

SC Gamma Alumni Association Meeting Minutes 2/7/21

Participants: T Walker, P Weeks, J Hunter, C Barron, T Cleveland, D Brown, J Douglas, A Stefanic, D Kochamba, K, C Cribb, C Bowman, R Marosy, K Peeples

Next Meeting:

- February 28, 2021, 1:00 p.m., Terry's porch
- Founders Day facility and equipment check, Dry Run after check: 2/17/21, 5:30 pm at Lodge (C Cribb, J Hunter, Zoom Call Presenters)
- Founders Day Zoom Call, 3/6/21, 4:00 – 5:00 pm at Lodge

1/24/21 Meeting Minutes Review: approved as written

**Please review minutes below and advise K Peeples on any additions or corrections needed

Club Finance Reports (T Cleveland) – no changes from previously reported activity 1/24/2021

Alumni Association Awards

PDT Vehicle Decals (119), \$150 Membership Level Shield Pins (30 count) – Terry reviewed mailing options and plans to divide and conquer mailing responsibilities. **T Cleveland** and **C Cribb** will take lead roles, assemble other brothers as needed for tasks to complete mailing. A thank you note from Alumni Association will be included in all envelopes.

Association Brand Example

Terry provided a letterhead example for our Alumni Association so we can establish a brand to title NewsFlash and Newsletters and any other Association business. Terry also will send example "Photoworks" electronically so all can modify or adapt. Please send adaptations or modifications directly to Terry.

Association Top 10 Goals 2021

All Board members and advisors... please send your list directly to **K Peeples** Tiger77paw@aol.com for sorting into like areas for review at next meeting.

SC Gamma Alumni Association "NewsFlash" and "Quarterly Newsletter" Subject templates for "Quarterly and Monthly News Flash" have been sent to Board and advisors for upgrades., comments. New editions of NewsFlash and Newsletter will be reviewed by Board and Advisors for final approval prior to sending to PDT distribution lists.

R Marosy named as Quarterly Newsletter Editor – Ryan to build his team and assign subject needs to other brothers, collect, and edit section input. Ryan to provide suggested dates and calendar for draft assembly for each quarterly edition.

C Bowman named as monthly NewsFlash editor. Chris to build his team and assign subject needs to other brothers, collect, and edit section input. Chris to provide suggested dates and calendar for draft assembly for each monthly edition.

T Cleveland named editor for Chapter Grand Newsletter section.

Terry emailed an Oracle Newsletter as a good reference for future Newsletters. Includes articles regarding brothers, accomplishments, births, feature specific brother profile articles. E.g. Anthony Poole (health care provider Covid 19 resources). Consider multi-state, NE, Mid-Atlantic regional interest features.

Terry will continue to work on Association Vision statements updates.

Alumni News Distribution Technology – D Brown

Alex Stefanic has been added as a co-leader with Doug to support Mail Chimp technology. We need to choose best available technology (Mail Chimp, Constant Contact) to process, communicate and send to our membership. Constant Contact costs are \$45/month, \$378 per year. D Brown will investigate Mail Chimp features and costs and report back to Board with recommendation. Compare and contrast vs. Constant Contact is needed. Include links to Scroll, Newsletter archive, etc.

Board decided to continue to use the free version of Mail Chimp at least through the next Quarterly Newsletter.

Mail Chimp feedback on NewsFlash mailing... 737 recipients targeted, 729 delivered, 8 bounced, few unsubscribed. Need a Bond # review to validate contact info. Plan to request a separate survey to validate contact information.

Buddy also reminded Board members to follow up with their contact list to phone and validate contact information. Please send updated information directly to Buddy for our "masterlist".

Website Additions Doug has added new features on website to provide archive historical page, Sections, History, Photos, Pledge Class photos. Dougie provided a website address for all TAPS editions as photo resource. Link will follow from Doug for participants

Founders Day Prep

- Presentation equipment and sound check at Lodge 2/17/21 at 5:30 pm. (D Brown to Beta test, C Cribb, J Hunter). C Cribb has projector, camera, polycom.
- Dry run presentation to commence on same date at Lodge after equipment check.
- Terry to provide outline and timing for speakers, Terry, D Brown, J Douglas, S Kent.
- Doug to contact Steven Kent to update event prep and his role at Zoom call.
- Terry to load all presentations on his computer for easy flow and transitions. C Cribb may assist with technology and functionality, audience questions etc.
- Dry run date and time announced as same time for equipment check
- Expectations are that we will connect with 200+ brothers at Zoom event
- Don't forget cameras/phone to get photos of event.
- C Cribb suggested video of Zoom call to post on website
- Some thought given to RSVP note to membership to get attending level interest - D Brown

October 1, 2021 Golf Outing D Kochamba updated arrangements at Boscobel and all agreed with his proposal to raise participation fee to \$125. Proposal accepted to use Eventbrite .

Dave will work on a "save the date" announcement for the golf tournament and work with Doug to send out to our distribution list.

Dave will also work on some goals for the 2021 golf outing.

Dave plans to increase the alumni golf fee to \$125 per person which will give us more breathing room on the budget as the cost of gold, food, and goodies has risen over the years without an increase in our entry fee. This increase will likely also pay for the cost of insurance for the date of the event- I will look into this further. I'll also look into potentially using a signup like Evenbrite (thanks Alex) to make signup/payments/tracking etc a little easier this year.

Zoom Account Decision -Options and cost for account were reviewed (\$200 - \$3000 per year depending on features needed. J Douglas to check with Alumni Foundation on potential to use their account to connect.

Reflections

Good meeting. Saved time at front end with abbreviated Meeting Minute Review and allowing specific follow-up questions that required feedback from participants from previous meeting notes.

