



MSU Alumni Band

Alumni Band Executive Board Meeting Minutes

2:00 p.m., Sunday, June 23, 2019

The Kellogg Hotel and Conference Center, Olympus Room

1. **Call to Order/Announcements:** The meeting was called to order at 2:03.

Members Present:

Greg Pell, President

Stacie Detgen, Past President

Steve Boughton, Vice President

Betty Elliott, Secretary

Abby Zarimba, Treasurer

Jack Nelson, Events Coordinator

Tim Fox, Member Relations

Bob Rice, Historian

Lynn Brown, Golf Outing Coord.

Melissa Mackey, Social Media Dir.

Dale Bartlett, Emeritus Advisor

Whitney Lorenz, Member at Large

Susan Gould, Member at Large

Dr. David Thornton, Dir. Of Bands

Nancy Nelson, List Serve & Data Base Mgr.

Madison Dugan, Asst. Dir. Of Development and Alumni Relations

2. **Reports:**

A. Fall Reunion – Dr. Thornton reported on the following:

- a. Game start time will be somewhere between 3 and 4:00 which has resulted in several schedule changes. Tim, Nancy and Melissa will post all changes on the website as well as in e-mail blast, all social media and on Event Brite. Music will be ready very soon and will be showcasing past decades of music.
- b. Friday night rehearsal will be highly encouraged but not required.
- c. David is working with individuals regarding parking (reserved spots, early arrivals, etc.) and additional game tickets. Discussion is promising but there is only so much that the University will be able to do.
- d. Every participant will be getting a new patch which will meet jacket standards. The final designed was shown to the group.
- e. Uniform will be the green alumni band t-shirt and **BLACK** pants.
- f. Invited guests will be invited to Friday night's rehearsal, following the Homecoming parade. Transportation options for all participants is being pursued.
- g. Dr. Thornton also indicated that all SMB auditions have been completed with 90 new freshmen. The SMB will be going to the Ohio State and U of M games. The Tim Staudt Kids concert will be September 8th, earlier this year because of weather concerns. Spartan Spectacular will be October 20th.

B. Development and Alumni Relations – Madison reported on the following:

- a. Tom and Lupe Izzo have again donated to the Jacket Fund via a similar previous donation, which will be distributed over a period of 5 years.
- b. She inquired as to whether we would consider another donation, as made in the past, to the Billman Pavillion. Board decided to discuss further along with the Treasurer's report.
- c. A request has been made for volunteers to assess the condition of musical instruments for the Community Music Program within the Detroit Public Schools. She will pass the information to Nancy for publication in an e-mail blast as well as the website.

- C. Secretary's Report: The secretary's report was approved as submitted with the following change in section 2Hii: "Jack had approximately 2500 e-mails regarding pep bands for the Michigan game. A waiting list was generated."
- D. Treasurer's Report: Abby reported as follows (report at the end of these minutes):
- a. The treasury balance is approximately \$2000 less than last year, but Abby still feels there is room for another donation to the School of Music. However, it should be determined who is paying for what (us or them) for the fall reunion with the anticipated huge increase in participation before the final donation is determined.
 - b. Various questions have been asked regarding insurance for our group. Do we have liability insurance? We do have indemnity insurance. Who on the board, or the Board as whole, is covered or not covered? It was suggested that we consult with Terry Person, former Board president, for some advice or direction.
 - c. Also asked was the question of whether there is a maximum amount of money we can keep in the treasury with our status as a "domestic non-profit".
 - d. Abby, along with others, suggested we make a list of the various places, prioritized, where we make donations (jackets, scholarships, etc.) so that we can make decisions when asked for other donations. We do have the money to donate to the Billman Pavillion but she feels that this year it is not wise to do so, not knowing the Fall Reunion expenses. Board approved.
 - e. Stacie moved and Susan seconded that the Treasurer's report be approved. Motion passed.
- E. Encore Report – Greg reported for Jim Barry requesting all articles for the next *Encore* be submitted soon. Jim will post the new Fall Reunion schedule in the *Encore*.
- F. Member Relations Report – Tim reported as follows:
- a. Spring Reunion – attendance was very similar to that of the past. A statistics report was given to the Board and is available upon request.
 - b. The Mid MI Alumni Group, now known as the Michigan Alumni Office, is trying to reboot membership and activity. Tim attended one of their recent meetings and feels they have a lot of good ideas to offer which might be beneficial to our group. Gordon Spink is currently our official representative for the Alumni Office. Tim is willing to take a lead in this area but doesn't want to step on Gordon's toes. The group felt that this wouldn't be an issue and gave Tim the go ahead.
 - c. June 30 – July, 2020 will be Grandparents week.
 - d. The Homecoming parade next year will be October 31st.
- G. Social Media Report – See Melissa's report at the end of these minutes. The group praised all of Melissa's efforts in getting all of the Social Media on pace for reaching more and more of the younger alums and making our group more recognizable.
- H. Past President's Report – Stacie indicated there was nothing new to report.
- I. Event Coordinators Report – Jack Nelson reported that Grandparents University will be June 26th (our participation) with 22 participants signed up so far. Jim Barry will conduct and Melissa will take pictures. If it goes well, we will promote more next year for increased participants.

3. Old/New Business –

- a. New Board Officers –While experience is much needed we are encouraging new and younger blood to join the Board. Event Brite will post a statement that welcomes new members to the group, either to attend meetings or to run for an office. Until such time as anyone wishes to hold an office the current slate of officers will be offered at the Fall Reunion business portion of the reunion (required by By Laws):
 - i. President – Greg Pell
 - ii. Past President – Stacie Degen

- iii. Vice President – Steve Boughton
 - iv. Secretary – Whitney Lorenz
 - v. Treasurer – Abby Zarimba
 - vi. Member at Large – Susan Gould
 - vii. Member at Large – Open Position
- b. Fall Reunion – see all previous discussion
- i. 69 have registered for the Homecoming parade
 - ii. 110 have signed up for the Friday reception
 - iii. Whitney has procured banner carriers
 - iv. Gartside will be in attendance for the Friday registration and rehearsal
 - v. Volunteers desperately needed; Tim will contact Megan Thoma to see if she would like to coordinate all the volunteer activity
- c. Tim and Steve will meet regarding the website and new programs that might allow us to manage and do our own web material if desired/needed. Melissa will attend or be kept informed of this information.
- d. Whitney announced to the group that she has been accepted at Western Michigan for grad school this fall, majoring in non-profit leadership. She will be living in Kalamazoo for two years but fully plans to remain involved in this group with attendance at meetings and her current activities. She also expressed interest in the secretarial position, which Betty highly encouraged and promised to support when needed.
- e. Next Meeting: Because of the increased needs for the Fall Reunion the next meeting will be July 28th, with another scheduled for September 15th.
- f. The meeting adjourned at 4:22

Respectfully Submitted,

Betty Elliott

Board Secretary



MSU Alumni Band Treasurer's Report

January 27, 2019 through June 22, 2019

Revenues and Expenditures:

Beginning Checking Balance:

\$15,429.17

Revenue:	3/13/19	Deposit - Tee shirts	\$	110.00
	5/10/19	Deposit - Spring reunion dues and registration	\$	140.00
	<u>5/22/19</u>	<u>Deposit - Eventbrite spring reunion</u>	\$	<u>1,399.98</u>
		Total Revenue	\$	1,649.98

Sub Total

\$17,079.15

Expenditures:	1/27/19	#1406 - J. Nelson - Misc. office expenses	\$	(177.22)
	1/27/19	#1407 - A. Zarimba - January meeting	\$	(129.68)
	3/17/19	#1411 - J. Nelson - Amp cord	\$	(20.00)
	3/17/19	#1412 - T. Fox - Phone and office supplies	\$	(288.96)
	3/17/19	#1408 - A. Zarimba - March meetin	\$	(206.50)
	4/1/19	#1409 - K. Hopkins - Winter Encore	\$	(506.10)
	5/5/19	#1410 - Lisa Lachowski - Whitwell Scholarship	\$	(1,000.00)
	5/5/19	#1413 - Sho Dembinski - Bloomquist Scholarship	\$	(1,000.00)
	5/22/19	#1414 - G. Pell - Spring reunion refreshments	\$	(682.99)
	6/10/19	Debit card - Facebook ads	\$	(25.00)
	<u>6/14/19</u>	<u>Debit card - Facebook ads</u>	\$	<u>(25.00)</u>
		Total Expenditures	\$	(4,061.45)

Ending Checking Balance

\$13,017.70

Current Bank Balances:

Certificate of Deposit (0.20%)	\$	6,101.09
<u>Checking Balance</u>	\$	<u>13,017.70</u>
Total Cash Available	\$	19,118.79

Respectfully Submitted, Abby Zarimba, Treasurer **June 23, 2019**

MSU Alumni Band

Social Media Report 6-23-19

Fall Reunion Feedback Samples:

- From Twitter: "Won't be coming. Since I can't use a vacation day or pay for a hotel room, I'll be spending my Saturday doing something other than being in the alternate squad for the alumni band."
- From FB:
 - "I was going to come back for the first time in 20 years, but asking people to take off a Friday & pay for a hotel for the night, along with find childcare is a big ask. Bummer. Need to rethink driving up just to stand on the sidelines."
 - "Posting for my husband who is not on FB. He has attended alumni band the last 17 of 19 years. "I'm not going to even attempt to do alumni band this year with those requirements. I can't justify taking a day off of work to go to a rehearsal for alumni band." From the house of two former bandos who both work full time it is very disappointing that you are excluding a large part of your alumni base."

FB Ads Results

- Reached 1,200 people an average of 3 times over the 2 weeks the ads were live so far
- 145 clicks through to the Alumni Band website at a cost of \$0.35
- Spent about \$50 total so far
- Paused the ads until new Fall Reunion schedule is out

Social Media Stats:

- Facebook
 - 1,742 likes – up from 1,692 in March
 - Post with the most reach: Spring concert callout
 - Reached 1,992 people
 - Received 128 clicks and 84 comments, shares, and reactions (likes, loves, etc.)
 - Other popular posts:
 - Additional Spring concert callouts
 - Final Four posts of pep rally and at the game
 - Spring Game Series demo
 - Fall reunion schedule
 - Live events:
 - Series Demo at Spring Game
- Twitter
 - 148 followers as of 6/23/19, up from 134 in March
 - 3 tweets posted since March, plus retweets
 - Top tweet: Fall Reunion game time announcement
 - Seen by 622 people
 - 64 engagements (likes and retweets)

