

MSU Alumni Bands

Alumni Band Executive Board Meeting Minutes

2:00 p.m. Sunday, June 11, 2017

Kellogg Hotel and Conference Center Olympus Room

REMINDER: The next Board meeting will be 2:00 p.m. on Sunday, August 6, 2017

PRESENT: Jim Barry, Dale Bartlett, Stacie Detgen, Betty Elliott, Tim Fox, Susan Gould, Melissa Mackey, Jack Nelson, Nancy Nelson, Greg Pell, and Abby Zarimba

1. The meeting was called to order at 2:05 p.m.
2. **Secretary's Report:** The secretary's report was approved as corrected in items 9b (change "the", third from end of first line, to "they") and item #14bii (9/21, not 9/2).
3. **Treasurer's Report: (See attached at the end of these minutes)** Abby Reported that the account is the same as last year and pretty much where it should be. She will mail a \$2055 Band Jacket Fund check tomorrow. It was agreed that Brad Halls will continue to receive \$500 annually for his work on the website. The treasurer's report was approved as submitted.
4. **President's Report:**
 - a. The Downtown Coaches Club want us to play at a lunch. We can pick the date. Group agreed that we would play.
 - b. Coach Dantonio will be speaking at the Troy Marriott. Jim was asked to provide a small strolling band. The group added a great deal of Spartan spirit and was very much appreciated. The contact person was very helpful.
 - c. There were not enough interested musicians to play at the "Grandparent's Day" event. Greg reported that he now has even more appreciation for Jack's efforts in getting all the various bands together.
 - d. An invitation/request was received to play in a parade in Lake Orion on December 2nd. There is no MSU connection and the cold weather probably wouldn't draw enough musicians. Greg will decline.
 - e. Greg will be meeting this week with Madison Dugar, Sean Lynch's replacement. Michelle will try to attend as well.
 - f. Greg reported that he gets many compliments on our group. Jim Pignatero (works under Mark Hollis) wants to know what more they might do for the group. One offer was T-Shirts, perhaps a commemorative shirt of some sort, and possibly even two sets, one for this year and then another for our 50th anniversary coming up. Greg will pursue further.

Greg's report was approved as submitted.
5. **Vice President's Report** – Not in attendance
6. **Director's Report** – Not in attendance
7. **Member Relations Report:** Tim provided statistics from this year's Spring reunion; a very average year. He stressed that we need to get the date for next year's concert as soon as possible so as to get it on the calendar. Stacie will contact directors. Tim's report was approved as submitted

8. **Past President's Report:** Stacie reported that Jeff Kressler has completed arrangements for All That Jazz and Phantom. John will be doing Les Miz and Weber will be doing percussion parts. Tim requested MP3 files for the color guard. Stacie's report was approved as submitted.

9. **Event Coordinator's Report:** Jack reported:

- a. The Pentwater event is not yet finalized. There will be a performance at the Village Green instead of the Duane Vernon residence as in the past. All financing is finalized.
- b. Tour Band – Jack is working with Stacie. Sign-up is ongoing; only 26 players so far and more are needed. Roughly 80% are return participants and almost all are going on the trip extension.
- c. Peter Secchia has asked for a small fall band in Grand Rapids. Jack will provide Stacie with more details.

10. **List Serve Manager's Report:** Nancy reported:

- a. The entire e-mail listing has now been updated, but Brad feels the entire list should not be on the Alumni Band website as many are most likely outdated. It was agreed to take the list down. Most individuals contact a Board member when in need of an address anyway.
- b. She continues to work on the "Rah Rah Part B" music.
- c. Late registrations for fall reunion – should any mention of late registration even be on the registration form? It was agreed to keep but to find out the absolute latest date that would allow John to produce the charts. The current date may be changed based on John's answer.
- d. Next e-mail blast to include:
 - i. Fall reunion date, required uniform and reminder of no walk-ins.
 - ii. Final tour band information
 - iii. Information regarding pancake breakfast
 - iv. Details about the Pentwater performance
 - v. Mention of specific fall reunion-related parts of the band member handbook (will be in next e-mail blast; not this one)

11. **Golf Outing Report:** Dale reported (for Lynn) that the course has been reserved but the price is not yet finalized. The event is September 29th and is the 19th annual outing. Tim requested all details for the Event Brite registration by the end of July.

12. **Social Media Director's Report:** (see attached). Melissa reported that things are slow right now but will pick back up in the fall.

13. Jim Barry reported:

- a. Kressler is working on multiple mini/short arrangements for the Alumni (Brass) Band. They should be available mid-to late July.
- b. *The Encore* deadline is June 19th. Please send photos and any new ideas.
- c. Jim spoke with individuals on the Lone Ranger Parade committee and our concern about alumni groups appearing to be OUR alumni group. They completely understood and even sent a \$100 donation.

- d. The Great Tailgate Event will be Wednesday, October 4th.
- e. Catron Project: Jim reported that everything has been archived. A copy will be given to the official MSU archives but we need to decide what to do with the project. Do we want to make copies and sell (making sure we're covered legally to do so)? Jim and Tim will collaborate again to come up with ideas.

14. Old/New Business:

- a. Fall Reunion: Greg will take care of getting volunteers if Mike hasn't already done so. He will also take care of getting parking passes, and talking to Kirk Gartside and Meridian Winds about being on-site during registration. Betty will take care of guest speaker invites.
- b. Spring Reunion – Waiting on date
- c. 50th Year Anniversary of the Alumni Band – Table to next meeting.

Respectfully submitted:

Betty Elliott
Secretary



MSU Alumni Band Treasurer's Report January 22, 2017 through June 10, 2017

Revenues and Expenditures:

Beginning Checking Balance:			\$ 24,343.04
Revenue:	1/30/17	Tee shirts	\$ 170.00
	1/30/17	Band patch	\$ 8.00
	1/30/17	Dues	\$ 40.00
	3/20/17	MSU Club of West Michigan	\$ 500.00
	5/9/17	Spring Reunion registration and dues	\$ 170.00
	6/1/17	Spring Reunion - EventBrite	\$ 1,341.04
		<u>Total Revenue</u>	<u>\$ 2,229.04</u>
		Sub Total	\$ 26,572.08
Expenditures:	1/22/17	#1326 - J. Nelson - stamps	\$ (18.80)
	1/22/17	#1327 - T. Fox - phone Nov. & Dec.	\$ (86.14)
	1/22/17	#1328 - J. Nelson - Even Blanchard Honorarium	\$ (20.00)
	1/22/17	#1329 - MSU Wind Symphony CBDNA trip	\$ (2,500.00)
	3/19/17	#1330 - A. Zarimba - January meeting	\$ (111.22)
	3/19/17	#1331 - G. Pell - March meeting	\$ (78.61)
	3/19/17	#1332 - T. Fox - Phone Jan. & Feb.	\$ (92.06)
	3/26/17	#1333 - K. Hopkins - Encore design	\$ (318.50)
	4/30/17	#1334 - Melissa Main - Whitwell Scholarship	\$ (1,000.00)
	4/30/17	#1335 - Tyler Austin - Bloomquist Scholarship	\$ (1,000.00)
	5/9/17	#1336 - G. Pell - Spring Reunion Refreshments	\$ (620.47)
	5/31/17	#1337 - A. Zarimba - Spring Reunion Directors'	\$ (86.87)
		<u>Total Expenditures</u>	<u>\$ (5,932.67)</u>
		Ending Checking Balance	\$ 20,639.41
Current Bank Balances:			
		Certificate of Deposit (0.20%)	\$ 6,075.70
		Checking Balance	\$ 20,639.41
		<u>Total Cash Available</u>	<u>\$ 26,715.11</u>

Respectfully Submitted, Abby Zarimba, Treasurer
June 11, 2017

Abby J. Zarimba

MSU Alumni Band

Social Media Report 6-11-17

Social Media Stats:

- Facebook
 - 1,419 likes – up from 1,393 in March
 - Post with the most reach: Fox Sports survey about showing marching bands at halftime
 - Reached 21,234 people
 - Received 1,783 clicks and 3,175 comments, shares, and reactions (likes, loves, etc.) – most were shares
 - Other popular posts:
 - Video of the 1988 Rose Bowl pregame – reached 3,211 people
 - Photo from Scott Westerman of the marriage proposal during the Ring March – reached 1,412 people
 - Live events:
 - None
- Twitter
 - 61 followers as of 6/10/17, up from 49 in March
 - 11 tweets posted since March
 - Top tweet: Retweet of a MSU Bands tweet of Victory for MSU played by strings
 - Seen by 390 people
 - 8 engagements (likes and retweets)
 - This tweet also had the most engagement
- Instagram
 - Haven't focused on this channel due to low follower & engagement counts