



## MSU Alumni Band

Alumni Band Executive Board Meeting Minutes

2:00 p.m., Sunday, November 3, 2019

The Kellogg Hotel and Conference Center, State Room Restaurant

### 1. Call to Order/Announcements: The meeting was called to order at 2:02.

#### Members Present:

Greg Pell, President

Betty Elliott, Secretary

Bob Rice, Historian

Tim Fox, Member Relations

Lynn Brown, Golf Outing Coordinator

Nancy Nelson, List Serve & Data Base Mgr.

Stacie Detgen, Past President

Dale Bartlett, Emeritus Advisor

Jim Barry, *Encore* Editor

Melissa Mackey, Social Media Director

Susan Gould, Member at Large

Jack Nelson, Special Events Coordinator

### 2. Reports:

#### A. President's Report – Greg Pell

Greg asked that the first half of the meeting be spent sharing comments, feelings, etc., about the fall reunion. Kevin sent a letter thanking us for all of our hard work and “Congrats, Congrats!” was written in big letters. Overall the Board agreed that it was the best ever, having achieved a record attendance that no one ever thought possible. The following were unanimous for next year's reunion:

- i. Continue the two day rehearsal/registration process and most likely the social gathering Friday evening post rehearsal.
- ii. Continue requiring that everyone wear the designated uniform.
- iii. Continue mixing current SMB and Alumni members on the field.
- iv. Continue involving the current SMB squad leadership on the field, line ups, and wherever else needed.

Greg will follow up with Dr. Thornton on all our comments and those received from participants.

#### B. Secretary's Report – Betty Elliott      The report was approved unanimously as submitted. Betty announced that Dr. Thornton will be speaking at the MSU Retirees Association monthly meeting on “Creating a Spartan Marching Band Performance” (information obtained from the quarterly Retirees' newsletter).. The meeting will be held in the Community Room of the MSUFCU Mt. Hope and Farm Lane branch on Monday, January 13<sup>th</sup> from 1:30 – 3:00.

#### C. Treasurer's Report – Abby Zarimba's report (via Greg) will be submitted next month along with all year-end reconciliations.

#### D. Past President's Report – Stacie Detgen reported nothing new.

- E. The Encore Report – Jim Barry reported that January 22<sup>nd</sup> is the deadline for articles, pictures, etc. for the next edition of *The Encore*. He also reported that he hand delivered the fall reunion gifts to Mr. Catron and Mr. Bloomquist and mailed Dr. Whitwell's.
- F. Member Relations Report – Tim Fox
  - a. Tim distributed copies to all of a 34 page compilation of all the Fall Reunion response survey. He noted that there was a 55% return from the alums participating.
  - b. Also noted was the fact that we have not raised dues or fees for the reunion since 2003. In researching other Big Ten reunions we are equal to some but lesser than most. Just something to consider for future reunions.
  - c. Tim has prepare all of the thank you letters to individuals who contributed to the various scholarship funds or the Band Jacket fund. Greg will sign each one.
- G. Event Coordinator – Jack Nelson
  - a. Jack reported that the winter Pep Band schedule was sent out via a Blast e-mail. There was some discussion regarding how to deal with those not wanting to wear the uniform or conform to the seating by sections but nothing was finalized.
  - b. Long sleeve uniform shirts will be available via Custom Embroidery's website.
- H. List Serve and Data Base Manager – Nancy Nelson
  - a. Nancy brought up the issue of the name tags not peeling off well and will research something different for next year.
  - b. Nancy asked if we wanted to continue having ALL tubas covered for next year's 50's celebration.
  - c. Nancy distributed copies of Terry Person's legal recommendations. Terry recommended that we amend our Articles of Incorporation to add the 2015 language. The topic was tabled for further discussion until the next meeting.
- I. Social Media Report - Melissa Mackey reported that social media was burning up in the days prior to the Fall Reunion (See attached report). The Board acknowledged her great work and really felt that this was one of the reasons for such a record attendance.

### 3. Fall Reunion:

- A. Tim discussed:
  - a. Sparty Watch and our donation. The SMB members are raising money for heaters to be used during the watch, so per previous discussion we will send them a \$100 donation to go toward that purchase (as opposed to the usual pizza). Tim will coordinate with Abby to get a check to them.
  - b. The Board group briefly discussed the member who had to be removed from the stadium because of alcohol usage. Greg said he would handle the situation.
  - c. Spring concert – Music will be needed by February for the April 26<sup>th</sup> concert.
  - d. Tim has several old charts and series music. Board agreed that they should be given to Bob for the archives.
  - e. Senior pins – Greg will get from Tim and will later determine a distribution date. Susan will help with distribution.
  - f. Homecoming will be September 26, 2020.

- B. Other – Donation to Wind Symphony Italy trip – Stacie moved and Susan seconded that the Alumni Board donate \$5000 to the Italy trip. Unanimously passed.
- C. Next Meeting - January 12, 2020 2:00 p.m.

Respectfully Submitted,

*Betty Elliott*

Board Secretary

# MSU Alumni Band

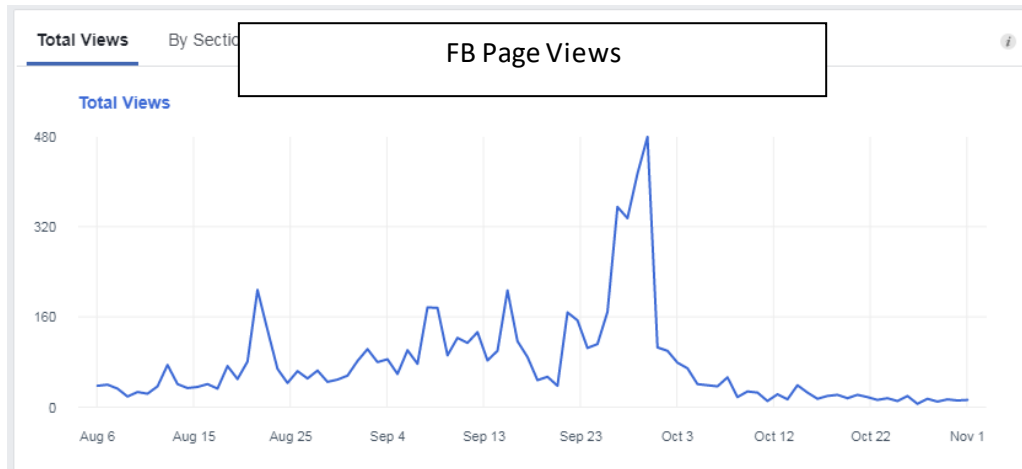
## Social Media Report 11-3-19

### FB Ads Final Results

- Reached 1,326 people an average of 34 times
- Ads were served over 45,000 times
- 827 clicks through to the Alumni Band/EventBrite website at a cost of \$0.51 per click
- Spent \$418.27 – less than the budgeted \$500

### Social Media Stats:

- Facebook
  - 1,906 likes – up from 1,827 in mid-September
  - Post with the most reach: Shout out for the Spring 150<sup>th</sup> concert
    - Reached 4,597 people
    - Received 283 clicks and 243 comments, shares, and reactions (likes, loves, etc.)
  - Other popular posts:
    - Dr. Sedatole “uniform” video
    - Photos from the Friday Jenison rehearsal
    - Final stats from the fall reunion
  - We did 19 posts from 9/16 to 9/28 (hint: that’s more than one per day)
  - Live events:
    - Not a FB Live, but Bob Gould traveled to Ohio State with the SMB and shared a ton of great pictures



- Twitter
  - 185 followers as of 11/2/19, up from 161 in mid-September
  - 7 tweets posted since mid-September, plus retweets
  - Top tweet: RT of MSU Alumni Office tweet of the Jeff Karoub story
    - Seen by 799 people
    - 9 engagements (likes and retweets)
  - Our Twitter account had 42 mentions in September – we usually get about 5. All related to the 150<sup>th</sup> event.

**S**