



MSU Alumni Band

Alumni Band Executive Board Meeting Minutes

2:00 p.m., Sunday, July 28, 2019

The Kellogg Hotel and Conference Center, Olympus Room

1. **Call to Order/Announcements:** The meeting was called to order at 2:01.

Members Present:

Greg Pell, President

Steve Boughton, Vice President

Betty Elliott, Secretary

Dr. David Thornton, Director of Bands

Abby Zarimba, Treasurer

Susan Gould, Member at Large

Tim Fox, Member Relations

Melissa Mackey, Social Media Director

Lynn Brown, Golf Outing Coordinator

Nancy Nelson, List Serve & Data Base Mgr.

2. **Reports:**

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

- a. David reported he has been working on the parking. We have been approved for two lots on the day of the game. One will be \$30 and the other further away for no fee. Early parking will be allowed on Saturday. He will send an e-mail to the group with all details, which Tim, Nancy and Melissa will distribute to all via an E-mail blast, EventBrite and social media.
- b. He passed around the new patch which will be given to all those registered along with SMB members. It still needs a few tweaks but looks fabulous.
- c. Two golf carts will be available for those needing it the day of the game.
- d. Music and Charts: The music is almost done with percussion parts not available until closer to the reunion. Most will be old school charts, but David will work on a short video tutorial for the newer charts if needed.
- e. He passed along a request from Kevin asking if we would be willing to provide a hotel room for Dr. Whitwell, as well as split the costs of music rights as we did last year. Group agreed to both requests.

B. President's Report – Greg Pell reported on the following:

- a. Greg reported on the cost estimates for the Fall Reunion Friday night Social. While the costs were higher than anticipated, they are in line with a number of similar vendors. We will count on the College of Music for a contribution but approved the expenditure regardless. David and Greg will discuss this further with Kevin.
- b. Kirk Gartside from Custom Embroidery Plus has been in contact with Greg indicating he would be willing to do a new line of 150th commemorative items. All agreed this would be great and will discuss later the idea of possibly raffling a set or individual items. Greg is waiting on the final art work.
- c. A reminder of the Tim Staudt Sparrow Children's and SMB Fundraiser Concert on September 8th. Everyone planning to attend should send in their own individual ticket request and payment and request to sit at the same table as other Alumni Board attendees.
- d. A request was made for a group to play at a wedding in Traverse City. Greg made the decision to regretfully decline.
- e. Jacob McCormick has put his history book on temporary hold.

- C. Secretary's Report: Betty Elliott's report was approved as submitted with the following changes:
- a. Section C – 2500 should be changed to 1500.
 - b. Section Dd – Change “Abby, along with others” to “It was”.
 - c. Section Fb – Change “Michigan Alumni Office” to “Mid-Michigan Spartans.” Change “their recent meetings” to “the MSU Alumni Office meeting”.
 - d. Section Fc – Change “July, 2020” to “July 2, 2020”.
 - e. Section 3a – Second line, change “Event Brite” to “All Social Media sites”.
 - f. Section 3bv – Change “Tim . . .” to “Steve will talk to Megan Thoma to see if she has any ideas for volunteer management and/or if she would be interested in coordinating all of the volunteer activity.”
 - g. Section 3d – Change last sentence to “Whitney also expressed interest in taking on the Secretarial position sometime in the future, and offered to cover for Betty in her absence during the next term”. The slate of officers as reported in the minutes will continue to list Betty as secretary.

Betty offered apologies for the number of corrections/changes needed.

- D. Treasurer's Report: Abby Zarimba indicated there is no report for this meeting.
- E. Encore Report: – Greg reported for Jim Barry indicating he postponed sending *Encore* materials to Kim for publishing due to the number of Fall Reunion changes. It's currently scheduled to go out the first week in August.
- F. Member Relations Report: – Tim Fox reported as follows:
- a. Harvey Benstein, an alum currently living in Texas, wants to “volunteer” as a manager for the fall reunion (he will be attending).
 - b. Tim provided a detailed report listing all volunteers needed, basic job descriptions and times needed.
 - c. Tim indicated the need to be consistent on the usage of our name. The official name is “MSU Alumni Band”. Tim and Melissa will confirm it is used correctly on Event Brite and social media. Tim coordinated with Jim to make the necessary *Encore* changes.
 - d. There are currently 255 Fall Reunion registrations received (210 marching), with 9 recent new grads and 5 drum majors, with several weeks left for registration.
- G. Social Media Report – See Melissa Mackey's report at the end of these minutes. The group praised all of Melissa's efforts in keeping the sites fresh with continuous new photos.
- H. Past President's Report – Stacie Detgen was not in attendance.
- I. List Serve and Data Base Manager's Report: Nancy Nelson reported as follows:
- a. Madison Dugan sent Nancy all the information about the Detroit Public Schools musical instrument evaluation volunteer program, which Nancy will publish in an e-mail blast.
 - b. The e-mail blast will also include information on the golf outing, the Tim Staudt concert, and the commemorative merchandise.
 - c. Nancy talked with Terry Person regarding the various legal questions, insurances, etc. Terry will be getting back to Nancy with our needed information.
 - d. Nancy has concerns and questions about the I Modules as it relates to e-mails. Everyone wanting to be involved in this prospective change can meet with Steven Kaatz and Steve Boughton for answers and clarity.
 - e. The Legacy project video interviews, which took place at the Nelson's, with Henry, Dale and Greg went very well. Kevin and David were also in attendance sharing stories about uniforms, trips, etc. The video is now in the editing stage.

- J. Golf Outing Report: Lynn Brown reported that many past participants are extremely happy that this 21st Annual year of the Gold Outing will be happening. The outing will again be held at Oak Lane in Webberville. Both Lynn and Dale have come to the conclusion that they will be heading this event until they drop dead.

3. Old/New Business –

- a. Fall Reunion – see all previous reports/discussion.
- b. Greg reported that we will again be participating in the MSU Crowd Power campaign site on behalf of the Jacket Fund.
- c. Steve will work on getting more recent photos for Melissa’s use on social media and for Jim’s use in *The Encore*.
- d. Next Meeting: The next meeting will be September 15th at 2:00 at the Kellogg Hotel and Conference Center Olympus Room.
- e. The meeting adjourned at 3:26.

Respectfully Submitted,

Betty Elliott

Board Secretary

MSU Alumni Band

Social Media Report 7-28-19

FB Ads Results

- Reached 1,306 people an average of 15 times since ads launched in early June
- 450 clicks through to the Alumni Band/EventBrite website at a cost of \$0.49
- Spent about \$220 total so far out of \$500 budget

Social Media Stats:

- Facebook
 - 1,742 likes – up from 1,692 in March
 - Post with the most reach: Fall reunion updated schedule
 - Reached 1,643 people
 - Received 572 clicks and 200 comments, shares, and reactions (likes, loves, etc.)
 - Other popular posts:
 - Izzo donation
 - Live events:
 - None
- Twitter
 - 151 followers as of 7/27/19, up from 148 in June
 - 2 tweets posted since June, plus retweets
 - Top tweet: Fall Reunion registration announcement
 - Seen by 680 people
 - 80 engagements (likes and retweets)