



**Alliance Française
Mpls/St Paul**

Annual Report

2019 - 2020

Presented to Alliance Française Members
At the time of Annual Meeting to take place on June 16, 2020
Virtual Zoom meeting

Alliance Française Mpls/St Paul
Annual Meeting
 June 16, 2020, **6:00 – 7:10 p.m.**
 AFMSP *Galerie*, Minneapolis, MN
AGENDA

6:00 pm	Welcome President’s Remarks, Introduction of Current Board Members, Committee Chairs and Board Candidates & Recognition of Outgoing Directors	Bryn Vaaler, Board Chair
	<i>Please Note: Committee reports are included in the 2019-2020 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	2019-2020 Executive Director’s Report	Christina Selander Bouzouina
6:30 pm	AF Members Q&A Session with AF Board	Board Members
6:45 pm	Scholarship Awards to High School Students	Christina Selander Bouzouina Alix Lewis-Sadrant
7:00 pm	Report on Board Elections*	Bryn Vaaler
7:10 pm	Adjournment of the Annual Meeting	

**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 2020
President's Remarks
Bryn Vaaler, Chair of the Board of Directors

Chères amies, chers amis,

Bienvenue à toutes et à tous! Welcome to the 2020 Annual Meeting of Members of the Alliance Française Mpls/St Paul. Thank you for your attendance and your participation in our annual AFMSP board election and, this year, in the adoption of revised bylaws for our organization. This year's Annual Meeting is the first in our organization's long history that is not bringing us together, in person, in the same space. Because of the COVID-19 pandemic, we are coming together instead via internet technology. The pandemic is causing businesses and organizations, large and small, for-profit and not-for-profit, around the globe to experience many difficult "firsts" and face many new challenges to continue carrying out their missions while protecting the health of all involved.

In this troubling time, I am happy to report that the AFMSP has risen to the occasion, met the educational, operational, financial and human challenges posed by the pandemic head on and given every indication that we can continue to thrive, serve our members and advance our important cultural goals in the "new normal" that we face.

Before discussing our response to the pandemic to date in the second half of fiscal 2020, I would like to provide a little context by stepping back just one fiscal year.

Fiscal year 2019 was a year of great strides forward in making our dream of a new home for the AFMSP a reality. We acquired our beautiful new building, the Joly Family Center for International Understanding, at 227 North Colfax Avenue in the up-and-coming West Loop neighborhood of Minneapolis. We completed much of the planned renovation of the new building to meet our growing classroom, library, event, office and other needs. We moved all our classes and events to this wonderful new facility with its sunlit atrium, charmingly urban, bare-brick-and-beam construction and ample on-site and street parking. And we continued to make progress on completion of our \$5.1 million capital campaign to defray the costs of purchasing and renovating the Joly Center, with approximately \$1,000,000 left to raise (assuming sale of our old building at 113 North First Street for its 2016 appraised value).

The first half of fiscal year 2020 was a continuation of this exciting progress. All classes and events benefited from our great new space. The AFMSP multi-media library was moved to the Joly Center. Our fantastic new French book and gift store, La Boutique, opened and sales exceeded projections almost immediately. Our last major, inherited tenant in the Joly Center left at the end of its lease on December 31, giving us access for the first time to the space for our new Grande Salle event center, our permanent reception area, a café, a teaching kitchen and administrative offices. But just as we prepared to begin construction on this space in February and March 2020 and complete the last of the major renovations at the Joly Center, the pandemic struck.

Our incredible AFMSP faculty and staff responded to the pandemic and the government-imposed stay-at-home restrictions without missing a beat:

- **Education:** Our French teachers were quickly trained on use of Zoom and the Apolearn E-Learning Platform, and all course offerings transitioned to an online format beginning with the last two weeks of winter session. Spring session classes, which are now in their final few weeks, have been completely online. Member feedback on the online courses has been excellent. Class registration revenues in spring 2020 were only 15% less than registration revenues in spring 2019, which is an extraordinary tribute to our faculty and staff and to the loyalty and determination of our members to learn and to enjoy each other's company electronically when meeting in person is not an option. At this time, AFMSP plans to conduct all summer session classes in online format, as well. As stay-at-home restrictions are relaxed, the AFMSP is well positioned to adapt its course offerings to whatever new normal we may find – whether through a continuation of online learning, in-person classes or some hybrid format.
- **Events:** Where possible, events were transitioned from in-person to online. While some events, such as the much-anticipated concert appearance of Cameroonian singer Gaëlle Wondje, had to be delayed or cancelled, wonderful new online events were devised (Dictée, anyone?). The most notable adaptation to date was our Annual Gala, which was transformed into a 13-day online silent auction culminating in a YouTube live auction live-streamed from the Joly Center on May 13. Members tuned into the live-streamed event while enjoying a delicious take-home “dîner en Provence” provided by Valérie's French Kitchen and Oh, Crêpe! Member participation in the online Gala was extraordinary. Net proceeds from this year's auction totaled nearly \$40,000 – less than we netted from the 2019 Gala, which was an all-time record amount – but equal to the proceeds from a number of our other Gala events in recent years. AFMSP is planning modified versions of other events for the rest of calendar year 2020, including Bastille Day at the Joly Center on July 14. More to come on that and other upcoming events.
- **Financial and Development:** As noted, class registration revenues since the onset of the pandemic and stay-at-home restrictions have held up remarkably compared to last year. We hope that summer and fall registration revenues will continue this trend. This spring we created a La Boutique website from which orders may be made for pick-up. In addition to funds raised through our online Gala, our fiscal 2020 Annual Fund donations have exceeded \$45,000. In addition, in April, with the help of our great friends at BankCherokee, we quickly obtained a loan under the federal Paycheck Protection Program equal to 2.5 times monthly payroll. This will help cover shortfalls this spring, and we expect to be eligible for full forgiveness of the PPP loan because we will have used it entirely for permitted payroll and other expenses.
- **Facilities and Capital Campaign:** We have essentially ceased all significant remaining renovation work at the Joly Center until we have a better handle on the new normal and which of our remaining renovations will most likely produce additional revenue streams to support our mission in the foreseeable future. Our ability to complete all planned renovations depends on two things: (1) the sale of our old building at 113 North First

Street, proceeds from which will go to paying off our Joly Center acquisition bridge loan from BankCherokee; and (2) obtaining the final \$1,000,000 in additional funding to complete our \$5.1 million capital campaign. The pandemic and its impact on the global economy continue to reshape global markets and the economic environment in which we will try to accomplish these goals over the next fiscal year. Delay is disappointing for all of us, including those generous donors who have contributed toward particular improvements yet to be made to the Joly Center which will bear their names. But I have great faith in the creativity and grit of the AFMSP staff and leadership and in the loyalty and devotion of our members and friends. *Ensemble, on peut tout faire!*

The other reports in this fiscal 2020 Annual Report provide far more detail about what our incredible AFMSP team has accomplished in the last 12 months than I am able to provide in these short remarks. I encourage you to read them from beginning to end. They will inspire you.

In these short remarks, I also cannot possibly thank everyone who contributed to the tremendous progress we have made over the last year and to our success in advancing our mission in the Age of COVID-19. But I want to mention a few:

- We are deeply grateful to Teddy and Heidi Gesell and Julie Novak of BankCherokee for their trust and for their continued banking partnership over the last year. We mourn with them the loss of our dear AFMSP friend, Jim Gesell.
- Many thanks to the lawyers of Dorsey & Whitney LLP and Stinson LLP for their legal assistance on legal matters big and small over the last year – all on a pro bono basis. What a wonderful contribution!
- I want to recognize our board members, some of whom are standing for re-election and some of whom are rotating off the board this year: Michelle Champlin Bergner, Tanya Gajewska, Suzan Grovender, Simin Hickman, Chris Holden, Jeremy Iggers, Allison Lindberg, Carolee Lindsey, Jeff Lundgren, Lamiaa Mouhine, Michael Musa, Pam Pappas Stanoch, Jacqueline Regis, Martine Sauret, Scott Stangeland, Chichi Steiner, Jonathan Vessey and Karen Zentner Bacig. I am deeply grateful for the support, the hard work and the wise counsel that all these directors have contributed over the last year. Special thanks to Karen, our Vice Chair, Tanya, our Corporate Secretary, Carolee, our Chief Financial Officer, and Jonathan, our Legal Counsel. Also, special thanks to Scott Stangeland and Jeff Lundgren for their work as directors and officers of our subsidiary entity, AFMSP Real Estate Holdings LLC, the direct owner of the Joly Center. We also give a warm welcome to our new board candidates: Philip Barnes, L. Pearce McCarty, III and Caroline Sell.
- The excellence of our Alliance chapter begins with our members. They number nearly 1100. Without their stalwart devotion to the Alliance's mission, their volunteer work on our various committees and otherwise and their generous financial support, the AFMSP could not exist. Thanks to all of you.

- On behalf of our board of directors, I would like once again to express our deepest gratitude to our extraordinary Executive Director Christina Selander Bouzouina. She continues to lead the AFMSP with tremendous energy, creativity and talent, supported by a gifted and committed administrative staff. Christina and her staff have once again outdone themselves this year, both in the excellence with which they have overseen and executed operations under normal conditions and, especially, in how they have risen to meet the challenges of the pandemic and its wake. The AFMSP is by any measure one of the most successful Alliance chapters in the United States. According to the Fédération Alliance Française USA, the group consisting of the 100-plus U.S. chapters of the Alliance, we are the fifth largest Alliance chapter in the United States in number of registered students. Only New York, Washington DC, Chicago and Boston are bigger.
- Finally, the AFMSP would not be the AFMSP without a faculty of extraordinary teachers. Thank you to our teaching staff for creating a wonderful learning environment and for sharing your intelligence, your knowledge, your passion and your love for the language, the literature and the culture of France and of Francophone people around the world. *Mille mercis* for your flexibility in adapting to the new online learning environment (and special thanks to Damien Sadrant for his leadership in that adaptation). The enrichment that you bring to our lives and to our souls has never been more important than in this time of physical isolation in the face of a deadly pandemic.

I cannot close without noting the pain and heartache that has gripped our beloved Twin Cities and our great nation following the horrific killing of George Floyd. We condemn racism and every form of discrimination. We support peaceful protest as a vanguard to real and much-needed change in our system of justice and in our society. AFMSP is committed to helping eliminate racism, discrimination and violence and to healing our community by continuing to provide a safe space for all to gather, learn, share and enrich their lives.

I look forward to announcing the results of this year's election of directors and adoption of revised bylaws as we live-stream the 2020 Annual Meeting on Tuesday, June 16.

It is an incredible joy and privilege to be a part of this wonderful organization and all that it accomplishes even in the toughest of times. I look forward to seeing you regularly in class and at AFMSP events – whether in-person or online – throughout the coming year.

Vive l'Alliance!

1. Report of the Development Committee
To the Board of the Directors and Members of
the Alliance Française of Minneapolis/St Paul
Annual Meeting, June 16, 2020

This fiscal year, development and fundraising activities raised \$110,687. This includes the Gala Benefit (\$43,721 net), Annual Campaign (\$46,466) and Grants (\$8,054), our Fall Fashion Show (\$1,446) and Sponsorship (\$16,500). Please see below for further details about these fundraising efforts.

Annual Fund

The Annual Fund is a recurring fundraiser that funds organizational expenses (formerly known as the Annual Campaign). This year 148 donors have made contributions- nearly 50 more donors than in previous years! Thank you to those who have contributed, and to all the new donors who have stepped up to support our fundraising efforts. So far this fiscal year the Annual Fund has raised \$46,466, just under our goal of \$50,000. This budgetary goal was raised during the fiscal year to make up for decreases in other areas.

Considering the challenges stemming from the COVID pandemic facing our community and economy, we are incredibly humbled by this increased generosity from our supporters. We will strive to reach our goal prior to the end of the fiscal year (June 30, 2020). In an effort to bridge the gap, Anna Scallon will be launching an email campaign to contact new members, and last year's donors who have not yet made a contribution. For those still interested in contributing, there is still time to donate to help us reach our goal!

Un grand merci à tous pour leurs contributions!

Fontainebleau (\$5,000-\$9,999)

Judy Henderson and Peter Mitchelson
Tamrah Schaller O'Neil
Bryn and Schelly Vaaler

Chambord (\$2,500-\$4,999)

Gregory and Lauren Anthony
Ed Bacig and Karen Zentner Bacig

Château de Rambouillet (\$1,000-\$2,499)

Scott and Ruth Stangeland
Chichi Steiner and Tom Rassieur

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

Maylis and Mark Dickey
Kathleen and Jon Fenske
Tanya Gajewska
Jan Gonder
Suzan Grovender and Phil Garnatz
Nancy and Merv Kiryluik
Helen Leslie and Ron Goldser
Jeff and Susan Lundgren
Karen Nemchik

Cynthia and John O'Halloran, *In honor of
Karine Cantin*
Lucy Selander
Marie Svang, *In honor of Christina Selander
Bouzouina*
Bryn Vaaler, *In memory of Frances Albert
Skinny D'Amato Vaaler*
Jim and Lynda Wolter
Georgianne Yiannias

Amboise (\$250 - \$499)

Teddy and Jim Gesell
Van Zandt Hawn
Nelly Hewett
Lloyd and Karen Kepple, *In memory of
Marie-Rose Adams*
Carolee Lindsey
Lucy Mitchell

Joni Sutton
David K Wells, Jr, *In memory of Marie-
Rose Adams*
Jon and Linnea Charitable Fund
Anonymous

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

Sylvia Adams
Cynthia and Woody Andrews
Helen Burke
Ken and Linda Cutler
Bénédicte Denais
Françoise Denis
Rokea El-Azhary
Emerson Charitable Foundation, *designated
by Gabriel Maalouf*
Robert Feeley
Pierre and Camille George
Ablavi and Sam Handziak
John Hardman

Ingrid Lenz Harrison and Alfred Harrison
Wendy Hess, *In memory of Marie-Rose
Adams*
Simin and Chris Hickman
Chris Holden
Lisa Hondros
Jasmine Keller
Morris and Lana Knopf
Rebecca Kuehn
Matthew W Lasley
Mrs Morris G Levy
Peggy Linrud, *In memory of Marie-Rose
Adams*

Bridget McGinnis
Sara and Bruce Monick
Lamiaa Mouhine
Marilyn C Nelson
Angele and Jim Passe
Michele Pierce
Monique and Eric Scheel
Jeanne Scheiderer

Christina Selander Bouzouina
Charles Shaw
Byron H Simmons
Jane Simon, *In honor of Marie-Rose Adams*
Dr and Mrs Brian Tell
Anonymous
Anonymous

Petit Trianon (Up to \$99)

Charles Anderson
Nicole Anderson
Mary Bandt
Sabine Barksdale
Dr Walter Blue
Daniel and Maria Brewer
Sophie Buchmueller
Robinson Bunay
Caroline Burke
Colleen Callahan and Peter
Verstegen
Karine Cantin, *In memory
of Marie-Rose Adams*
Barbara and Collins
Cavender
Henrietta Conrad
Elodie Cummins
Kathleen Dahl
Christopher Davis
Louise Dillery, *In memory
of Marie-Rose Adams*
Paris Dunlop
Steven Erickson
Allyson Esades
Barbara Farley
Mary Feeney
Jessica Fiala
Vincent and Brenda
Francoual
Susan Gillham, *In memory
of Marie-Rose Adams*

Pierre Girard, *In honor of
the Girard Ancestors*
Nicole Groenke
Katherine Hanson
Mark Haugland
Carolyn and Robert
Herman, *In memory of
Marie-Rose Adams*
Nora Lee Hornicek
Therese Hovard
Carole Hynes
Beth Jackson
John Janc
Kimberley and Wade
Johnson
Phyllis Kahn, *In memory
of Donald Kahn*
Karen Karges
Anna Scallon and Billy
Kalil
Steve Lafrance, *In memory
of Marie-Rose Adams*
Nancy Lauritsen
Barbara Leibundguth
Alix Lewis-Sadrant
Allison Lindberg
Carolee Lindsey
Thea Lopatka
Liane Mattson
Medtronic Employee
Matching
Steven Nelson

Rita Newton
Marri Oskam
Pam Pappas Stanoch
Matthew Ramirez
Emily Rixen
Tom Rochat
Stephen Rose
Chris Rulff
Martine Sauret
Sally Arneson-Scallon and
Steve Scallon
Erika Schwichtenberg, *In
honor of AJ Ulwelling*
Rebecca Shockley
Ellen Simonsen
Ruth Staus, *In memory of
Sharron Hillman*
Tom Stieger
Annie Thompson
Michelle Thompson
AJ Ulwelling
Carl Valdez
Zenaida Visnjic
Michael J Vitt
Cindy Wawrzyniak
Michael Willemsen
Dana Zetterlund
Anonymous
Anonymous
Anonymous
Anonymous

Grants

Alliance Française Mpls/St Paul secured three designated grants for fiscal year 2020 including; \$2,054 from the City of Minneapolis covering half of the expense for outdoor signs for the Joly Center, \$5,000 from the Étoile du Nord Fund, founded by Suzan Grovender and Phil Garnatz to benefit ongoing training for our teachers and pedagogical staff, and \$1,000 from Mayo Clinic, in support of AFMSP's programs in Rochester.

In addition to the grants that we received during our fiscal year, Anna Scallon also applied to the Andersen Corporation, Ameriprise Financial, the Elizabeth C Quinlan Foundation, the Elmer L and Eleanor J Andersen Foundation, the Federation of Alliances Françaises, the Laura Jane Musser Foundation, Securian Financial, the Mardag Foundation, the STAFE grant (soutien au tissu associatif des Français à l'étranger) via the French Consulate in Chicago, and the Minnesota Humanities Center. Grant making requests primarily focused on our Bastille Day celebration, general operations and capital campaign funding. To date, most of these requests have been denied, with the exception of the Minnesota Humanities Center, the STAFE, and the Elizabeth C Quinlan Foundation, which are still under consideration. We are hopeful that these requests will be accepted, benefitting our operations and the Capital Campaign respectively. A request to 3M for funding towards our Bastille Day celebration in July has been accepted.

Give to the Max Day, Give at Home MN, and Giving Tuesday

Held on November 14, 2019, Give to the Max Day, was again an incredible success, raising \$4,552 in donations for AFMSP both on and offline. This generous giving can be attributed to a generous match of \$6,500 proposed by our Board of Directors, and also our encouragement of donations in smaller amounts. Though we did not reach the full match potential on Give to the Max Day, the match continued to be applied to donations to our Annual Fund in the days that followed Give to the Max Day.

In 2020, GiveMN hosted the first Give at Home MN from May 1- May 8. This new week of giving was introduced to encourage giving to nonprofits during the COVID pandemic. Though it aligned with our gala dates, we still raised \$800 from 8 donors through the giving site! On Tuesday, May 5, Giving Tuesday, was also introduced to help non-profits during this time of unease. Our campaign on GoFundMe Charity raised \$500 that day.

Funds raised from all three of these fundraising campaigns benefit the Annual Fund.

Fall Fashion Show Fundraiser

On Sunday, September 29, AFMSP hosted its second fall fashion show fundraiser; *Ooh là l'Alliance* at the Holden Room, just several blocks from the Joly Center. Board Member Pam Pappas Stanoch shared her relationships with local boutiques in the North Loop and Galleria to bring together five local, independent clothing stores for a fashion show. Fifteen AFMSP volunteers modeled looks from D.Nolo, Roe Wolf, Statement, Martin Patrick 3, and C'est Chic.

The event began with a delectable brunch catered by Quince Catering, owned by AFMSP members Brooke and Andrew Faudree, followed by a runway show, a raffle including certificates donated by each of the participating boutiques, and pop-up shops. Attendance increased from last year to include 53 guests, and the event raised a net of \$1,446- nearly double last year's income. In Fall 2020 we will host our 3rd annual fashion fundraising event, likely in our Grande Salle space at the Joly Center.

Annual Gala Benefit

Our 11th annual gala marked our first-ever virtual gala experience, netting over \$43,000 in support of our operations and programs. As COVID-19 cases were discovered in Minnesota, our staff and gala committee quickly assessed the need to change the format of our event. Originally scheduled for Wednesday, May 13, we converted our gala event to a virtual format, with online silent and live auctions, taking place from May 1 through May 13, culminating with a live auction program broadcast from the Joly Center. To encourage engagement and offer a more inclusive experience, we worked with local French caterers, Valérie Faure (Valérie's French Kitchen) and Claire Corvaisier (Oh Crêpe!), to offer a Provence-inspired pick-up menu for 'guests' to enjoy at home. Thank you to all who participated by donating, bidding, buying a ticket for our raffle, a bottle of wine from the wine pull, and tuning into the program.

Though our 2020 income is lower than budgeted (\$75,000), the 2020 gala still surpassed three years (2011, 2013, and 2014) in net income. Prior to the event we anticipated many decreases due to the change in giving climate and format, and worked to keep our expenses at an all-time low. Your generosity surpassed all of our expectations! This year's silent auction raised nearly \$5,000 more than last year, with 27 fewer items! Our Fund a Need, in support of new technology and an AV system for our Grande Salle, has raised \$15,200, with new donations still being received. The list of donors to our Fund a Need can be found online at <https://AFMSP20.givesmart.com>.

The shortfalls in meeting our goal can be attributed to three decreases in income; to the lack of ticket sales to the event (which always includes a \$75 donation), a decrease in sponsorship support, and lowered live auction income (which was reflective of auctioning fewer items and national trends in virtual live auctions). This year was a challenging year for sponsorship of the gala, raising \$5,500. We extend a very gracious thank you to our gala sponsors; Annual Sponsors: Best Buy and Stephane Cattelin, Bronze Sponsor: Bank Cherokee, and In-Kind Technical Sponsors: Joe Knows and Jonathan Charpentier. We are also thankful for our friends at Small Lot Wine and A Day in Provence, who offered donations to our online auctions in lieu of their typical donations towards the dinner and décor, and to Kurt Johnson Auctioneering for their partial in-kind donation towards auctioneering services.

We are further grateful to those who donated in lieu of attendance in 2020, raising \$1,650; Helen Leslie, Gretchen Burke, Leslie Wilcox, Troy Wiebler, Mark Dickey, Nancy Lauritsen, Herve Gindre, Jonathan Vessey, Isaac Carney, Michelle Bergner, Lisa Paradis, Simin Hickman, and Carolyn Weiby. This option to donate was made available on the virtual event platform to help

us offset the loss of the donations collected from ticket sales. Ticket sales in 2019 accounted for \$10,000 of our net income, and added to the success of the fundraising event.

We extend a special thank you to the volunteer members of our gala committee who worked so hard to develop our in-person event, and so quickly rose to the occasion to help transition and promote the virtual version; Jen Cook, Simin Hickman, Margaret Hughes, Allison Lindberg, Pam Pappas Stanoch, Maggie Sauerer, Anna Scallon, Christina Selander Bouzouina, Annie Thompson, Schelly Vaaler and Karen Zentner Bacig. We thank you for your donations to our auctions, and for all of your time, and innovative suggestions and ideas.

Annual Sponsors and Small Business Sponsors

In 2020 we are supported by two annual sponsors; un grand merci à **Best Buy** et à **Stephane Cattelin- Coldwell Banker Burnet Realty**. Their financial support is directed towards sponsorship of our annual gala, our Bastille Day celebration, and our series of events for Mois de la Francophonie.

In March for Mois de la Francophonie, to support the free events offered during our Celebration of Cameroon, AFMSP and the Celebration of Cameroon committee approached several local businesses with a small business sponsorship opportunity. Starting at a cost \$100, these sponsors received recognition on the printed event materials, online, and at events. Thank you so much to those who helped us to present these events to our community free of charge: Minnesota Africans United, Mortimer's and TIMAB, to the University of Minnesota for their \$600 contribution, and Macalester College for their direct support in presenting the Vibrancy of Silence during the series, and to MinuteMan Press Central for their in-kind donation of printed promotional materials for the series. A few others had intended to sponsor as well, but due to economic impacts of COVID-19, were unable to fulfill their commitments.

We intend to grow both our Annual Sponsorship program, and our Small Business Sponsorship Opportunities so that we can continue to offer high-quality, low-cost or no-cost events to our community.

Capital Campaign Donors

We thank our individual donors, and corporate and foundation partners, who have made special gifts towards the *Vive l'Alliance!* Capital Campaign. In January 2020 AFMSP donors who had yet to give to the Capital Campaign received a mailed appeal to make an 'above and beyond' donation, in addition to their gifts to our Annual Fund and Gala. During Fiscal Year 2020 AFMSP has received 107 new donations and pledges to the Capital Campaign! A final appeal to all AFMSP members was scheduled for early March but was postponed due to the pandemic and the closure of our offices. For further details about the Capital Campaign, please see the introduction by our Board Chairman, Bryn Vaaler, included in this report.

Lead Donor, \$1 Million

Hubert Joly

Renaissance Circle, \$100,000 and above

Bradbury and Janet Anderson
Peter and Marie Hemsley and Family
Marilyn Carlson Nelson
Al and Kathy Lenzmeier

Nivin MacMillan
Judith Henderson and Peter Mitchelson
Richard and Maureen Schulze
Chichi Steiner and Tom Rassieur

\$50,000 - \$99,999

Best Buy Foundation
Carlson Family Foundation
Lucy and Bob Mitchell

Ruth Redhead
Sit Investment Associates
Ken Talle

\$20,000 - \$49,999

Karen Zentner Bacig and Ed Bacig
Barbara and Stephen Hemsley
David and Leni Moore Family Foundation
Cynthia and John O'Halloran

Tamrah Schaller O'Neil
Lisa and Bruce Paradis
Bryn and Schelly Vaaler
Angus and Margaret Wurtele

\$10,000 - \$19,999

Anonymous
Marie-Rose Adams
Delta Airlines Foundation
Teddy and Jim Gesell
Katherine Goodale
Suzan Grovender and Phil Garnatz

Margaret and Tom Hughes
Penny Hunt
Helen Leslie and Ron Goldser
Mary Schaffner and Bob Lee
Scott and Ruth Stangeland
Family of Jean-Claude Wishard

\$5,000 - \$9,999

Betsy and Ben Hawn

Ed and Ellie Hayward

L'Assemblée Nationale de France
Nancy Lauritsen
Carolee Lindsey
Hélène Peters

Henphil Pillsbury Fund
Andrew and Cassidy Steiner
Mary Beth and Fred Steiner

\$1,000 - \$4,999

Philip and Erica Barnes
Ruth Ann and James Benson
Michelle Champlin Bergner and Peter
Bergner
Michele Byfield Angell
Anne Carayon
Maureen Cosgriff
Ken and Linda Cutler
Anne D'Argent-Wallace
Marie-Jeanne Delevaux-Hargitt
Brian Daunheimer and Anne Gandrud
Thomas P Dolphin
Steve and Terry Dondlinger
Rondi Erickson and Sandy Lewis
James and Joy Erickson
Fondation Alliance Française
Nicolas and Joseph Giraud
Catherine Guisan
Liz and Van Zandt Hawn
Judy Healey
Simin and Chris Hickman
Jerome Houizot
Stanley Hubbard

Carole and Jim Hynes
Nathalie Joly
Aida and Sanaa Khalafalla
Jeff and Susan Lundgren
Arthur and Emily Monaghan
Michael Musa
Pamela Pappas Stanoch
Rolf Peters
Michele Pierce
Frank and Mary Rassieur
Tanya Gajewska and Evan Reiter
Jacqueline Regis
Cathy Roth and the Roth Family Fund
Martine Sauret
Chas and Jeanne Scheiderer
Securian Financial Foundation
Christina Selander Bouzouina
I-ming Shih
Marie Svang
Jonathan and Cynthia Vessey
James and Lynda Wolter
Georgie Yiannias and Dave Luge

\$500 - \$999

Mary K Anderson
Stéphane Cattelin
Sybi and Kasia Czeneszew
Gary Deason
Hélène Donzelot
Susan and Noah Eisenberg
Wendy Hess
Mary Grina and Scott Peters
Jeremy Iggers

Merv Kirlyuik
Peggy Linrud
Leo Lopez
Dean and Traci Nelson
Kathy Nielsen
Jacqueline Nguyen-Shulstad
Nina Pillsbury
Jane Simon
Irma Thies **with match from General Mills*

\$250 - \$499

Veronica Anderson and Rodney Beystrom
Feraidoon Bourbour
Kenneth Edstrom
Dorsey & Whitney LLP
Jule Hannaford
Nelly Trocmé Hewett
Chris Holden
John Janc
Daniel and Carol Luthringshauser

Karen Nemchik and Tariq Samad
Deborah Schnur
Joni Sutton
Gretchen and Henrik Vroege
Karin Wentz and Mark Otness
Mary Jo Wheeler
John Zeches and Scott Mayer
Anonymous

\$100 - \$249

Manojeeet Bhattacharya and Mallika Roy
Philip and Carolyn Brunelle
Helen Burke
Barbara and Collins Cavender
Erin and Erik Dahl
Tami Dokken and Sarah, Daniel and Jack
Sandberg
Rokea El-Azhary
Mary Feeney
Kathy Fenske
Sascha Fishman
Kevin Friede
Brad Givot
Edwin Hong
Sarah and Marcus Johansson
Jeff and Sylvie Johnson
Kartra K Kohl
Mark Labine
Allison Lindberg
Katarzyna Litak

Margaret Milne
Sara and Bruce Monick
Lamiaa Mouhine
Steven Nelson
Eric and JoAnn Pasternack
Lawrence Pitsch
Kimberly Proffitt
Michael Rainville
Elizabeth Richards
Lane Rosenthal
Jim Rustad
Anna Scallon
The Swiler Family
Murray Thomas
Kristen Gupta Turnbull
Antoine Versabeau
Carolyn Weiby
Monica, Jude and Josie White
Anthony Zarbo

Gifts up to \$100

Charles and Charlotte Abrahamson
The Andre Family
Rachel Cagle
Michael Chatt
Ed Coughlin
Pierre Girard
Shannon Graber
Jill Hagen
Nora Lee Hornicek
Roland King
Marie-Rose Lundgren
Katharine Malaga
Joshua, Emily and Joseph Merrild
Joanne Messerly

Cynthia Miller
Isabelle Punched
The Ramaker Family
Dianne Sandberg
Cherie Shelton
Catherine Smegal
Thomas (Charles) Stieger
Maryse Tributsch
Roxanne Weymouth and Gary Anderson
Anna and Jacob Wise
Dominic Zahner
Dana Zetterlund

Merci à tous pour votre générosité !

Respectfully Submitted,

Anna Scallon
Development Director

2. Report on Education
To the Board of Directors and Members of
The Alliance Française Mpls/St Paul
Annual Meeting, June 16, 2020

This year, Alliance Française educational activities continued in our headquarters and in Rochester, Bloomington and Osseo. 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.

This was our first full year in our new building at 227 Colfax Avenue North. We appreciate the patience, support and excitement of our students and teaching staff as we settled in! With the COVID-19 pandemic the end of this year has brought new challenges and a new appreciation for our staff and community. After a decrease in education income and registrations last fiscal year, we experienced a slight increase in the number of on-site enrollment from 1204 to 1264 registrations. There was also a notable increase in language revenue for most of this fiscal year. Our Fall and Mini-sessions increased by 8% over the previous year and the Winter session went up by 25%. Preliminary reports through May indicate a slight decrease in Spring session educational revenue compared with the last fiscal year, despite the pandemic.

- Our 2019 education intern, Betty Meli, completed her 10-month internship on November 30. She worked to fill in gaps with regard to teacher resources, assisting in teaching several courses, developing curriculum and educational offerings, exploring new projects and administering placement tests for new students. She was instrumental in preparing our organization to change to a new textbook series, *Cosmopolite*, for adult classes. As part of her final Master's project, she ran a pilot project with the elearning platform, Apolearn. That work would coincidentally serve us well as we transitioned to online courses this winter and spring. We did not have a long-term intern for 2020, but were very lucky to host Jean-Vianney Martin for a shorter period of time in early 2020. He continued the work Betty had started and was greatly appreciated for his help in the early phase of our transition to online courses.

- Anne-Sophie Jubin continued in the role of Educational Ambassador through March 2020. Anne-Sophie served as a resource for our education intern, taught select courses, and very successfully orchestrated AFMSP's fifth annual participation in the Festinema children's film series. She brought a renewed energy to our *Petits Penseurs* program for young philosophers! Finally, she organized and led our High School club, Les Djeunes, with energy and creativity.

- Since July 2019, Dana Zetterlund has served as our first full-time Youth Programs Coordinator. She has coordinated and taught children's classes on and off-site, including summer camps. She has made notable progress in reinforcing the link between our children's classes and events. She has also increased the number of off-site afterschool programs as well as the number of participants in these programs.

Among the classes she has taught, she has offered a series of family arts and crafts workshops, and has brought creativity and innovation to our programs. Dana will return to full-time teaching at Normandale this fall, and she will be sincerely missed!

- In continuing education opportunities, made possible in part by the Etoile du Nord Continuing Education Fund, there were a number of training sessions planned for the spring and early summer that were cancelled as a result of the pandemic. Late last summer we sent one instructor, Karine Cantin, to Washington, D.C. for a week long training session to be certified to train other teachers as examiners. She received the certification and we hope to hold a training session soon to certify our staff in-house and offer training sessions open to teachers from other AF chapters. (One was planned for early April, 2020 but could not take place). We were scheduled to host a second annual two-day training session for all US Alliance Française chapters in partnership with la Delegation Générale des Alliances in late March, 2020. The chosen theme was “Enseigner le FLE aux enfants” with a planned training session by the CAVILAM. We had also planned a training session for mid-June co-sponsored by the MNAATF with a visiting trainer from France about Integrating Contemporary French and Francophone Culture in the Classroom. We hope to return to these training opportunities soon!
- In the Twin Cities, we continued our partnership with Osseo Community Education where we taught 3 classes and with Bloomington Community Education to teach 3 family cooking classes.
- After-school programs continued in the Minneapolis Public Schools and Ridgeview elementary in Bloomington. In Minneapolis, we added two schools, Armatage and Dowling. (Dowling was slated to start in early April, but was put on hold due to the pandemic). We expanded our programs in Columbia Heights as part of their 21st century funded Encore program, which will continue virtually over the summer. We also continue our home school program with 4 groups which ran throughout the school year.
- We hosted our first field trips for local schools in our building! This year, we welcomed students from New Country School and The Blake School for a half-day experience in French. Our staff also visited Benilde St Margaret’s for a “reverse” field trip.
- We organized a successful and fun 2-day immersion event for our advanced French students in November 2019. Students participated in several workshops, including printmaking, had a guided visit of MIA’s permanent collection, and enjoyed lunch together at IMS Bistro, all in French! A second event was planned for late March with another group.
- We continued offering standardized French exams. There were 17 candidates for the Test d’Evaluation du Français (TEF) with a cancelled session in April. There were 39 for the *Diplôme d’études en langue française* (DEL F) and higher-level DALF exam. The March and June sessions were cancelled. For the third year in a row, this includes

26 candidates from St Paul Central High School. These students took the challenging B2 level exam as part of their immersion curriculum and a number of them passed! Those students now get several semesters of college credit.

- We ended our in-person classes on March 16 and completed the Winter session by quickly moving to distance classes using Zoom. Our Education team, Dana Zetterlund, Damien Sadrant, Anne-Sophie Jubin, Jean-Vianney Martin and myself, worked to move all of our spring classes online. We chose to use Zoom and Apolearn and trained teachers on both tools and communicated the change to current and future students. As we end the Spring session, we have 90% of the number of registrations as we did in spring 2019, and our teachers have been amazingly successful at adapting to the new format in this challenging period. Our Summer session and most of our summer camps have been planned to take place virtually. Dana and Damien have been instrumental in their work in this transition.

Especially in these circumstances, 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

3. Report of the Facilities Committee
To the Board of Directors and Members of
The Alliance Française Mpls/St Paul
Annual Meeting, June 16, 2020

After its relocation in 2019, AFMSP began the work needed to settle into its new home at the Joly Family Center for International Understanding. Thanks to months of planning by dozens of staff, volunteers, and committee members, renovations began on several spaces at the Joly Center including the library and children's wing. This last year has brought us ever closer to completion of a multi-year vision.

The Facilities Committee thanks Executive Director Christina Selander Bouzouina for her outstanding efforts this past year. She was supported by Facilities Coordinator Dominic Zahner along with many volunteers, staff and donors. Here are some of the improvements we saw over the last year:

1. Completed the construction and installation of the centerpiece of our building, the Chichi Steiner Family Library and the Margaret Talle Lobby.
2. Organized and donated more than twelve full boxes of excess books from the library.
3. Opened the Children's wing with three different classrooms for various age groups.
4. Relocated staff offices from the second floor to the first floor near reception to consolidate space and allow us to open an additional classroom upstairs.
5. Installed over \$10,000 worth of furniture in classrooms, offices, and public spaces.
6. Made repairs to our elevator including installing a new emergency phone.
7. Relocated internet and server equipment to a central location making room for a tenant to take a suite in the lower level.
8. Prepared classrooms for an eventual return to in-person classes following the Coronavirus pandemic.

Facilities Committee will continue to provide support for the final phases of construction and improvements to the building. Thank you to the generous donors to the AFMSP Capital Campaign. Without their generosity, none of this could have happened. Many thanks also to the Library Committee and the numerous volunteers who gave their time to pack, organize, and transport books to our new home. It was a mammoth task that was made much easier with the help of so many.

We'd like to express our gratitude for all the volunteers that help at smaller events as well, putting chairs back after events, moving furniture, and in general making life easier. Finally, thank you to all the administrative staff for your continued support.

Respectfully submitted,

Dominic Zahner
Facilities Coordinator

Scott Stangeland
Facilities Committee Chair

**4. Report of the Finance Committee
To the Board of Directors and Members of
The Alliance Française Mpls/St Paul
Annual Meeting, June 16, 2020**

The Finance Committee reports that for fiscal year 2020 (ending June 30, 2020) the Alliance Française de Minneapolis-St Paul experienced a number of difficulties, yet the challenges were met with creativity and strength of purpose. Our new spaces provided opportunities that the Alliance has not previously had, then of course, new and unprecedented challenges arose. Language instruction revenues performed better than expected under the circumstances and continued successful development efforts have produced favorable results in the Capital Campaign, the Annual Giving Campaign and the Gala in spite of these challenges. The Alliance executive team and staff continue to do a great job of managing expenses, programs and events that are responsive to our community and members.

Audits of Financial Statements

The financial statements of the Alliance for the fiscal year 2019 were audited and received an unmodified opinion from the audit firm engaged by the Board of Directors. The fiscal year 2020 financial statements will be audited in summer-fall of 2020. The highlights below do not reflect the results of operations, assets or liabilities of AFMSP Real Estate Holdings, LLC, the wholly-owned limited liability company created to acquire the Joly Family Center for International Understanding.

Revised budget (forecast) financial highlights for Fiscal 2020 include:

Forecast gross operating revenues	<u>\$820,431</u>
- 60% language instruction	
- 13% contributed	
- 27% programs, memberships, tour & other	
Forecast operating loss (before depreciation)	<u>\$ (10,119)</u>

Interim Results

11 Months Ended May 31, 2020 (Unaudited)

Gross Revenues	<u>\$ 650,648</u>
Operating Loss (before depreciation)*	<u>\$ (115,259)</u>

*In April 2020, the Alliance applied for and received Paycheck Protection Program funding of \$107,000 in the form of a forgivable loan. It is anticipated that this loan will be forgiven and therefore offset the forecasted loss by the entire \$107,000.

Financial Position

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

May 31, 2020 (Unaudited)

Assets (\$407K in capital assets**), incl Capital Campaign pledges	<u>\$ 1,509,596</u>
Liabilities	<u>\$ 294,939</u>
Net assets	<u>\$ 1,214,657</u>

**113 N First St. building, Joly Center equipment, furniture, fixtures, and improvements are at depreciated historical cost and are, by nature, illiquid.

Fiscal Year 2021 Budget

Budget Adopted

In May 2020, the Executive Committee of the Board of Directors approved the 2021 operating budget:

Fiscal Year 2021

Budgeted gross revenues	<u>\$ 827,528</u>
- 55% language instruction	
- 23% contributed	
- 22% programs, memberships, tour & other	

Budgeted operating income (before depreciation)	<u>\$ 2,226</u>
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The fiscal 2021 budget includes estimated increases in revenues and expenses related based upon projected class offerings, events, programs, tours and staffing expectations.

Capital Additions (unrelated to Capital Campaign)

Ordinary and necessary capital equipment additions in fiscal 2021 are anticipated along with additions associated with the move to the new building and equipping the new classroom, office and event spaces.

Respectfully submitted,

Carolee A. Lindsey
CFO/Treasurer

Christina Selander Bouzouina
Executive Director

**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 16, 2020**

A significant initiative of the Governance and Nominating Committee (the “Committee”) this year was to draft, review and submit for adoption by the Board of Directors (the “Board”) and the membership of the Alliance a new set of amended and restated bylaws for the Alliance. With the *pro bono* assistance of the law firm Stinson LLP, Committee members worked alongside a special committee of the Board of Directors to prepare these new bylaws. As discussed in the 2020 Annual Meeting Ballot, these bylaws will replace those currently in existence with a more streamlined form that removes out-of-date or unnecessary verbiage and follows a more modern template. They also provide additional flexibility to the Board of Directors and the membership, including with respect to future amendments to the bylaws and meetings of the members. The members of the Alliance are voting on whether to adopt the amended and restated bylaws in connection with the Annual Meeting. The bylaws, if adopted, will be the culmination of a years-long process by the Committee.

In addition to the bylaws project, the identification and recruitment of persons to serve as members of the Board of Directors was a key focus of the Committee again this year. This culminated in the nomination of five candidates for inclusion in the 2020 director slate, three of whom are standing for election for the first time this year. With this group of new board members, the Committee has continued to identify and nominate representatives who bring significant expertise for the Alliance in a number of areas, as well as nominating a member who served on the Board in years past. The three new nominees are joined by two existing Board members who have been nominated for re-election. The Committee’s interview and nomination process has and will continue to focus on maintaining the professionalism and increasing the diversity of the Board, as well as identifying specific expertise needed for additional directors, particularly in the area of higher education to replace departing members. In light of the Covid-19 crisis, the Committee considers it a significant success to have identified such a strong group of nominees.

The Committee nominated a Chair, Vice Chair, Legal Counsel, Secretary and Treasurer, all of whom were elected by the Board at its meeting on June 20, 2019. 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 February 8, 2020. The retreat was a valuable opportunity for the Board to focus on the past year’s achievements, learn updates on several ongoing projects and set goals for the rest of the year. Additionally, the Board took the opportunity to look to the future of the Alliance now that the purchase of and move to the Joly Center has been completed. As part of that process, the

Board discussed its role within the organization as well as succession issues and the Alliance's committee structures.

The Committee achieved several of its goals for the year, including the recruitment of three additional board members to join those directors standing for reelection for a second term and the finalization of the updating of the Alliance's bylaws. The Committee was particularly pleased with its continued success at implementing a key goal set forth two years ago—to achieve greater board diversity reflecting the membership of the Alliance—which the Committee feels is reflected in the diverse backgrounds, skill sets and ages of the new Board nominees this year.

Goals for the fiscal year 2020/2021 are:

1. Continued recruitment and vetting of new board members based on skill sets and organization needs.
2. Continued implementation effective strategies for achieving greater board member diversity.
3. Develop a succession plan for the Alliance's executive committee in anticipation of the expiration of the members' officer and director terms in the coming years.

Respectfully submitted,

Jonathan Vessey
Chair, Governance and 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 16, 2020**

Co-chairs and volunteers: Françoise Denis and Annick Fritz-Smead

Volunteers: Peggy Linrud, Kimerly Miller

The Big Move

We have been very busy this past year with the library move to the new Alliance Française location. Many volunteers helped with the move, packing the books and transporting the countless boxes. We would like to thank all those volunteers for their help which allowed us to focus on putting the books back on their shelves at the new location.

Needless to say, we are very happy with the new setting. Our work is made more pleasant and easier with a layout that uses the space efficiently and with shelves that are at a very comfortable height. The brightness and openness of the room makes the library an inviting space for members to browse the shelves, take a book and sit down and read.

Number of Books

At present, we have 5,234 books; they are all on the shelves and entered in the database.

The Books

The shelves are organized according to the same categories we had at the former Alliance Française location and the same as in the mylibrarything data base: *Fiction, Easy reader, Policier, Théâtre, Poésie, Bio(biographie), Etudes critiques, Histoire, Art, Voyage, Cuisine, BD, Literary Prizes/Nouveautés, Children, Juvenile.*

We have quite a selection of books in the *Children* and *Juvenile* categories. To help patrons searching the shelves and to alleviate the problem of books being put back in any which order, we have divided them in sub-categories: *Animals, BD, Christmas, Contes/Legends, Emotions, Family, Geography, History, Science, Sports, Walt Disney stories.* We also created the category *Tout petits* aimed at the very young children. It is our hope that this will facilitate searching while maintaining some order.

We have stamped each book inside cover (front and back) with the official stamp of the Alliance Française with the new address. The *Fiction, Policier, Théâtre, Poésie* categories have been done. We were continuing the process with other categories when the Covid-19 stopped our activities at the Alliance.

Database

We use the software MyLibraryThing/TinyCat. The database allows the Alliance to keep better track of the books, and eases the process of checking in and out books while allowing members to search it from the comfort of their homes.

Following our request, a direct link to the library has been set on the first page of the Alliance web site, under the category *Resources*.

We are in the process of checking our entire database to make sure that every book in the library is registered (boxes with unregistered books have been mixed up with registered ones during the relocation).

Donations

During the moving and the setting up of the library in the Colfax location, we have asked that no new book donations be accepted until we are done with the shelving of the complete collection. We started accepting them again once the library was in order. As our collection of French classics is complete and quite extensive, we want to limit donations to French and Francophone books, published on or after the year 1980. They should be in French and in good condition. Also accepted are bilingual French/English books from French and Francophone authors, or French books with vocabulary and explanations in English.

The guidelines for book donations are stated clearly in the link to the library on the Alliance webpage.

New Books

We bought all the 2019 Prix Littéraires, from the Albertine library in New York, as well as other recommended new works of fiction and other works of special interest. They are available in the section: *Prix littéraires/Nouveautés*.

Budget

Our plan is to continue to expand our collection not only with the yearly literary prizes, but also with recently published French and Francophone works. Our main goal is to use as much of the money as possible for the purchase of new books to keep our library current, make it more attractive to members, and potentially attract new members. Last year, we were able to purchase 20 new books. We were hoping to add more to our collection, but due to budget constraints we were limited to a \$775.96 budget and could not order more. In light of the goal of a yearly purchase and shipping of 25-30 new books (at about \$25 to \$35 each), and other expenses such as the bar codes and office supplies, we request an allocation amount of \$1,000 for FY 2020-2021.

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

Respectfully submitted,

Annick Fritz-Smead
Co-Chair of the Library Committee

Françoise Denis
Co-Chair of the Library Committee

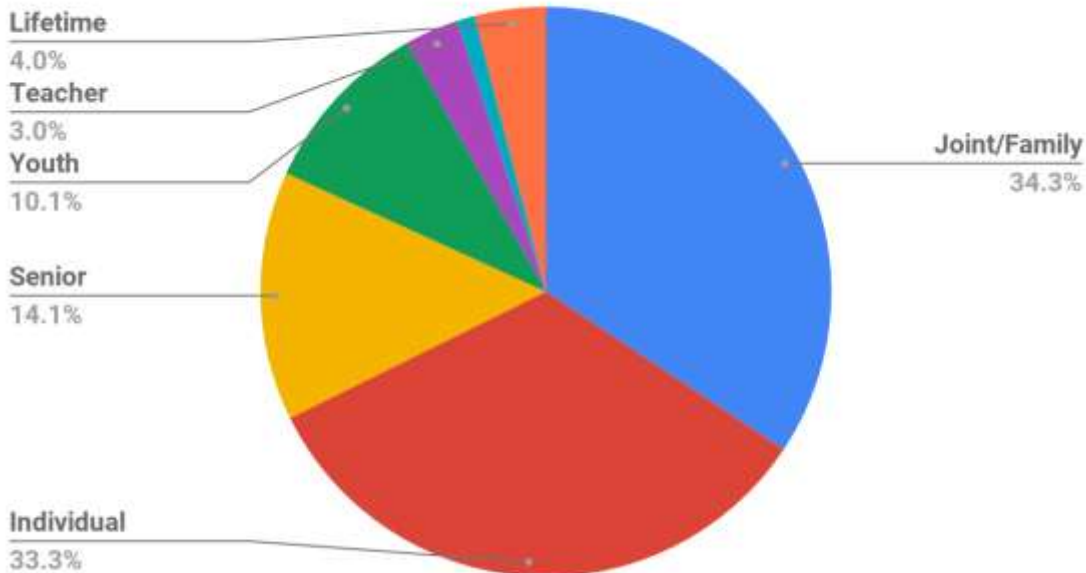
**7. Report on Membership, Marketing & La Boutique
To the Board of Directors and Members of
The Alliance Française Mpls/St Paul
Annual Meeting, June 16, 2020**

Membership

Alliance Française Mpls/St Paul is a membership based non-profit organization. Membership dues account for 6% of annual revenue. As of June 8, 2020, AFMSP had 1,056 members. This is a slight increase over last year's membership, which was 1,039 on June 18, 2019.

Benefits extended to AF members include access to the library collection as well as the online media center, *Culturethèque* among many others detailed on our website at afmsp.org/member-benefits. New benefits this year include a generous discount at The FIRM Mpls, the fitness center located next to the new AFMSP location; as well as 10% discount at Henry & Son, a nearby wine shop; and special offers on subscriptions to *France-Amérique* and *France Today* magazines.

Membership types



Marketing

AFMSP uses several techniques to promote its educational and cultural offerings as well as increase overall awareness of the organization.

Every Wednesday, *les Nouvelles de l'Alliance Française*, a weekly newsletter, is sent to 8,800 contacts. The average open rate for this newsletter is 27%, which is ten points above the industry average, and the average click rate is 7%. The organization's longstanding newsletter, *Le Courrier*, is sent out quarterly to current members by mail. In August 2019, AFMSP launched its new website on the Squarespace platform with the help of Dena Alspach and the Hammond Gersh design firm. In the past 30 days, the AFMSP website has had 3,526 unique visitors and 7,918 page views.

On September 7, 2019, at the annual fall Open House and in the presence of French Consul General Guillaume Lacroix, AFMSP inaugurated the library, gift shop, and Vaaler Galerie in its new building. More than 250 community members attended the inauguration including Romain Métanire, a French soccer player on the Minnesota United team. Unfortunately, due to the COVID-19 pandemic and stay-at-home order issued by the Governor, the spring Open House was cancelled.

Advertising efforts in 2019-2020 included social media paid promotions and six months of on-air announcements on two Minnesota Public Radio stations: Classical and The Current. A new campaign with Twin Cities Public Television (TPT) included ads during the broadcast of *Les Misérables* and in the TPT electronic newsletter. The results from the newsletters showed very high engagement, with 22% and 24% of recipients clicking on the ad and visiting the AFMSP website. Additionally, AFMSP advertised its classes and events in the Minneapolis/St Paul magazine and programs of the Schubert Club and Minnesota Opera. AFMSP sponsored and promoted French-speaking films in the 2019 Arab Film Fest, organized by MIZNA, as well as the Ciné Latino festival presented by the Film Society of Minneapolis/St Paul.



La Boutique

In 2017, AFMSP became the first Alliance Française chapter in the country to become a “French Corner” bookstore in partnership with the Cultural Services of the French Embassy and its bookstore, Albertine, in Manhattan. Two years later, as AFMSP moved into its new home, space was dedicated to expanding that small collection of books into a full-fledged gift shop, called La Boutique. La Boutique opened at the fall Open House in September 2019 to great acclaim. La Boutique is staffed by volunteers who earn credit toward AFMSP classes in exchange for hours worked.



Tami Roth, AFMSP member and former proprietor of the Méli Mélo antique store in south Minneapolis, served as a consultant in preparation for La Boutique’s opening. Tami also consigns some furniture pieces in La Boutique and volunteers regularly. Office Manager Brenna Mosser has done a tremendous job entering new merchandise in the point of sale program, pricing items, assisting volunteers as needed and launching La Boutique online shopping when the pandemic struck. Administrative Coordinator Annie Thompson and Part-time Receptionist Mackenzie Fenner provide additional support in overseeing volunteers and handling sales.

La Boutique sales for this fiscal year total \$19,641 while expenses add up to \$17,887. This amount includes startup expenses of fixtures, supplies and consulting fees which totaled approximately \$5,200. These results exceed expectations for La Boutique’s first year, particularly given the fact that they only reflect 6 months of operations in the gift shop, from September 2019 to March 2020, due to the pandemic.

We are very grateful to the wonderful volunteers who give their time to our organization and help us staff La Boutique! Merci à Ali Oku, Schelly Vaaler, Benjamin Rancher, Beth Russell, Erin Pascal, Heather Cornelius, Henrietta Conrad, Jody Dueber, Laila Keita, Laura Dorle, Moustafa El-Hassan, Nora Bergstrom, Rachel Koliass, Shelley Nelson, Teri Minard and Tami Roth!

Respectfully submitted,

Christina Selander Bouzouina
Executive Director

9. Report of the Programs Committee
To the Board of Directors and Members of
The Alliance Française Mpls/St Paul
Annual Meeting, June 16, 2020

Overview

From July 1, 2019 to today, June 4, 2020, Alliance Française Mpls/St Paul has offered 188 cultural events in the Twin Cities and Rochester, with an estimated attendance of 5,083 children and adults. Because many of our events offer free admission or are donation-based, our Cultural Event programming in Fiscal Year 2019 is projected to have nearly a \$5,000 deficit.

Nonetheless, this first year in our new home, the Joly Family Center for International Understanding, has been one of exciting transition and unexpected events, such as the COVID-19 pandemic that forced us to close our building and move all events online in mid-March 2020. We were sad to see Sara Glesne, former Cultural Events Coordinator, move on to other projects in January 2020 but our team was delighted to welcome Natalia Karczmarczuk to our organization in that position.

Bastille Day, un bon début

We began the fiscal year with our annual Bastille Day celebration in St Paul at Landmark Plaza in partnership with Meritage. The event was a resounding success with approximately 2,500 attendees on hand to celebrate France's national holiday. In addition to live performances of French and world music, representatives from the French-speaking community as well as other partners were present such as Afoutayi Haitian Dance, Minnesota Opera, KFAI Radio, the French Academie, and many others.

Fall and Winter at the Joly Center

In September 2019, we inaugurated the Vaaler Galerie in the Joly Family Center for International Understanding. This space has become the new home for our cultural and social events while waiting for the Grande Salle on the first floor to become available. In years to come, we will continue to use the Vaaler Galerie as a shared space for art exhibits and installations, films screenings, discussions and presentations.

The annual Fete d'Hiver holiday party was very well attended with 160 of community members joining us on Saturday, December 14, 2019. In January, we celebrated the Fete des Rois with a piano recital with Jim Reilly and Béatrice Giere in the Talle Lobby. We gave homage to the life and work of Vincent Van Gogh on March 1, 2020, with a performance of *Vincent*, a one-man

theater performance touring the US network of Alliance Française chapters in partnership with the Délégation Générale de l'Alliance Française aux USA.

March: Mois de la Francophonie & an unexpected move online

Our month-long celebration of Cameroon in March 2020 was off to a tremendous start when the global pandemic struck and moved all of our programming online. The opening celebration and art exhibit featured work by 5 artists from Cameroon or of Cameroonian heritage and was attended by 20 community members. Our series continued with the screening of “Minga et la cuillère Cassée” as part of our program for children, *CinéKids*, and the screening of “Vibrancy of Silence” a documentary by Frieda Ekotto produced by the University of Michigan on women from Cameroon. The screening and the meeting with the director of the documentary took place at Macalester College.

Suddenly, as the global COVID-19 pandemic struck Minnesota and the Governor issued a Stay-at-home order, we had no choice but to move our cultural programming, like our classes, to an online platform. The *Mois de la Francophonie* continued with a round-table discussion on Cameroon with speakers which was attended by 26 people via Zoom. In total, for our month-long Celebration of Cameroon, a total of 84 individuals took part in our exploration of the languages, cuisine, art, cinema and other rich cultural offerings of that nation.

Other online events since quarantine began and gatherings of people from different households were banned include a new series called *OFF: Online French Friday*. This concept was proposed by Natalia Karczmarczuk in which several artists participate in an evening of performance dedicated to a specific theme. The first OFF event was around travel theme and featured musicians Philippe Gallandat, actor Bernard Salva, actor Mohamed Yabdri and illustrator Isabelle Skoog. The second installation featured French cuisine with local chefs and wine experts participating such as Vincent Francoual, Nicolas Giraud, Claire Corvaisier, Anne D'Argent, Kristin Watts. Each time, around 20 to 25 people participated from their homes via Zoom. The next OFF will be on Friday, June 19 and will focus on *la mode*, or French fashion for which we are partnering among others with Goldstein Museum of Design and a stilts artist from Miami. Join us!

Other perennial AFMSP events such as our book clubs have made the online transition easily and participation has actually increased with this new format. We had our first online Cine Club on May 29 with 13 participants and are planning a drive-in screening in our parking lot later this summer. Other AF chapters had success with online dictation events and we had the same experience here in the Twin Cities. Twenty-five individuals participated in the first session.

Moving forward

As our Bastille Day is looming on the horizon, we are working on the development of a progressive, social-distance friendly event, partnering with numerous neighbors from the West Market district. We already started establishing contacts with The Firm, La Doña Cerveceria,

Royal Foundry Craft Spirits, The Link, Henry and Son. It is the perfect occasion to forge closer ties with our neighborhood and strengthen collaboration for the future.

Over the next year, we are committed to continue fostering collaborative and culturally-relevant cultural programs celebrating the diversity of the Francophone world here in the Twin Cities and beyond whether remotely and online or when we are again able to congregate together in our new home.

Respectfully submitted,

Christina Selander Bouzouina
Executive Director

Natalia Karczmarczuk
Cultural Events Coordinator

Alliance Française Scholarship Awards

This year, Alliance Française is pleased to present scholarships to 6 young adults; 5 academic-year scholarships and one summer scholarship.

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!

Lily Andersen 11th grade at South High School (MPS)

Solei Carlson 10th grader at St Paul Como Park High School

Catherine Larson 9th grade at Math and Science Academy in Woodbury

Danna Lozano 10th grader at Thomas Edison High School (MPS)

Claire Schoonmaker 11th grader at North St Paul High School

Arabella Velleux 10th grader at Avalon School