

MSU Alumni Bands

Alumni Band Executive Board Meeting
Minutes 2:00 p.m. Sunday, November 5,
2017

Kellogg Hotel and Conference Center Olympus
Room

REMINDER: The next Board meeting will be **11:00 a.m.** on Sunday, January 21, 2017

PRESENT: Jim Barry, Dale Bartlett, Lynn Brown, Stacie Detgen, ~~Mat DuPrey~~, Betty Elliott, Tim Fox, Melissa Mackey, Jack Nelson, Nancy Nelson, Greg Pell, Bob Rice, Mike Scholes and Abby Zarimba

GUESTS: Madison Dugan, Whitney Lorenz

1. The meeting was called to order at 2:02 p.m.

Introductions: Greg introduced Madison Dugan from the Development Office. Madison informed the Board that we have reached our Crowd Power Goal of \$5000. Scott Westerman will promote the Band Jacket Fund on his Face Page and will include in the Day of Giving announcements as well.

The Trenton Great Tailgate Event was a big event. We provided a 16 piece band and received \$500 from the Rotary group. A \$2500 donation was received from a U of M individual who was disappointed that for the 2nd year U of M did not provide a band for the event. This puts us past goal and should provide carry over toward next year's goal.

Susan's high school band won the MCBA State Marching band competition. Kudos to Susan and her band.

Whitney Lorenz was introduced. Whitney, a 2017 grad, has been organizing an alum tailgate prior to the home games, which is held on Adams Field, across from Landon Hall. It was just started this year; word of mouth is slowly spreading as are attendees. The board agreed to help out by providing some hot dogs for the event.

2. **Secretary's Report:** The secretary's report was approved as submitted.
3. **Treasurer's Report:** (See attached at the end of these minutes) Abby's report was approved as submitted.
4. **President's Report:** Greg reported that the hype video is very close to being done and should be ready for us to view at the next meeting. Greg's report was approved as submitted.
5. **Vice President's Report:** Mike reported that recent interactions with the student staff have been going well. He is looking forward to the holiday/student break bands.
6. **Past President's Report** - Stacie reported that John Madden previously incorporated all royalty issues into his budget. Fees charged to us this year were \$1600. She has found a prepaid site where she can choose future music pieces with no royalties involved.
7. **Member Relations Report:** Tim reported that he sent thank you notes to all Fall Reunion Band Fan contributors. He took pizzas to the Sparty Watch band members. He brought the senior pins for Greg and Matt to distribute to seniors. His fall summary is at the end of these minutes.
8. **Event Coordinator's Report:** Jack reported that there are numerous events coming up, 13+, for the holiday/student break bands. We're having real recruit issues and need younger players. Jack will ask Dr. Thornton to supplement with SMB members. Anyone having any ideas for recruiting more members please let Jack know.

9. **List Serve Manager's Report:** Nancy reported nothing much happening right now. She has updated all e-mails with new names and changes from Fall Reunion.
10. **Golf Outing Report:** Lynn reported 45 individuals, 5-6 being new, participated in the 19th annual Golf outing with nice sunny weather. She will mail her report to Jim to include in *The Encore*.
11. **Social Media Director's Report:** (see attached). Melissa reported we are up to 1500 Facebook "likes" and 79 Twitter followers.
12. **Encore Manager's Report** - Jim Barry reported he really feels the Social Media has helped so much to "get us out there." Kudos to Melissa. Any ideas for the next *Encore* should be sent to him by the end of February. Don't think that someone else has already sent your suggestion; we need them all.

13. Old Business:

- A. Tim's provided breakdown stats of the Fall Reunion (available upon request). The surveys were reviewed.
 - (1) Tim sent thank you notes to all non-board member volunteers
 - (2) He sold 34 Alum patches and four to new grads.
 - (3) If we can get charts distributed via e-mail we could save a lot on printing costs.
 - (4) 134+ lanyards were returned
 - (5) Numbers were down from last year. Last year was Homecoming which increased numbers.
 - (6) 53 individuals registered Friday night
 - (7) We had our usual average of 20 no-shows
- B. The surveys were reviewed and ways to get younger members was discussed. We still need to get a current student on the Board.

14. New Business

- A. Nancy said new cards and/or video are needed for the new rah-rah songs and other new songs for the pep bands.
- B. Spring Concert: Music is needed by February 17th and Event Brite registration will go live on March 10th. Sedatole and Thornton will conduct for sure. Stacie will contact Bloomquist and Catron to see if they wish to participate. Date is April 29th and so far we are the only ensemble participating. Stacie will take care of getting the conductors' music choices.
- C. Jim suggested that at a future meeting we discuss the pros and cons of having the Fall Reunion on Homecoming. While we realize it's ultimately up to the Athletic Department, we can get people to act on our behalf and push the date of our choice.

The next meeting will be January 21st at 11:00. **Please note the time difference.**
The meeting adjourned at 4:15.

Respectfully submitted,

Betty Elliott

Secretary



MSU Alumni Band Treasurer's Report August 6, 2017 through November 4, 2017

Revenues and Expenditures:

Beginning Checking Balance:			\$ 17,152.07
Revenue:	10/10/17	Fall Reunion registration and dues	\$ 460.00
	10/10/17	Fall Reunion tee shirts	\$ 95.00
	10/10/17	Fall Reunion golf outing	\$ 538.00
	10/27/17	Fall Reunion EventBrite deposit	\$ 13,206.61
	10/27/17	Taylor Rotary Club	\$ 500.00
	10/27/17	Irma Fritz Trust	\$ 2,500.00
		<u>Total Revenue</u>	<u>\$ 17,299.61</u>
		Sub Total	\$ 34,451.68
Expenditures:	8/6/17	#1344 - N. Nelson - office supplies	\$ (72.08)
	8/6/17	#1345 - T. Fox - June/July phone	\$ (90.66)
	8/6/17	#1346 - J. Nelson - trip expenses - Legal and office	\$ (220.13)
	8/6/17	#1347 - B. Halls - website maintenance	\$ (500.00)
	8/6/17	#1348 - S. Wulff - Fall Reunion percussion arrange.	\$ (400.00)
	8/27/17	#1349 - K. Hopkins - Summer 2017 Encore	\$ (470.40)
	9/29/17	#1350 - N. Nelson - Reunion name tags & cards	\$ (234.09)
	9/30/17	#1351 - Subway - Fall Reunion lunches	\$ (1,215.00)
	9/30/17	#1352 - J. Barry - Fall Reunion gifts	\$ (300.56)
	9/30/17	#1353 - Custom Embroidery - Tee shirts	\$ (513.75)
	10/8/17	#1354 - G. Pell - Fall Reunion Breakfast	\$ (1,675.08)
	10/8/17	#1355 - D. Bartlett - Fall Reunion Golf Expenses	\$ (2,332.43)
		<u>Total Expenditures</u>	<u>\$ (8,024.18)</u>
		Ending Checking Balance	\$ 26,427.50
Current Bank Balances:			
		Certificate of Deposit (0.20%)	\$ 6,080.80
		Checking Balance	\$ 26,427.50
		<u>Total Cash Available</u>	<u>\$ 32,508.30</u>

Respectfully Submitted, Abby Zarimba, Treasurer
November 4, 2017

Abby J. Zarimba

MSU Alumni Band

Social Media Report 11-5-17

Social Media Stats:

- Facebook
 - 1,500 likes – up from 1,430 in August
 - Post with the most reach: Hype video announcement, asking for band jacket photos
 - Reached 4,913 people
 - Received 1,492 clicks and 166 comments, shares, and reactions (likes, loves, etc.)
 - Other popular posts:
 - Band jacket fund solicitation, featuring wedding and engagement photos sent in by members – reached 4,816
 - Live video from the Tim Staudt concert of Coach D kickstepping – reached 3,145 people
 - Live video of the Series during preseason – reached 3,108 people
 - And MANY more with reach of over 1,000 people
 - Live events:
 - Pentwater, SMB Preseason, SMB Pancake Breakfast, Staudt Concert (SMB), Fall Reunion, and Homecoming Parade
 - Upcoming: Holiday Brass, signal permitting
- Twitter
 - 79 followers as of 11/5/17, up from 67 in August
 - 23 tweets posted since August
 - Top tweet: RT of College Marching Bands announcing their new podcast
 - Seen by 2,339 people
 - 6 engagements (likes and retweets)