing the goal of \$25,000.  
Un grand merci à tous pour leurs contributions!

*Versailles (\$10000 and Above)*

Hubert Joly

*Château de Rambouillet (\$1000-\$2499)*

Peter and Judy Mitchelson

Eric Ferley

Scott Stangeland

Chichi Steiner

Tamrah Schaller O'Neil and Stephen O'Neil

Karen Zentner Bacig and Ed Bacig

Rolf Peters

*Vaux-le-Vicomte (\$500-\$999)*

Michelle Champlin Bergner

Bryn Vaaler

Jim Wolter

Bob and Lucy Mitchell

Van and Liz Hawn

Dominique Conseil

Joy Erickson

Helen Leslie

*Amboise (\$250 - \$499)*

Gregory Anthony

Robert Dyvbig

Karen Nemchik

Ed Hayward

Simin Hickman

Betsy and Jule Hannaford

Kathleen and Jon Feske

Louise Turkula

Gary Stern

Georgie Yiannias

Mervin Kiryluik

David and Rebecca Glasford-Stangl

Bill Diekman

*Azay-le-Rideau (\$100 - \$249)*

Charles Shaw

Edwin Hong

Steve Scallon

Marie Adams

Mary Anderson

Lisa Hondros  
Pierre George  
Nancy Lauritsen  
Anne Carayon  
Jeremy Iggers  
Carolee Lindsey  
Jonathan Vessey  
Jasmine Keller  
Jeanne Scheiderer  
Marie Jeanne Delevaux-Hargit  
Carol Randall  
Rokea El-Azhary  
Roger Hale

Cynthia and Woody Andrews  
Alfred Harrison  
Sara Monick  
Phyllis Kahn  
Teddy Gesell  
Wendy Hess  
Steven Erickson  
Edward Malloy  
Irma Thies  
Gail Beske  
Bill and Jane Berens  
Eugene Edie  
Jennifer Huart

*Petit Trianon (Up to \$99)*

Helen Burke  
Anna Wise  
Michael Vitt  
Katherine Hanson  
Isabelle Kappers  
Brian Fiderlein  
Peggy DeLapp  
Karen McKernan  
Dorothy J. Horns & James P. Richardson  
Anne Noonan  
Peter Verstegen  
Anna Scallon  
Mary Feeney  
Maria Gonzalez O'Brien  
Jan Gonder  
Charles Anderson

Gary Deason  
Jacqueline Regis  
Miriam Kelen  
Brian and Linda Tell  
Sandra Youngdahl  
Anne-Marie Thunnissen  
Barbara Leibundguth  
Steven Nelson  
Allyson Esades  
Wade Johnson  
Alisa Revou  
Caryl Minnetti  
Barbara Farley  
Bob Voigt  
Dr Walter Blue

**Grants**

Development Coordinator Maggie Perry was able to secure three grants for fiscal year 2017 including, \$5,000 from the Best Buy Foundation, \$5,000 from the City of Saint Paul Cultural STAR and \$4,000 from the Federation of Alliance Françaises. Along with these grants which were awarded to AF, Maggie applied to roughly one grant a month including the Minnesota State Arts Board, Carlson Family Foundation, Elmer L and Eleanor J Andersen Foundation, Minneapolis Foundation, Mardag Foundation and more.

**Give to the Max Day**

This year the Give to the Max Day campaign raised \$2,146 not including a donation match by AF Board of Directors of \$2,950 raising the total to \$5,096. Give to the Max Day was designed to raise money for the High School Scholarship program.

**Capital Campaign**

In March of 2016, our capital campaign announced a public campaign goal of \$2.5 million to renovate and expand its historic building on First Street North in Minneapolis. To date, we have raised \$789,000 in gifts and pledges. Tremendous thank you to our campaign donors and volunteers who have made this great progress possible.

Over the past several months, members of our Capital Campaign Committee refocused campaign fundraising activities to address changes to Alliance Française Mpls/St. Paul's long-range facility plans.

In August of 2016, the Capital Campaign Committee secured a new contract with Fox Advancement, a professional fundraising firm headquartered in the Twin Cities, to develop and implement the updated campaign plan. In coordination with the Site Assessment Task Force, the Campaign Committee gathered opinions from campaign donors, members, faculty and staff, and community leaders on our long-range facility plans. The results were presented to the Board at our annual retreat and helped inform our decisions on our current building and future plans.

Now, our Capital Campaign Committee is committed to keep our campaign donors and members updated on facility plans every step of the way. Our next steps will be to revisit our campaign plan to align with future programmatic and renovation needs as identified by the Site Assessment Task Force. This will include continuing to gather the input and opinions of current donors, volunteers and potential campaign donors.

Respectfully Submitted,  
Maggie Perry  
Development Coordinator

**1. Report on Education**  
**To the Board of Directors and Members of**  
**The Alliance Française Mpls/St Paul**  
**Annual Meeting, June 6, 2017**

This year, Alliance Française educational activities continued in our headquarters and in relatively new communities in Rochester and Edina. We also brought classes back to St Paul. We are grateful to work with an excellent team of talented instructors who provide high- quality classes for children and adults. Below are details on language instruction programming that took place this Fiscal Year.

After a significant decline in the last fiscal year, we are happy to report an increase both in the number of registrations and in language revenue for this fiscal year. Registrations for on-site group classes increased by 40% this year (from 1036 to 1472 registrations), and there was a 13% in overall language revenue.

- In early 2017, we welcomed a new education intern, Charlotte Brunetaud, who will continue on through the fall. She works to fill in gaps with regard to teacher resources, assists in leading several courses, develops curriculum and educational offerings, and organizes exams and administers placement tests for new students.
  
- Former education intern, Alissia Hauteville, continued through March in her role of educational ambassador. Before her departure, Alissia served as a resource for education interns, taught select courses, and very successfully orchestrated AFMSP's second annual participation in the Festinema children's film series. She started work on strengthening the link between High School scholarship recipients and our High School club. Former education intern, Alexie Baldovi, took over for her starting this April and will continue focusing on these projects.

It was a busy year for continuing education opportunities, made possible in part by the Etoile du Nord Continuing Education Fund. Several educational staff members took part in off-site training sessions and shared their experience with the educational team: In July 2016 the education interns attended CARLA institute of the University of Minnesota. One instructor participated in a week-long training session organized by AF Porto Rico in February to learn more about the use of theatre techniques in class and how to motivate teenage students. An instructor will participate in a seminar for teaching business French in late May and share her knowledge with our instructors in early June to allow us to establish a French business course. Our education director has been selected to participate in a weeklong training session organized by the CIEP-BELC in Mexico City to focus on managing an educational team and integrating marketing in class offers.

There were also several training sessions offered at AFMSP:

In November 2016, we welcomed a trainer from the CIEP in France for a session entitled "la pédagogie différenciée". That same trainer recently returned in May for a different session focusing on "les compétences orales". Both sessions were appreciated by AFMSP instructors and teachers from metro-area institutions with a number of them trying out techniques in their classes. In order to reinforce our team of DELF examiners, we organized a three-day certification session in March for four staff members as well as an instructor from AF Milwaukee.

Finally, in addition to on and off-site training, instructors and interns have also participated in two webinars in November and April. This is a new offer organized by the Delegation Générale des Alliances which allows a greater number of AF chapters to participate in a variety of training sessions.

- We continued classes in Rochester, partnering with Rochester Community & Technical College, where 2 workshops took place on cultural and historical topics. One workshop led to a request from the History Center of Olmsted County for an instructor to present at the opening of a historical exhibit. We launched a book club group this spring and thanks to a grant from the Federation des Alliances Françaises are offering group classes this summer and fall.
- In the Twin Cities, we continued and reinforced our partnership with Edina Community Education, where 9 classes took place. We will continue to enhance these offers in the upcoming fiscal year.
- We re-established a partnership with the University Club in St Paul and successfully launched group classes in their building.
- After-school programs continued in the Minneapolis Public Schools and expanded to Thomas More School in St Paul. We also successfully reinstated a home school program with 2 group classes which ran throughout the school year.
- We continued hosting field trips in our building for local schools. This year, we welcomed students from Visitation Middle School, Roosevelt High School, Patrick Henry High School and Coon Rapids High School for a half-day experience in French. We also visited 3 St Paul Public Schools, bringing workshops to 90 students, as part of National French week in November, 2016.
- We administered certification exams for 28 candidates this year: 13 for the Test d'Evaluation du Français (TEF) and 15 for the Diplôme d'études en langue française (DELF).

We would like to thank our wonderful administrative staff, a supportive Board and, of course, an amazing group of teachers and interns for their contributions to our educational programs!

Respectfully submitted,  
Alix Lewis-Sadrant  
Education Director

Christina Selander Bouzouina  
Executive Director

**2. Report of the Facilities Committee  
To the Board of Directors and Members of  
The Alliance Française Mpls/St Paul  
Annual Meeting, June 6, 2016**

Over the past year, the Facilities Committee has overseen building, equipment and technology improvement projects and continued to plan for future maintenance of the building.

In response to board members' concerns about the cost of renovation and limitations of the current site including parking, a Site Assessment Task Force headed by AFMSP Board member Scott Stangeland was assembled with the goal of determining whether the Alliance would be better suited staying in its present location or moving elsewhere. The task force's goals were, among many considerations, to locate a site that was centrally and conveniently situated with regards to our members, had adequate parking for staff and students, and was pedestrian-friendly. Real estate consultant Tegra was appointed by the task force to assist in the search for neighborhoods and specific buildings. Over 100 buildings were identified and task force members visited over 20 locations. Ryan Companies and MSR have been chosen to give suitability and cost information for the top choices while Tegra has been authorized by the AFMSP Board of Directors to engage more seriously in information gathering of those top choices.

Repairs were made to the vending machine including replacing some of the motors in the vending slots. Seven new ergonomic office chairs were purchased and installed to replace the aging, previous models. Office staff report that the new chairs are "very comfortable."

Due to the possible relocation to another facility most extensive facilities work to the building was put on hold. However, the second level window replacement on the 1<sup>st</sup> Street façade proceeded as the money had been raised for it at the 2016 Gala through "Fund-a-need". The windows have improved the building's appearance, the thermal comfort of its users, and the resale value of the building. Facilities Coordinator Dominic Zahner has been aggressive in removing clutter from the basement. Old technology including keyboards, screens, and computers have been donated to a local non-profit that specializes in tech recycling. Dominic has also teamed up with Bookkeeper Jan Gonder to dispose of dozens of boxes of unnecessary documents and records.

We continued to monitor ongoing building issues such as ice dams above the director's office at the second story roof, problems with the lock on the front door, and minor plumbing and telephone issues.

We have a current committee membership level of five volunteers plus staff. We would be happy to welcome any additional members who are interested in making a contribution to the Facilities Committee. The Facilities staff position continues to be occupied by Dominic Zahner and we are very grateful for his thoroughness and proactive nature.

We continue to balance the immediate needs of the facility with the possibility of future changes that will best benefit the membership, and rely on the direction of the Board in how we proceed.

Respectfully submitted,  
Laura Faucher  
Chair, Facilities Committee

**ADDENDUM TO REPORT OF THE FACILITIES COMMITTEE**  
***Report of the Site Assessment Task Force (SATF)***

Site Assessment Task Force activities for FY 2017:

Original Issues for Current Location:

- Accessibility (No elevator)
- Non-code-compliant stairs
- Security (Reception on 2nd level)
- Small event space
- Insufficient classroom space
- Insufficient space and facilities for desired expanded mission.

Regarding Decision to Remodel at Current Location:

- Raised approximately \$800,000 in initial phase of Capital Campaign
- Planned renovation costs exceeded \$2 million
- Growing parking and traffic problem in current neighborhood
- Some board members and large donors questioning the logic of spending so much to renovate current building

Decision to Form Site Assessment Task Force:

- Board recognized conditions had changed and considered feedback from donors, members and staff
- Board appointed task force to look at other facilities and locations
- Priorities in alternate locations:
  - Adequate convenient parking
  - Same amount of space or more than planned remodel
  - Central convenient location for members / students / staff to commute to
  - Welcoming architecture reflecting French culture in some way
  - Pedestrian access
  - Adequate space to accommodate more offerings in future
  - Neighborhood and price point similar current location when AFMSP moved into current building

Task Force Actions:

- Engaged Tegra, an experienced real estate consultant to assist in search for neighborhoods and specific buildings
- Tegra mapped current membership demographics and commutes to find most central neighborhoods
- Tegra identified over 100 possible buildings which the task force evaluated
- Task force members visited over 20 locations
- Seriously considering short list of site options with the help of Tegra, Ryan and MSR at present time
- Ryan / MSR providing program suitability assessments and cost information for the top SATF building choices for comparison
- Tegra has been authorized by the AFMSP Board of Directors to engage in in-depth information gathering of top SATF building choices.

Respectfully submitted,  
Scott Stangeland  
Chair, Site Assessment Task Force

**3. Report of the Finance Committee  
To the Board of Directors and Members of  
The Alliance Française Mpls/St Paul  
Annual Meeting, June 6, 2017**

The Finance Committee reports that for fiscal year 2017 (ending June 30, 2017) the Alliance Française de Minneapolis-St Paul experienced increased language instruction revenues and successful development efforts have produced favorable results in the Capital Campaign, the Annual Campaign and the Gala. Continued efforts to increase staff benefits have also been successful. The Alliance executive team and staff have done a great job of managing expenses as well. The Alliance continues to be able to maintain normal and necessary reserves to ensure the organization's long term financial health.

**Audits of Financial Statements**

The financial statements of the Alliance for the fiscal year 2017 were audited and received a clean opinion from the audit firm engaged by the Board of Directors. The fiscal year 2017 financial statements will be audited in summer-fall 2017.

While Minnesota statutes no longer require an audit at the level of revenues the Alliance will generate in fiscal year 2017, the organization's bank, in conjunction with the mortgage, requires an audit of the financial statements.

Financial highlights for Fiscal 2017 include:

Budgeted gross revenues	<u>\$ 620,690</u>
- 65% language instruction	
- 20% contributed	
- 5% program and member	

Budgeted operating income	<u>\$ 15,740</u>
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**Interim Results**

Ten Months Ended April 30, 2017 (Unaudited)

Gross revenues	<u>\$ 532,630</u>
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Net operating loss	<u>\$(7,857)</u>
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Forecasted operating income	<u>\$3,225</u>
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**Financial Position**

The financial position of the Alliance remains healthy and includes Capital Campaign cash and pledges receivable:

April 30, 2017 (Unaudited)

Assets (\$403K in capital assets*)	\$961,738
Liabilities (\$84K in mortgage payable)	<u>\$ 160,572</u>

Net assets \$ 801,166

\*Building, equipment, furniture, fixtures, and improvements are at depreciated historical value and are, by nature, illiquid.

### **Capital Additions**

The Alliance made expenditures for capital assets:

windows and office chairs \$13,000

### **Fiscal Year 2018 Budget**

#### **Budget Adopted**

In May 2017, the Board of Directors adopted the 2018 budget:

#### Fiscal Year 2017

Budgeted gross revenues \$ 721,708  
- 62% language instruction  
- 23% contributed  
- 12% program and members

Budgeted operating income (before depreciation) \$ 94

The fiscal year 2018 budget anticipates a 5% increase in language revenue over projections for fiscal year 2017. Expenses for fiscal year 2018 are budgeted at a 7.5%% increase compared to projected expenses for the fiscal year 2017.

### **Capital Additions**

Minimal ordinary and necessary capital additions in fiscal 2018 are anticipated.

Respectfully submitted,

Carolee A. Lindsey  
CFO/Treasurer

**4. Report of the Gala Committee  
To the Board of Directors and Members of  
The Alliance Française Mpls/St Paul  
Annual Meeting, June 6, 2017**

The 8<sup>th</sup> Annual Gala, May We? Mais Oui: La Nouvelle Orléans surpassed expectations this year. We were able to raise \$52,636, \$2,636 over what we budgeted, including over \$10,000 raised towards Fund-A-Need which was the visa internship program. We had \$10,500 in sponsorship which was also more than expected, though less than 2016 which was a phenomenal year in terms of sponsorship. While we raised more than anticipated, we did not meet our budget goals for silent auction nor live auction proceeds, both of which still did well financially. The program went longer than expected, partially due to the addition of Heads-or-Tails, a game played to win a dinner for six at Smack Shack. Heads-or-Tails raised almost \$2,000 and was a lot of fun for participants.

While many left before desert, those who stayed thoroughly enjoyed the Bananas Fosters and Beignets. The food was received with positive reviews. The choices of Jambalaya and Blackened Chicken were decided upon by AF staff and gala event planners Maggie Perry and Anna Scallon along with Gala Committee member Georgie Yiannias and AF Office Manager Erik Blomberg. The event was beautifully decorated, thanks to the hard work of the décor committee, Pauline Cazenave, Christina Selander Bouzouina and Virginie Donzo. Along with the hard work of the committee we must thank the volunteers, staff and Gala Committee Co-Chairs, Nicolas Giraud and Virginie Donzo. Without the dedication of these volunteers and AF staff, we would not have been able to execute such an event.

The event was also a grand success due to the wine, graciously provided by Brian Daunheimer of Grand Père Wines. Without his continued support we would not be able to provide our guests such fabulous wine pairings for the gala. We also need to thank once again our sponsors, Best Buy, Stephane Cattelin, Ryan Companies, Fox and Rothschild and Bremer Bank, without whom we would not be able to have our gala.

We have yet to distribute the post-gala survey but look forward to the feedback and opinions of the 185 people that attended the event. We are already beginning the first steps for next year, May We? Mais Oui: Monte Carlo. Most of the members of the gala committee intend to return next year for planning which will begin with site visits in August and September.

Respectfully Submitted,  
Maggie Perry  
Development Coordinator

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Below are previous years' net income and attendance compared to this year

Year	2011	2012	2013	2014	2015	2016	2017
Net income	\$37,793	\$51,814	\$39,451	\$36,289	\$49,333	\$55,832	\$52,636
Attendance	214	195	193	181	166	186	185

**5. Report of the Governance and Nominating Committee  
To the Board of Directors and Members of  
The Alliance Française Mpls/St Paul  
Annual Meeting, June 6, 2017**

A significant initiative of the Governance & Nominating Committee (the “Committee”) this year, as every year, has been the identification and recruitment of persons to serve as members of the Board of Directors. This has culminated in the nomination of four new candidates for inclusion in the 2017 regular slate. With this group of new board members, the Committee has garnered significant expertise for the Alliance in the areas of marketing, communications and fundraising. This process has and will continue to focus on increasing the professionalism of the Board, as well as identifying specific expertise needed for additional directors, particularly in the areas of fundraising and human resource management and development, with increased focus on board member diversity.

The Committee nominated a Vice Chair, Secretary, CFO/Treasurer and Legal Counsel, all of whom were elected by the Board at its meeting on June 28, 2016.

A board orientation, initiated in 2012, will continue to be conducted for new members joining the board to speed up the learning curve of new board members with the organization’s vision and functioning, and to increase the effectiveness of board member participation in board and committee meetings and other board initiatives.

The Board Chair and Vice Chair planned, prepared and conducted the annual board retreat on January 21, 2017, where the board focused on formulation of program goals for the next decade to inform and lead to a decision to either remain in the AF’s current location or launch a search for a new site.

The Committee achieved several of its goals for the year, including the completion of Board Manual revisions and updates, the redesign and implementation of a new board member orientation, and the successful recruitment of four new board members. The Committee also began a serious discussion of board diversity and committed to studying and implementing an effective diversity initiative in the coming year. Finally, the Committee approved and facilitated on-line voting for the annual election of directors, which was implemented in collaboration with staff members Christina Selander Bouzouina and Anna Scallon.

Goals for the fiscal year 2017/2018 are:

1. Review and possible update of AFMSP vision and mission statements
2. Review and update of by-laws
3. Review and update of administrative manual (begun in 2017)
4. Continued recruitment and vetting of new board members based on skill sets and organization needs.
5. Study and implement effective strategies for achieving greater board member diversity

Respectfully submitted,  
Helen Leslie  
Chair, Governance & Nominating Committee

**6. Report of the Library Committee  
To the Board of Directors and Members of  
The Alliance Française Mpls/St Paul  
Annual Meeting, June 6, 2017**

Co-chairs: Anne Carayon and Françoise Denis

Volunteers: Peggy Linrud, Annick Fritz-Mead (from Macalester College during summer months), Sinan Zhu (part-time) and Dorothy Thews (part-time). Louise Dillery suspended her service due to health reasons. Robert Drake retired.

We continued working with the database software [www.librarything.com](http://www.librarything.com)  
All books entered in the new database now show two letters on the spine to facilitate the search for a specific book: a book by Jean-Paul Sartre will show "SA" instead of "S."

Using our personal laptops, we are done entering books of fiction (under which category we have also put novellas and contes), detective novels, Easy Readers books, at least those that are located in the Grand Salle's Melva Lind Library (a total of 2,580 entries up to now). We have started working on a new category: Essais critiques that brings together works of literary critics, psychology, sociology etc.

We still have quite a number of sorted boxes, full good books, in the basement. For that reason, we have asked that no new book donations be accepted until: 1) we have entered our great supply of already-donated books in our LibraryThing database; 2) we acquire more shelving space by discarding very old and obsolete books, so we can store upstairs what is in the basement storage room; 3) we have shelved the new books we will buy each year. Unfortunately, a certain amount of book donations continue filtering through, and we have now more sorting out to tackle later. More volunteers are welcome!! (We usually meet Wednesdays, 930 a.m.- 12:00 p.m.)

We bought all the 2015 and 2016 Prix Littéraires, from the Albertine library in New York as well as other 2015-16 recommended fictions and other works of special interest. They are available in the Grande Salle in two new sections (small for the moment): Prix littéraires et Nouveautés. We plan ordering the 2017 Prix Littéraires and following up with French literary price each year.

Budget: With the books we have ordered, we have almost spent the total of our \$1,000 allocation (\$858,28 for books and \$20 for bar codes). Because of a lack of availability at the Albertine library, some books have not arrived yet, but it's only a matter of time. We still need to buy some supplies like special acid free tape, specific for books, labels etc.

In order to move forward and keep reaching our goals, we request the same amount of allocation for FY 2017-18. Besides buying yearly literary prices, we plan to expand the collection of recently published francophone books and focus more on ordering children's books and children's magazine subscriptions.

We thank the Finance Committee for its help, support and consideration.

Respectfully submitted,  
Anne Carayon et Françoise Denis, Co-chairs of the Library Committee

## **7. Report of the Marketing Committee To the Board of Directors and Members of The Alliance Française Mpls/St Paul Annual Meeting, June 6, 2017**

This past year, the Marketing Committee has been fortunate to have the support of a number of enthusiastic and knowledgeable committee members. This year's committee was comprised of the following volunteers: Michelle Champlin Bergner, Gardin Camille, Brian Fiderlein, Jeremy Iggers, Anca Van der Linden and Anna Wise. We were joined by the following staff and interns from the Alliance: Pauline Cazenave, Devan Dupre, Christina Selander-Bouzouina, Laura Théron, Anna Scallon and Ibou Wone. Collectively, we have worked together to help advise, develop and guide marketing goals and tactics in support of the organization's comprehensive mission.

### **FY2017 Marketing Goals**

- Continue to Improve the Overall Visibility and Brand Recognition of AFMSP
- Develop and Implement a Cohesive Social Media Marketing Strategy
- Support the Organization's Efforts to Increase Membership and Class Enrollments

The Marketing Committee has supported these marketing goals through a number of efforts in the following three areas. Specifically, we worked with AFMSP staff and interns and served as a resource to help:

### Visibility and Brand Recognition of AFMSP

- Develop a stronger methodology and process for creating and distributing press releases within the community.
- Update an AFMSP quick reference style guide to ensure that our branding and image is consistent across mediums and programs.
- Create a brand campaign, "Alliance Francaise, C'est Moi &Toi!" which highlights the diverse and inclusive nature of our Francophone community. (A subset of the committee, Christina and Michelle, worked on this initiative.)

### Cohesive Social Media Marketing Strategy

- Initiate the creation of a "Social Media Playbook" for interns and staff which outlines best practices and best tactics within our social media marketing channels.
- Identify the need for a centralized approach to managing the scheduling/timing and messages posted via various social media channels (Facebook, Instagram and Twitter.)

### Membership and Class Enrollments

- Support the promotion for the Fall 2016 and Spring 2017 Open Houses
- Organize and promote a Fall Stromae Concert Screening to attract new membership
- Analyze the 2016 Membership survey to learn more about our membership demographics as well as the programs and classes that members desire.
- Have a presence at the MAIN (Minnesota Advocates for Immersion Network) Immersion Festival to promote language learning at AFMSP.

## Upcoming Projects

In FY2018, we will continue to build on many of the marketing initiatives undertaken in FY2017, as they are a work in progress. Specifically, we plan to:

- Report on the Member Survey results, giving recommendations for improving member experience, retaining current members and attracting new ones.
- Offer a Branding/Marketing/Communications mini-seminar to AFMSP staff and interns to help continue our initiative of a consistent brand identity.
- Continue to help refine our Social Media and Digital Marketing Strategies, including recommendations for improvements in functionality and user experience for the AFMSP website.
- Explore the possibility of offering lunch-time brown bag seminars to community businesses on a range of topics, including the etiquette of doing business with French companies.

Many thanks to our dedicated marketing committee members for your work throughout the year, to our Board of Directors for supporting our efforts, and most importantly, to our fabulous AFMSP staff and membership, who make this all possible.

Respectfully submitted,

Michelle Champlin Bergner  
Chair of the Marketing Committee

**8. Report on Membership  
To the Board of Directors and Members of  
The Alliance Française Mpls/St Paul  
Annual Meeting, June 6, 2017**

This year we count **1,143 members** as of May 31, 2017. This number is slightly under our goal of 1,200 members for this fiscal year. Nonetheless, we anticipate more renewals and new members throughout June. This is a trend which we project to continue as we move into our summer session and new marketing campaign, offering summer camps, and summer classes at both AFMSP, in St Paul, and in Rochester. This year we continue to count among our members a corporate membership from Concordia Language Villages.

We continue to see the Twin Cities' community's interest in the French language and French-speaking cultures as illustrated with the International Film Festival, retrospectives of French film directors at the Trylon Microcinema, French dance companies welcomed at both the Walker Art Center and Northrop, and touring musicians and artists performing at local venues such as Cedar Cultural Center and the Skyway Lounge.

Benefits to members of our Alliance Française have continued to be diverse and numerous. We have added a new year-round benefit from Pinot's Palette, an art studio in St Louis Park. Additionally, our partners such as the Film Society MSP, the Walker Art Center, Minnesota United FC, Northrop, Landmark Theatres, Minnesota Opera, and many others provide generous discounts to our members on French-language film screenings and exceptional performances from French-speaking artists.

Members continue to enjoy the benefits of our libraries and médiathèques as well. The number of resources included in our online library, Culturethèque.com, continues to grow and now has a collection of over 30,000 books. Culturethèque currently has 190 subscribers from our Alliance. The Melva Lind Memorial Library boasts thousands of books, which our library committee is currently converting to a scannable check-out system. *Un grand merci* to co-chairs Anne Carayon and Françoise Denis, and Library Committee members who diligently meet once a week to register our collection. Additionally, we extend a very special thank you to our past library intern Allison Current, who oversaw the beginning of this process, and provided training to our volunteers and staff.

We give tremendous thanks to all of our **153 volunteers** who gave their time and talents to our organization. Whether helping us with preparing a mass mailing, serving on an organizing committee, or helping at an event, each person's contribution is important to the success and future of our organization.

Respectfully submitted,  
Anna Scallon  
Membership & Volunteer Coordinator

**Thank you to the volunteers who have helped over the past year:**

Armel Alagbo  
Allie Andersen  
Jenessa Andrea  
Alexie Baldovi  
Lisle Kehr  
Anna Bethune  
Susan Boinis  
Salah Boulakbech  
Gregory Bringman  
Karine Cantin  
Anne Carayon  
Julia Carpenter  
Maggie Catambay  
Pauline Cazenave  
Anthelme Chadare  
Michelle Champlin  
Bergner  
Jonathan Charpentier  
MarthaChastain  
Peter Copeland  
Chris Cullen  
Brian Daunheimer  
Eldon Davidson  
Gary Deason  
Françoise Denis  
Khoudia Dia  
Allison Dickey  
Zoe Dittman  
Kayla Dittenhauser  
Louise Dillery  
Allison Dohnalek  
Virginie Donzo  
Sabine Douellou  
Robert Drake  
Megan Drews  
ConradDuddingston  
Wayne Dunifon  
Devan Dupre  
Kirsten Falc Uhlenberg  
Laura Faucher  
Brian Fiderlein  
Annick Fritz-Smead  
Tanya Gajewska  
Jared Garcia  
Camille Gardin  
Peter Gavriyuh  
Teddy Gesell  
Nicolas Giraud

Brad Givot  
Sam Glasford  
Sara Glesne  
Linnea Graham  
Nicole Groenke  
Suzan Grovender  
Tracy Grundman  
Maria Hanft  
Alicia Hauteville  
Edward Hayward  
Judith K. Healey  
Colleen Hedtke  
Simin Hickman  
Lillian Hock  
Marja Holm  
Mike Hughes  
Caity Hughes  
Penny Hunt  
JeremyIggers  
Anna Ivanov  
Mary Jamison  
Michona Johns  
Noah Johnson  
Samantha Johnson  
Jasmine Johnson  
Kylle Jordan  
HubertJoly  
Nora Kubiaczyk  
Laura Knutson  
Lily Lampros  
Clara Larson  
Megan Larsen  
Darren La scott  
Bob Lee  
Helen Leslie  
Alix Lewis-Sadrant  
Allison Lindberg  
Peggy Linrud  
Carolee Lindsey  
Leo Lopez  
Haley Madderom  
Steve Makredes  
Ann Makredes  
Stephanie Makredes  
MartheMafuta  
Jordan Manuszak  
Bob Mitchell  
Sara Monick

Gabrielle Montes  
Michael Musa  
Lacy Myrman  
Laurie Nedelcu  
Sasha Nicole  
Allison Olson  
Elizabeth Opp  
Michael Opperman  
India Orman  
Sara Osman  
Alain Perez  
David Perrot  
Fred Posine  
Victoria Quirin  
Andrew Rahaman  
Matthew Ramirez  
Jacqueline Regis  
Renee Rippberger  
Jean Rosol  
Danny Rosas Alvarez  
Martin Ruben  
Martine Sauret  
Mary Schaffner  
Tamrah Schaller O'Neil  
Samantha Seiler  
Christina Selander  
Bouzouina  
Susan Seltzer  
Emily Smith  
Scott Stangeland  
Chichi Steiner  
Katie Stengel  
Casey Sunell  
Michael Sunell  
Martin Swanson  
Lexi Tarter  
Dorothy Thews  
Laura Theron  
Laurel Tieman  
Andrew Tisell  
Tatianna Turik  
Eléanor Ude  
Bryn Vaaler  
Soline Van De Moortele  
Anca Van der Linden  
Jonathan Vessey  
Kyle Vraa  
Georgie Yiannias

Florence Walklet  
Ursula Walsh  
David Wells  
Leslie Wilcox

Anna Wise  
Jim Wolter  
Lynda Wolter  
Trenton Wolter

Dominic Zahner  
Karen Zentner Bacig  
Sinan Zhu

**9. Report of the Programs Committee  
To the Board of Directors and Members of  
The Alliance Française Mpls/St Paul  
Annual Meeting, June 6, 2017**

**Overview**

This year, our Alliance Française Mpls/St Paul organized about 125 cultural events that attracted 4411 community members. As usual, our main reoccurring events such as P'tit Dej, Apéro with les Jeunes Cadres Dynamiques, Club Vélo tours, Ciné Club screenings, Les Djeunes events, guided tours in French at local museums, and the Apéritif en français in St Paul continued throughout 2017 as we implemented new programs to add more diversity.

**Le Mois de la Francophonie**

Each March, AFMSP joins more than 33 million others around the world in highlighting the French-speaking world and its cultural diversity. After Canada and Haiti, and Lebanon, the 2017 celebration of *Le Mois de la Francophonie 2017* had us traveling to Senegal.

Our Celebration of Senegal for the *Le Mois de la Francophonie* included a series of 11 events in the Twin Cities and 1 in Rochester, which attracted together over 400 attendees. In addition, SénéQueb Hip-hop artist Webster presented a concert at the Cedar Cultural Center and workshops in French at L'Etoile du Nord French Immersion in St Paul, City View Elementary School, Edison High School and Patrick Henry High School in Minneapolis for 500 children and young adults.

The series was presented in partnership with the Organisation Internationale de la Francophonie, the Consulate General of Canada in Minneapolis, Macalester College, Compatible Technology International, Quebec Government Office in Chicago, Senegalese Association of Minnesota, Institut Français, Alliance Française Delegation USA, Normandale Community College, and Minneapolis Film Society.

**Festimena**

In addition, this year we welcomed about 600 elementary, middle school and high school students at our week-long French film festival called *Festimena* around the beginning of March at the St Anthony Main Theater.

**Rochester Events**

As you may know, we have been hosting events in Rochester since May 2015 and we continue to have success with our signature reoccurring event P'tit Déj, held the first Saturday of each month, now at a new location, the Kutzky Market Coffee Shop (1001 6th St NW, Rochester, MN 55901). The Rochester P'tit Déj still draws a good number of French-speakers each month. In addition, we continue to host Ciné Club (French movie screening) on the third Wednesday of every other month at the Rochester Public Library, which is always well attended. We are planning to have a Rochester Bastille Day celebration on July 14, which has been a very successful celebration for the past 2 years.

Finally, we can firmly say that our programs are reaching more children and more diverse communities in the Twin Cities and in Rochester than ever before.

Respectfully submitted,  
Ibou Wone, Events Coordinator

## ***Alliance Française Scholarship Awards***

This year, Alliance Française is pleased to present scholarships to 7 young adults; five for full year awards and 2 for summer awards.

The scholarship program began in 2003 and covers the cost of membership fees, tuition and materials for each student to study French at Alliance Française for one calendar year, a total value of \$2,000 per participant.

Acceptance to the program is determined by academic merit (GPA 3.0 or higher), financial need, access (or lack of access) to French programs in school, maturity and interest in French culture and the French language.

Félicitations to this year's recipients!

Summer recipients:

Kinapal Paguyo, entering 9<sup>th</sup> grade at Washburn High School

Alicia Pouchak, entering 10<sup>th</sup> grade at St Anthony Academy home school

Full year recipients:

Hannah Koivu, entering 10<sup>th</sup> grade, homeschooled

Sean Hughes, entering 12<sup>th</sup> grade at Cretin-Derham Hall

Albert Jeffrey (A.J.) Ulwelling, entering 11<sup>th</sup> grade, homeschooled

Kaela Ryder, entering 12<sup>th</sup> grade at Apple Valley Senior High/School of environmental science

Marri Smith, entering 10<sup>th</sup> grade at Maplewood North High School