

## **MSU Alumni Bands**

Alumni Band Executive Board Meeting Minutes

2:00 p.m. Sunday, August 6, 2017

Kellogg Hotel and Conference Center Olympus Room

**REMINDER:** The next Board meeting will be 2:00 p.m. on Sunday, November 5, 2017

**PRESENT:** Jim Barry, Dale Bartlett, Lynn Brown, Stacie Detgen, Matt DuPrey, Betty Elliott, Tim Fox, Susan Gould, Melissa Mackey, Jack Nelson, Nancy Nelson, Greg Pell, Bob Rice, David Thornton and Abby Zarimba

1. The meeting was called to order at 2:03 p.m.
2. **Secretary's Report:** The secretary's report was approved as corrected in items 4e (change Dugar to Dugan and Michelle to Melissa).
3. **Treasurer's Report:** (See attached at the end of these minutes) Abby Reported all account balances are roughly the same as last year. Report approved as submitted.
4. **President's Report:**
  - a. Anne Marie and Madison Dugan from the Development Office are going to be great to work with. They have gotten the Band Jacket fund tied in with the "Day of Giving".
  - b. Greg has gotten the parking passes for the Fall Reunion; 3 true parking passes and 3 drop off passes.
  - c. Starbucks is now in the new 1855 Building, and being managed by Greg's daughter, Michelle Pell. Starbucks can no longer do our reunion breakfasts so Greg will be negotiating with MSU Catering.
  - d. Steve Boughton is committed to making a hype video to place on our website and other social media sites. He can do for a \$2000 commitment. Someone from each SMB decade will be selected to participate in the video. Matt will be the coordinator. Stacie moved, and Abby seconded, that the Alumni Band group approve the project, not to exceed \$2000. Motion massed.
  - e. Peter Secchia is holding a fund raiser for medical research in honor of Kurt Gibson, to be held at the Kellogg Center on September 23rd. He is asking for 10-14 musicians as background music. He has promised a donation to the Band Jacket fund. This is a big deal. If interested contact Greg for further information.

Greg's report was approved as submitted.
5. **Vice President's Report** – Not in attendance
6. **Director's Report** – Dr. David Thornton is the new Director of the Spartan Marching Band. He spoke to the group, emphasizing he has a great sense of, and values, the many SMB traditions and history. He has already been here six years to experience it all and is ready to proceed in his new role. He wants to have all charts ready for distribution early and will attempt to also have the wrist bands for Friday p.m. distribution to any of those that might show up Friday night.

7. **Past President's Report** - Stacie reported that all music is just about finished and ready for distribution. She told Tim he can go ahead and open up the Event Brite registration. She also reported that as of now, we are the only group performing in the Spring reunion. Stacie's report was approved as submitted.
8. **Member Relations Report:** Tim reported that thank you letters were received from both Dr. Forger and Dr. Thornton thanking the Alumni Board for their contributions to the Band Jacket Fund/
9. **Event Coordinator's Report:** Jack reported:
  - a. The Pentwater event currently has 62 people registered; 30 students and 32 alum. \$100 is being given to each student and has been provided by various sponsor.
  - b. Tour Band – Kevin will be the conductor and is working with Jack and Stacie on all details. There will be one free trip for every 16 paid individuals. Kevin will be the recipient of one and he will determine the others.
  - c. Jack met with Dr. Thornton and explained all of his various roles within the Alumni group. David was very receptive to the entire meeting.
  - d. Henry Nelson will again be featured at the annual Tim Staudt Spartan Marching Band for Kids concert to be held on September 10<sup>th</sup>.

Jack's report was approved as submitted.

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

- a. Nancy has had technical difficulties all summer. MSU is changing their e-mail systems so more updating will still be needed. She is working on getting the alums' site working properly
- b. Nancy discovered that Office Max will not allow copying of music. We may want to pursue getting letters of copyright permissions.

Nancy's report was approved as submitted.

11. **Golf Outing Report:** Lynn reported that everything is under control. She will start soliciting gifts for this 19<sup>th</sup> annual event this week. Lynn's report was accepted as submitted.
12. **Social Media Director's Report:** (see attached). Melissa reported that summer is the slow time but things will pick up as soon as students return to school. The post welcoming Dr. Thornton has been our most popular. She reported that we can't stream the Pentwater event live due to low signals in the Pentwater area. Melissa's reported was approved as submitted along with a big thank you for taking on the social media responsibilities.
13. **Encore Manager's Report** - Jim Barry reported there is a great issue coming. The draft is due to Board members tomorrow for edits.

**14. Old/New Business:**

- a. Media archive project. We have a total of 48 DVDs; some good, some great and some bad. They contain hours of stuff. We need to put something together to figure out how to distribute it. It was proposed that we present one a week on social media and see what interest is generated. Jim and Tim will select those to post.
- b. Slate of Officers. Susan moved, and Abby seconded, to extend the current slate of officers for one more two-year term. Motion passed. The slate will be presented to the membership at the Fall Reunion.

The next meeting will be November 5<sup>th</sup> at 2:00 in the Kellogg Center Olympus Room.  
The meeting adjourned at 4:20 p.m.

Respectfully submitted:



Betty Elliott  
Secretary



# MSU Alumni Band Treasurer's Report June 11, 2017 through August 5, 2017

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## Revenues and Expenditures:

Beginning Checking Balance:			\$ 20,639.41
Revenue:	6/12/17	Tee shirts	\$ 20.00
	6/12/17	Lone Ranger Festival	\$ 100.00
		<u>Total Revenue</u>	<u>\$ 120.00</u>
		Sub Total	\$ 20,759.41
Expenditures:	6/11/17	#1338 - T. Fox - phone March, April, May	\$ (135.80)
	6/11/17	#1338 - T. Fox - postage	\$ (49.00)
	6/11/17	#1338 - T. Fox - Encore	\$ (162.88)
	6/11/17	#1339 - MSU - Band Jacket Fund	\$ (2,055.00)
	6/11/17	#1340 - A. Zarimba - June meeting expenses	\$ (115.30)
	6/11/17	#1341 - J. Barry - Catron video transfer	\$ (589.36)
	7/19/17	#1342 - J. Kressler - Fall reunion arrangements	\$ (200.00)
	8/5/17	#1342 - J. Kressler - Fall reunion arrangements	\$ (300.00)
		<u>Total Expenditures</u>	<u>\$ (3,607.34)</u>
		Ending Checking Balance	\$ 17,152.07
Current Bank Balances:			
		Certificate of Deposit (0.20%)	\$ 6,077.73
		Checking Balance	\$ 17,152.07
		<u>Total Cash Available</u>	<u>\$ 23,229.80</u>

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Respectfully Submitted, Abby Zarimba, Treasurer  
August 6, 2017

*Abby J. Zarimba*

# MSU Alumni Band

## Social Media Report 8-6-17

### Social Media Stats:

- Facebook
  - 1,430 likes – up from 1,419 in June
  - Post with the most reach: Welcome to Dr. T
    - Reached 5,187 people
    - Received 557 clicks and 128 comments, shares, and reactions (likes, loves, etc.)
  - Other popular posts:
    - \$7 million gift for the Music Building – reached 2,441 people
    - Meet our New Drum Major, Nicole – reached 2,033 people
  - Live events:
    - None
    - Upcoming – Pentwater, SMB Preseason, Staudt Concert (SMB), and Fall Reunion
- Twitter
  - 67 followers as of 6/10/17, up from 61 in June
  - 1 tweet posted since March
  - Top tweet: Welcome Dr. T
    - Seen by 242 people
    - 7 engagements (likes and retweets)
- Instagram
  - Haven't focused on this channel due to low follower & engagement counts
  - Will try to post some photos in Pentwater