



**MSU Alumni Band**  
Alumni Band Executive Board Meeting Minutes  
2:00 pm, Sunday, November 4, 2018  
The Kellogg Hotel and Conference Center, Olympus Room

**1. Call to Order/Announcements**

a. The meeting was called to order at 2:04 pm.

Members Present:

Greg Pell, President

Betty Elliott, Secretary

Stacie Detgen, Past President

Abby Zarimba, Treasurer

Melissa Mackey, Social Media Director

Lynn Brown, Golf Outing Coordinator

David Thornton, SMB Director

Bob Rice, Historian

Jim Barry, *Encore* Editor

Dale Bartlett, Emeritus Advisor

Tim Fox, Member Relations

Susan Gould, Member at Large

Steve Boughton, Vice President

b. Announcements:

- 1) Greg passed around a thank you note from Betty for the plant and flower arrangement sent by the Board upon the passing of her mother.
- 2) Greg reported for Madison Dugan, Asst. Dir. Of Advancement, Music Dept., that donations received from the fall reunion for the jacket fund were collected in the amount of \$1855. (Note the coincidental amount of "1855".)
- 3) A spur of the moment from a band fan for a small group to play the Fight Song for his father who was in Hospice, netted 15 players gathered by Greg. The individual was extremely excited and appreciative and the band fan made a donation to the Band Jacket fund.

**2. Reports:**

- A. Band Directors' Report – Dr. Thornton reported that he is extremely excited about next year's 150<sup>th</sup> celebration of bands. He has actually secured a date – September 28<sup>th</sup>, which is Homecoming and against Indiana. The goal is to have 700 participants so he will really be promoting the younger alums, using publicity, possible videos and SMB ambassadors among many other ideas. There are many details to be worked out (more time on the field, more seating, etc. are just a few) but he says the Athletic Dept. is very supportive of us. Many meetings will be taking place and we are invited to attend and give our input.
- B. Secretary's Report - Betty Elliott: The report was approved with minor corrections (missed listing Jim Barry as in attendance and incorrectly listed Whitney Lorenz as a SMB Alum when she is a Member at Large).
- C. Treasurer's Report – See Attached. Abby Zarimba's report was approved as submitted.
- D. President's Report – Greg Pell reported that the 17<sup>th</sup> Season CD is now out and for sale. Brian O'Connor has advised that he is attempting to get a \$50,000 endowed scholarship. This was spearheaded by the

Drum Majors. SWith an individual pledging some matching funds he currently has almost \$40,000. He has asked that we publicize via our E-mail blasts and other social media.

- E. Past President's Report – Stacie Detgen indicated there is nothing new to report. She is currently working on Spring concert details. This group would like to have John Madden back to conduct. Greg and Jim will start working on that via the individuals in charge.
- F. Special Events Coordinator's Report – Jack Nelson was not in attendance but per the last meeting we know that we are scheduled for two women's basketball games, four hockey games, and four to six men's basketball games. We also know that we will be playing for the U of M game.
- G. Social Media Report - See Melissa's report at end of these minutes.
- H. Encore Manager's Report – Jim Barry reported:
  - a. He welcomes any ideas and pictures at any time.
  - b. He sent Dr. Bloomquist a thank you for his Fall Reunion video greeting as well as his 2018 Christmas ornament.
  - c. Jim says, and Melissa agreed, that all the videos being posted on the social media sites are a big hit. Steve reported that he has all of Dean Bredwell's videos.
  - d. He had a request for a small group to perform at the W. Bloomfield Jewish Center but had to decline due to short notice.
- I. Member Relations Report – Tim Fox reported;
  - a. Tim provided summary sheets for the reunion noting a significant drop in responses over the course of ten years and represents the total number of responses received via snail mail and on-line registrations).
  - b. Tim provided copies (27 pages) of the survey results indicating a 49% rate of return.
  - c. Thank you notes were sent to all the volunteers as well as T-shirts to those no-shows who paid. Greg formally thanked Tim for his assistance in the thank you letters that Greg sends.
  - d. 43 of 75 charts were left over so we can cut down on the number provided next year since we have to pay for them.
  - e. He would like to explore getting rid of the lanyards and using sticky name cards with lunch choice instead. It is too time consuming untangling the lanyards, putting the cards in each one and buying more each year.
  - f. Tim indicted that he has to have some relief on all that he has been doing, much of it behind the scenes that the Board is not actually aware of. Especially with all the projected added activities for the 150<sup>th</sup> celebration next year, more help is needed. Discussion resulted in the recommendation of a Volunteer Coordinator, to work in conjunction with Tim. Greg said he would contact Whitney to see if she might be interested. It was also noted that the Vice President often handles much of the volunteer coordination and Steve has offered to get more involved with that.
  - g. EventBrite registration for the Spring Concert will be March 3<sup>rd</sup> thru April 25<sup>th</sup>. Greg will handle the breakfast details and will research the availability of The Gables or Snyder-Phillips Hall for lunch.
  - h. Jacob McCormick will be writing a book on the band history and may possibly be looking for some financial support. We can table any discussion on this until such time as the subject comes up. Also Andrew Acciaioli (current SMB member) is completing a documentary film on Henry Baltimore (1972 Drum Major). He is also trying to raise funds and hopes to be at our next meeting.

- i. Tim encouraged everyone to be thinking about some incentives for the fall reunion so we can begin planning NOW.
- J. Golf Outing Recap – Lynn Brown reported that 35 people played in the golf outing.
- K. Other: The SMB would like to discuss an article for *The Encore* and ways to get alumni involved in the Spring Game cookout.

PLEASE NOTE: The meeting was prematurely adjourned at 4:00 due to another group needing the room at 4:00 which we were not aware of prior to our meeting.

The next meeting will be January 27<sup>th</sup>, 2019.

Respectfully Submitted,

*Betty M. Elliott*





# MSU Alumni Band Treasurer's Report July 29, 2018 through November 3, 2018

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## Revenues and Expenditures:

Beginning Checking Balance:			\$ 13,978.40
Revenue:	9/28/18	Deposit - Fall Reunion dues and registration	\$ 318.00
	9/28/18	Deposit - Taylor Rotary Club	\$ 200.00
	10/22/18	Deposit - Fall Golf Outing	\$ 698.00
	10/22/18	Deposit - Fall Reunion Eventbrite	\$ 12,512.82
	10/22/18	Deposit - Fall Reunion dues and registration	\$ 158.00
		<u>Total Revenue</u>	<u>\$ 13,886.82</u>
		Sub Total	\$ 27,865.22
Expenditures:	7/29/18	#1385 - T. Fox - Phone and office supplies	\$ (379.85)
	9/16/18	#1386 - J. Nelson - Homecoming chair rental	\$ (199.80)
	9/16/18	#1387 - T. Fox - Phone	\$ (97.10)
	9/16/18	#1388 - MSU - Music Building Fund	\$ (2,500.00)
	9/16/18	#1389 - A. Zarimba - Annual filing fee	\$ (20.00)
	9/16/18	#1390 - A. Zarimba - July/Sept meeting expense	\$ (299.39)
	10/6/18	#1391 - N. Nelson - Fall Reunion name tags	\$ (156.27)
	10/6/18	#1392 - Subway - Fall Reunion lunches	\$ (1,480.00)
	10/10/18	#1393 - D. Bartlett - Golf Outing reimbursement	\$ (1,910.88)
	10/10/18	#1394 - Koehler's - Fall Reunion charts	\$ (122.50)
	10/21/18	#1395 - MSU - Fall Reunion apples and water	\$ (385.22)
	10/21/18	#1396 - N. Nelson - Fall Reunion membership cards	\$ (19.28)
	10/21/18	#1397 - N. Nelson - Memorial plant	\$ (82.94)
	10/21/18	#1398 - G. Pell - Fall Reunion breakfast	\$ (1,709.45)
	10/21/18	#1399 - J. Barry - Fall Reunion gifts	\$ (385.30)
	10/28/18	#1400 - Custom Embroidery Plus - tee shirts qty 85	\$ (566.25)
		<u>Total Expenditures</u>	<u>\$ (10,314.23)</u>
		Ending Checking Balance	\$ 17,550.99
Current Bank Balances:			
		Certificate of Deposit (0.20%)	\$ 6,092.97
		Checking Balance	\$ 17,550.99
		<u>Total Cash Available</u>	<u>\$ 23,643.96</u>

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Respectfully Submitted, Abby Zarimba, Treasurer  
November 4, 2018

*Abby J. Zarimba*



# MSU Alumni Band

## Social Media Report 11-4-18

### Social Media Stats:

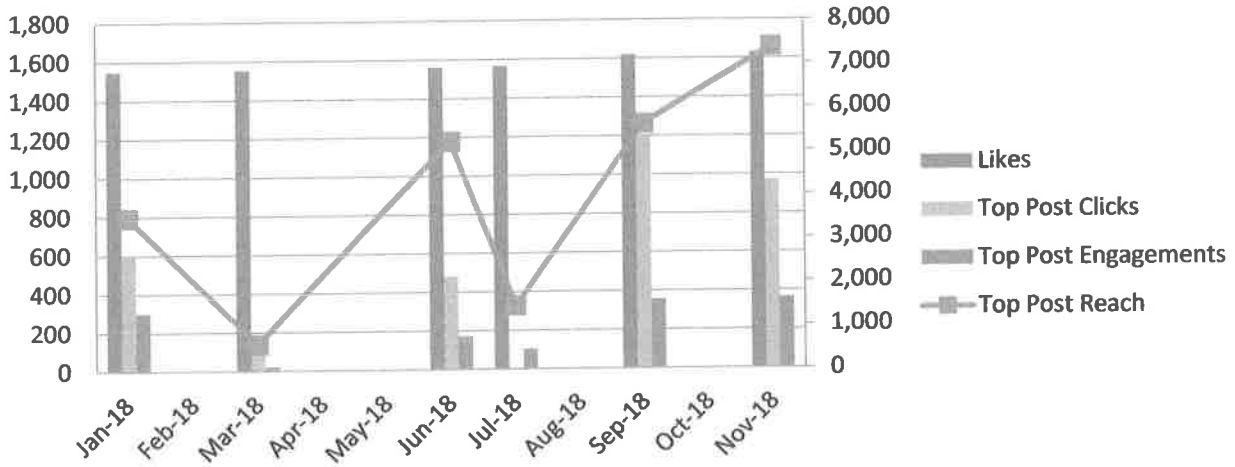
- Facebook
  - 1,659 likes – up from 1,620 in September
  - Post with the most reach: Video from SMB students thanking the Alumni Band for pizza during Sparty Watch – playing Rah Rah
    - Reached 7,383 people
    - Received 971 clicks and 365 comments, shares, and reactions (likes, loves, etc.)
  - Other popular posts:
    - Glen Brough scholarship announcement
    - LSJ 1928 article
    - Faygo book
  - Live events:
    - None – social media director was ill ☹️
- Twitter
  - 121 followers as of 11/3/18, up from 117 in September
  - 5 tweets posted since September
  - Top tweet: Tweet about the History of the SMB event at the Library of Michigan
    - Seen by 382 people
    - 3 engagements (likes and retweets)





Social Media Graphs:

### Facebook - 2018



### Twitter - 2018

