



## MSU Alumni Band

Alumni Band Executive Board Meeting Minutes

2:00pm, Sunday, August 7, 2016

The Kellogg Hotel and Conference Center, Olympus Room

1. The meeting was called to order at 2:08pm.

### Members Present:

Greg Pell, President

Abby Zarimba, Treasurer

Susan Gould, Member-at-Large

Matt DuPrey, Member-at-Large

Melissa Mackey, Social Media Director

Jack Nelson, Special Event Coordinator

Jim Barry, Encore Editor

Bob Rice, Historian

Lynn Brown, Golf Outing

Dale Bartlett, Emeritus Advisor

John Madden, Director SMB

Kevin Sedatole, Director of Bands

Tim Fox, Member Relations

## 2. Announcements

Greg began with the following notes:

- a. the recent passing of former Alumni Band president Michael Klass. The Alumni Band will be playing at his memorial service this coming Wednesday (August 10<sup>th</sup>) in Bay City.
- b. compliments to Jim Barry on the latest edition of the *Encore* – very well done.
- c. asked about recognizing those who were members of the Spartan Marching Band for the 1966 Rose Bowl. This could be done briefly during halftime of the September 24<sup>th</sup> game (the Fall Reunion) and the morning rehearsal.
- d. provided details regarding the band jacket campaign for the upcoming year – information came from Sean Lynch.
- e. would like to put together a hype video for the Alumni Band – for social media and to use as a recruiting tool. John Madden suggested reaching out to specific individuals who the SMB have used – Greg and Matt will take on this responsibility.

3. **Director's Report – Kevin Sedatole and John Madden** (moved up in the agenda to allow the directors to leave early)

- a. Kevin Sedatole talked about the upcoming school year in the College of Music, and that it would be a big year for many of the ensembles – including trips and recordings. This includes the MSU Wind Symphony's selection to perform at the College Band Directors National Association convention in Kansas City, on March 16, 2017. The College has also just hired an additional four composers.
- b. John noted that at this time there was really nothing unusual. Preseason begins in 13 days for the SMB. The only trip for the band during the regular season will be to Notre Dame.
- c. Jack brought up the fact that it has been difficult to get non-SMB music graduates in to the Alumni Band. John noted that Charlene (in the band office) should be providing a list each year of the graduates. Kevin suggested that someone from the Alumni Band should visit a rehearsal to make a presentation to help raise awareness and our visibility. We need a more robust campaign to get information into the hands of students regarding the Alumni Band.
- d. Greg mentioned that the Alumni Band would be playing at a birthday party on August 27<sup>th</sup> at the Huntington Club in Spartan Stadium. John offered to send 30-40 members of the SMB over to play, since they will be rehearsing at that time right across the street. The hosts of the party will be making a contribution to the band jacket fund to reciprocate for the participation of the Alumni Band.

- e. Kevin also mentioned that a representative of the tour company (for the upcoming Alumni Band tour) will be at the Fall reunion. They will be given a few minutes to speak about the tour and provide information.
- f. John noted how many alumni actually play an accordion, and discussed the idea of getting them together with Dr. Simon and Tom Izzo. This topic was brought up because of the anticipated performance at the Fall reunion of Dr. Simon and Coach Izzo (promised from the Fall 2015 reunion). There was some general discussion regarding how we could do this in the future, and if it would be appropriate for a future reunion.

#### **4. Secretary's Report – Tim Fox (for Betty Elliott)**

Copies of the June, 2016 meeting minutes were provided for review. No changes or updates were requested. Abby moved for approval of the minutes, second from Susan. Minutes were approved as submitted.

#### **5. Treasurer's Report – Abby Zarimba**

Abby distributed her report (provided at the end of these minutes). She will still be writing a check for the band jackets for \$1600.00 soon. Otherwise, our funds are up a little over last year, and financially we are healthy. Susan moved to accept the report, and Matt offered a second. The report was approved as submitted.

#### **6. Vice President's Report – Greg Pell (for Mike Scholes)**

- a. Greg will coordinate with Mike on items that need to be completed for the Fall reunion. However, Susan has also offered to pick up many of the items on the list, and will begin work on this soon. A number of the items (i.e. parking passes, contacts with individuals, etc.) need to be taken care of quickly.
- b. Jack mentioned that Kirt Gartside (CEP – our source for shirts) does not need a parking pass. He does, however, need a shirt count the Monday before the reunion (this year that will be September 19<sup>th</sup>). Tim or Nancy will be able to provide this. Kirt also suggested the Alumni Band may want a white shirt with green lettering (opposite of our current green shirt with white lettering) because of the University request for different sections of the stadium to wear specific colors. Although Jack has already told Kirt no, he wanted to run it past the Board for their feedback. It was a unanimous 'no' – that we would stay with our current green shirts.
- c. Gary from Meridian Winds has asked that they be able to set up at Dem Hall at 6:30am for the Fall reunion.

#### **7. President's Report – Greg Pell**

- a. Greg briefly mentioned the jacket campaign and its success
- b. He also noted that Dr. Roy Simon and Coach Tom Izzo would be rehearsing on the accordion for the Fall reunion.

#### **8. Member Relations Report – Tim Fox**

- a. Registration for the Fall reunion has been open for one week, and 54 individuals have registered. We've also received \$1120 in donations, with the largest amount being designated for the band jacket fund.

- b. all of the Alumni Band marching charts, from 1985-2015 (except for 2001) have now been scanned. If anyone needs the electronic version of any of those shows, they are now available.
- c. the items that Cece Falcone gave us to review have now been donated to the University Archives. The items came from Beryl Falcone, and included an assortment of pictures, slides, charts, and miscellaneous items of both the Alumni Band and Spartan Marching Band. They will be added to the Falcone collection at the Archives.
- d. An email was received from Judy Francis, brother of Michael Klass, requesting information on donating to the Alumni Band in memory of her brother. Tim will respond to her with the appropriate information. She also asked if they could donate anything that could be placed on a wall with Michael's name on it. The Board did not have a specific response at this time, but will take some time to consider possibilities.
- e. a list was distributed providing a breakdown of prices to transfer video tape information to DVD's. A year ago Dave Catron supplied a variety of Beta and VHS tapes, along with 16mm film of both the SMB and the Alumni Band. We would like to get that information transferred to both DVD and to .mp4 files that we can use. After reviewing the four quotes, it was decided that we would ask Carl Easlick to do the work for us. His quote was only for the DVD transfer; Tim will verify that he can also provide .mp4 files for us. We will provide a hard drive that can hold the .mp4 files. Jim made a motion to allocate \$1500 for Carl Easlick to transfer the information to DVD and .mp4 files, along with our purchase of the hard drive. Abby supported the motion, and Susan seconded the motion. The motion passed unanimously.

**9. Past President's Report – Greg Pell (for Stacie Detgen)**

No report, although Greg did show off his new Apple phone, as Stacie convinced him to give up his old flip phone.

**10. Event Coordinator's Report – Jack Nelson**

Everything is all set for the Pentwater trip this coming Saturday (August 13th). Dean Transportation will supply a second vehicle in Pentwater to help transfer individuals from the city to the Vernon residence. Jim Kotter will MC for the event.

**11. ListServe Manager's Report – Nancy Nelson (absent)**

No report

**12. Golf Outing Coordinator's Report – Lynn Brown**

Lynn stated that everything is in good shape for the annual golf outing – this year on September 23<sup>rd</sup>.

**13. Social Media Director's Report – Melissa Mackey**

Melissa met with Sean Lynch from the College of Music regarding the use of social media in the band jacket campaign. She is looking for stories from band members (current and alumni) about their band jacket. Also, needed are older pictures - any digital photos of band members wearing their jackets when they were in the band would be helpful for our jacket social media campaign. High resolution photos are preferred, but will accept whatever is available. Her report is at the end of these minutes.

#### 14. Old Business

We had a brief recap of the Spring Concert, and noted how well that event went. It was a tremendous help to share the day with the Spartan Youth Wind Symphony. Dale mentioned that we should be using the success of the day for publicity and recruitment.

#### 15. New Business

##### A. Fall Reunion

1. We want to make sure there is some recognition of the band members from the 1966 Rose Bowl.
2. Jim offered to contact Lesa Nelson to see if she will serve as our photographer again for the Fall reunion.
3. Greg will be contacting former SMB announcer Tim Skubick to see if he would like to be a guest of the Alumni Band, and speak at the morning rehearsal.
4. Jim will take care of the gifts that we give each year to the Alumni Band members who travel the furthest, are the youngest/oldest, etc.
5. There is a lot going on in the morning, and if this is a noon game, the suggestion was made to move up the starting time by 15 minutes (to 7:45am). Changes will be made on the web page, Facebook, and EventBrite to reflect this change.

##### **B. Our next meeting will be November 6, 2016 at 2:00pm, Olympus Room, Kellogg Center.**

C. Meeting adjourned at 3:47pm

Respectfully submitted,

Tim Fox  
(filling in for Betty Elliott)



# MSU Alumni Band Treasurer's Report June 4, 2016 through August 6, 2016

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## Revenues and Expenditures:

Beginning Checking Balance:				\$ 18,290.90
Revenue:	6/17/16	MSU Club of West Michigan (jacket fund)	\$ 500.00	
		Total Revenue	\$ 500.00	
		Sub Total		\$ 18,790.90
Expenditures:	6/4/16	#1302 - T. Fox Phone & Misc. Office	\$ (182.91)	
	6/10/16	#1302 - A. Zarimba Sp. Reunion Directors' Lunch	\$ (57.75)	
	6/10/16	#1304 - A. Zarimba June Meeting	\$ (109.74)	
	6/26/16	#1305 - J. Kressler Fall Reunion Arrangements	\$ (200.00)	
	7/24/16	#1306 - K. Hopkins - Summer Encore	\$ (375.20)	
	8/6/16	#1307 - S. Wulff Fall Reunion Perc. Arrangments	\$ (400.00)	
		Total Expenditures	\$ (1,325.60)	
		Total Checking Balance		\$ 17,465.30
Current Bank Balances:				
		Certificate of Deposit (0.20%)	\$ 6,065.60	
		Checking Balance	\$ 17,465.30	
		Total Cash Available	\$ 23,530.90	

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Respectfully Submitted, Abby Zarimba, Treasurer  
August 7, 2016

*Abby J. Zarimba*

# MSU Alumni Band

## Social Media Report 8-7-16

### Band Jacket Giving Campaign:

We will be doing a band jacket donation campaign again this year, with help from Sean Lynch in Development. During the length of the campaign, we'd like to do weekly Alumni Band Facebook posts (cross-posted from Twitter and Instagram) of very brief stories from alumni talking about what the jacket means to them. I will write/wordsmith these stories, we just need to know who has stories to tell. We will probably need at least 5 stories, but could potentially post up to 12.

It doesn't have to just be about the pride of owning the jacket. It could be an interesting story about a patch, or even maybe a stain associated with a distinct memory from their time in the SMB. For example, the guy whose jacket was destroyed by blue and yellow paint while guarding the Sparty Statue, Andrew Schneider, I believe. Not only did he benefit from lower out of pocket cost for his jacket through recent private support, but jacket funds were also used for a replacement since the original one was destroyed "in the line of duty" so to speak. That would make a very impactful story.

John Madden put out the call to a few current SMB members, but we have not heard anything yet. I will try to talk to current SMB members during the Pentwater event to see if they have any stories, or if they know anyone who has one. We need to also reach out to alumni to see what they have.

In addition, I have the following message from Sean:

Specifically I would like a good "Hero Image", which is the banner image that goes across the top of the page <http://givingto.msu.edu/crowdpower/smb-jacket-fund.cfm> This one we used last year might give the impression that we are fundraising for uniforms and not the jackets. The photo needs to be at least 1903px b 450px.

Otherwise I would welcome other (hi-res) photos of folks wearing their jackets especially if they are from back in the day. We have a decent amount of pictures of Alumni Band wearing their jackets at past reunions, but what I'd really like is photos of them when they were current members to reinforce that this is a long standing tradition.