



MSU Alumni Band

Alumni Band Executive Board Meeting Minutes

2:00 p.m., Sunday, March 17, 2019

The Kellogg Hotel and Conference Center, Olympus Room

1. Call to Order/Announcements

- a. The meeting was called to order at 2:00
- b. Greg arranged for a television to be in the room so that the MSU Basketball Big Ten Championship game could be viewed. Greg said that he was given a \$30 rate instead of the usual \$150 and would cover the cost himself. The group voted to cover the fee instead.

Members Present:

| | |
|--|-----------------------------------|
| Greg Pell, President | Stacie Detgen, Past President |
| Steve Boughton, Vice President | Betty Elliott, Secretary |
| Abby Zarimba, Treasurer | Jack Nelson, Events Coordinator |
| Tim Fox, Member Relations | Bob Rice, Historian |
| Nancy Nelson, List Serve & Data Base Mgr. | |
| Jim Barry, <i>Encore</i> Editor | Melissa Mackey, Social Media Dir. |
| Dale Bartlett, Emeritus Advisor | Whitney Lorenz, Member at Large |
| Susan Gould, Member at Large (via telephone) | |

2. Reports:

- a. Directors: No directors were present as they were with the band at the Big Ten Basketball game.
- b. Madison Dugan was not present but did report that the jacket fund had raised \$14,566 last year, more than needed due to fewer freshmen. The flag equipment fund raiser netted \$3330 in just two days.
- c. Secretary's Report: Page one of the minutes (under Guest report), the last sentence was removed and placed in the "Directors' report" section. Additionally, under Dr. Sedatole's report the Alumni Band Spring reunion concert show be shown as May 3rd, 2020, not May 5th. The report was approved as corrected.
- d. Abby reported that there were only 4 transactions since the last meeting so she will include them in the next meeting's report.
- e. *The Encore* Report: Jim reported *The Encore* is done and he is waiting on the 3rd edit to be finalized.
- f. Past President's Report: Stacie reported she has all the music for the Spring Concert.
- g. Member Relations Report: Tim reported the following:
 - i. Tim shared two letters from Dr. Sedatole and Dr. Forger thanking us for the last Jacket Fund donation and our continued support. He also shared a letter from past Band President (55-56), Donald Gillette, suggesting a

special flag be carried in the parade, possibly with that carrier dressed in an older, past SMB uniform, commemorating the Sesquicentennial year. Don is willing to help with, and contribute to, this project. Tim or Greg will get further information on specifics.

- ii. Spring Game, April 13th Cookout – There has been no follow-up on this.
 - iii. Jacob McCormick is still working on the book about band history. He has suggested some possible interviews with individuals like Tim Skubik, Henry Nelson, etc. Anyone is welcome to participate. It was suggested a gathering at the Nelson's for individuals from each decade, with Henry sharing some stories might also generate some additions to the book. Jack will coordinate this with Jacob.
 - iv. Social Media Report: Melissa's report is attached at the end of these minutes.
- h. Event Coordinator's Report: Jack reported the following:
- i. Grandparent's Day – once again we have been invited to provide a 20-30 minute concert for Grandparents' Day. This didn't work out last year, mainly because it is a daytime event in the middle of the week. Jack will make another request for musicians to see if there is enough interest to participate this year.
 - ii. Starting in about 2011 the pep bands were averaging about 9 events per year. Prior to that it was 3-5 events. This year we did 13 events, with the most participants ever – 212. Jack had about 1500 e-mails requesting info on the State/Michigan game which generated a waiting list to be in the pep band. A few of the participants even flew in for this game's pep band. Some of our regular tuba players gave up their spots so that the Spartan Brass senior tuba players could participate in this special game. There were a few comments on Twitter as to why we played and not the regular Spartan Brass. Dt. Thornton makes these decisions. Melissa will address the comments/questions.
 - iii. Jack indicated that we somehow need to enforce the rules that a small few do not follow. Perhaps there needs to be an agreement that each participant signs on the registration form, agreeing to follow the Code of Conduct required by the OIE. More discussion will follow at the next meeting, prior to the fall reunion.

3. Old Business:

- a. Spring Reunion – May 5th. Tim reported that he has been having difficulties getting the various registration forms in a timely manner from the webmaster. Steve shared that he has info on a new website access ap that we could use as an alternative and have more control over our deadlines. It's not difficult to use. Steve will coordinate a meeting for Tim and Melissa to look at this ap (I Modules). Tim anticipates that registration will be open this week.
- b. Spring Reunion luncheon – Shaw Hall has been reserved and each individual will pay at the door.

- c. Spring Concert – There will be six tunes in the concert.
4. **New Business:**
- a. Fall Reunion – A lot of enthusiasm is being generated, as well as questions (hotels, parking, registrations, schedules, incentives to return {various contests}, uniformity in clothing, etc.). The basic framework is all on track but Tim will meet with Dr. Thornton to work out some of these issues and once resolved, many can go on the registration form. A patch design has already been approved by Dr. Thornton for the SMB members and he wants us to be included in this as well. There will be a reception in the Union after the Homecoming parade, and a repeat of last year's cider and donuts social after the game.
 - b. Greg will ask Madison Dugan if there is a way to add a designation button on the Givingto.msu.edu website so we can identify members who donate.
 - c. Stacie will invite Mary Hulliberger to the next meeting as she frequently volunteers and is always willing to do more. Possibly she would be interested in assisting Tim is all that he does for Fall Reunion as it really is far more than one person can keep doing.
5. **Next Meeting:** Sunday, June 2nd, 2:00 Olympus Room
6. Meeting adjourned at approximately 3:30. Actual time was not noted.

Respectfully Submitted,

Betty Elliott

Board Secretary

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Social Media Report 3-17-19

FB Ads Specs:

File type: jpg or png

Image ratio: 9:16 to 16:9

Recommended resolution: Upload the highest resolution image available.

Images that consist of more than 20% text may experience reduced delivery. Learn more about text in images.

Text: 125 characters

With Link

Image ratio: 1.91:1 to 1:1

Recommended resolution: at least 1,080 x 1,080px

Headline: 25 characters

Link Description: 30 characters

Technical Requirements

Minimum Image Width in Pixels : 600

Minimum Image Height in Pixels : 600

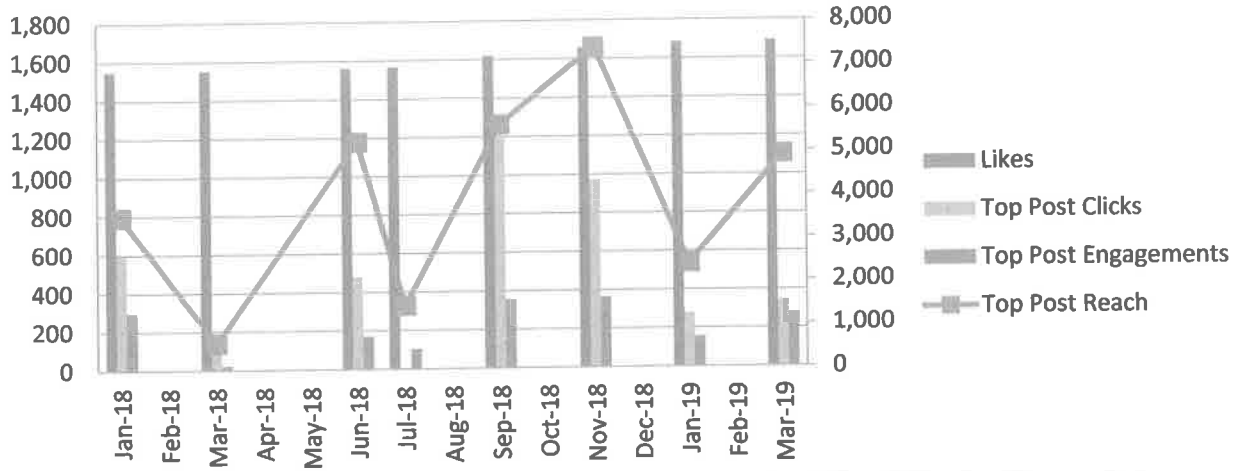
Aspect Ratio Tolerance : 3%

Social Media Stats:

- Facebook
 - 1,692 likes – up from 1,685 in January
 - Post with the most reach: Graphic promoting the Fall Reunion
 - Reached 4,913 people
 - Received 347 clicks and 282 comments, shares, and reactions (likes, loves, etc.)
 - Other popular posts:
 - Fall Reunion date announcement
 - Big Ten Flags fund
 - Happy March Fourth
 - Live events:
 - None
- Twitter
 - 134 followers as of 3/16/19, up from 128 in January
 - 1 tweets posted since January, plus a bunch of retweets
 - Top tweet: RT of a Spartan Brass tweet from the B1G tournament
 - Seen by 1,679 people
 - 23 engagements (likes and retweets)

Social Media Graphs:

Facebook - 2018-2019



Twitter - 2018-2019

