

**MSU Alumni Bands**  
Alumni Band Executive Board Meeting Minutes  
2:00 p.m. Sunday, March 12, 2017  
The Kellogg Hotel and Conference Center, Olympus Room

**REMINDER:** The next Board meeting will be 2:00 p.m., Sunday, June 11, 2017

1. The meeting was called to order at 2:18 p.m.  
**Present:** Jim Barry, Dale Bartlett, Stacie Detgen, Betty Elliott, Tim Fox, Melissa Mackey, Jack Nelson, Nancy Nelson, Greg Pell
2. **Secretary's Report – Betty Elliott** The report was approved as submitted.
3. **Treasurer's Report – Abby Zarimba** Abby was absent due to illness but communicated that there had been no recent activity.
4. **President's Report – Greg Pell**
  - a. The Winter Downriver Tailgate was a great success with approximate 1200 attendees. The musicians were very well treated and a check for \$500 was received for the Band Jacket Fund.
  - b. Greg has not yet heard from, or met, Sean Lynch's replacement.
  - c. The Band Jacket fund is doing wonderfully.
  - d. Kevin was extremely grateful for the \$2500 donation for the Kansas City performance. The same concert will be played here (date to be advised) and any band alums in attendance will be publicly recognized.
  - e. Greg obtained a copy of the SMB Handbook, which does address conduct issues. Jack will copy. Parts can be included in communications to alums and future performances.

Greg's report was approved as submitted.
5. **Vice President's Report – Mike Scholes** was not in attendance.
6. **Directors Report – No Band Directors** were in attendance.
7. **Member Relation's Report – Tim Fox**

Tim reported that he had received a letter from Dr. Forger expressing thanks for the \$2500 donation for the Kansas City concert, but also expressed just how impressed he was that a donation in this amount had been given. Tim's report was accepted as given.
8. **Past President's Report – Stacie Detgen**

Stacie reported that she is trying to get music for the spring concert from alternative sources as she has not heard from the Music Department. She will working on getting all music scanned. Nancy and Tim offered to help. Stacie's report was accepted as given.
9. **Special Events Coordinator's Report – Jack Nelson**

- a. Jack reported that he has received a request for the Alumni musicians to perform at the Grandparents Day. This would be a 7:30 p.m. performance lasting approximately 30 minutes. This event typically has an attendance of 1200. It was agreed that we would try to get a group together (with adequate instrumentation). Jack will get back to the lady making the request.
- b. Jack reported that neither he nor Stacie had heard from the tour manager. The will make another attempt to reach her, indicating the need for exact itineraries and other details of the tour for publishing on our website as well as other publications.

Jack's report was accepted as submitted.

#### 10. List Serve Manager's Report – Nancy Nelson

Nancy requested information for the next e-mail blast. The group decided to delay the next e-mail blast a little while, until such time as the next *Encore* is ready, tour band details are finalized, the spring concert music is ready and the spring green and white game (possible participation) details are final. Report approved as submitted.

#### 11. Golf Outing Coordinator – Lynn Brown (not in attendance)

Dale reported that the fall outing will be the usual day prior to the football game festivities, September 29<sup>th</sup>.

#### 12. Social Media Director's Report – Melissa Mackey (see attached Report). Report accepted.

#### 13. Old Business

- a. Jim Barry reported:
  - 1) The draft of *The Encore* has not yet been approved by Kim. Jim will contact her tonight. It contains lots of good material and pictures. Pictures are getting a lot easier to obtain and work into the newsletter. We're making lots of good relationships as well.
  - 2) The Catron archive project is now complete. We need now to decide what to do with all of the transfers (i.e. our own You Tube site; donate a copy to the MSU archives; sell copies and donate profits to the Band Jacket fund).
  - 3) Anyone having suggestions for new tunes for pep bands, please send to Jim. We can get new short arrangements, via Kressler, Madden and/or grad students.
- b. Senior Pins – Tim reported he has plenty in stock.

- c. Web Master – Stacie spoke with Brad Halls. He feels he is being fairly compensated. The group discussed deadlines and timelines. It was suggested that we give Brad deadlines where appropriate and track when completed to make Brad’s job easier and for others within our group to have deadlines for future web materials.

**14. New Business**

a. Spring Reunion

- i. Brunch has been arranged.
- ii. Morning coffee still needs to be arranged. Greg will contact his daughter-in-law (Starbucks).
- iii. Checks need to be processed for the scholarship students.
- iv. Jim will ask his wife to act as photographer
- v. Tim is almost ready to post details and registration via EventBrite

b. Fall Reunion - September 30, 2017

- i. Tim requested that he have all music by July 22<sup>nd</sup>. However, selections can’t be made until after the SMB leadership meeting. Jim indicated he would hope for a theme with highly recognized tunes.
- ii. EventBrite registration will be 8/1 through 9/9. Late registration will be 9/10 through 9/2. No late registration the day of the reunion.

c. The next meeting will be held on June 11<sup>th</sup>, with approval of the full board.

d. The meeting adjourned at 3:41.

Respectfully Submitted,

*Betty Elliott*

# MSU Alumni Band

## Social Media Report 3-12-17

### Social Media Stats:

- Facebook
  - 1,393 likes – up from 1,386 in January
  - Post with the most reach: Share of a College Marching Bands article on “15 Signs You Were In A College Marching Band”
    - Reached 3,887 people
    - Received 520 clicks and 101 comments, shares, and reactions (likes, loves, etc.)
  - Other popular posts:
    - Shared article about Barry Greer – reached 3,595 people
    - Winter tailgate post & photo – reached 1,753 people
  - Live events:
    - FB Live video of the Spartan Brass at the President’s Brunch
- Twitter
  - 49 followers as of 3/10/17, up from 47 in January
  - 7 tweets posted since January
  - Top tweet: Retweet of a College Marching Bands tweet about band members injured in a Mardi Gras parade
    - Seen by 3,477 people
    - 41 engagements (likes and retweets)
  - Top tweet for engagement: Tweet to College Marching Bands about the Spartan Bones, in response to their tweet about the Washington State bones – 54 engagements
- Instagram
  - Haven’t focused on this channel due to low follower & engagement counts

**Note:** We received some negative feedback about the date change to the Fall Reunion. People expressed concern that they had already booked non-refundable hotels based on our initial post. We responded that the change couldn’t be helped – but should keep this in mind for the future in terms of sharing dates well ahead of time.

**On a positive note:** Content from College Marching Bands has been a great source for us to keep our followers engaged during the “slow” time when we don’t have any events or news to share. They’ve consistently shared our content, too.