

# University of Georgia Redcoat Band Alumni Association

## Board Meeting – February 7, 2006

In Attendance:	From UGA:
Lee Butts	
Linda Butts	David Romine
John Colegrove	
Marion English	
Lyn Olliff	
Deron Pardue	
Laura Moates Stanley	
Amber Weldon-Stephens	
Rebecca Willoughby	
Charles Woods	

The meeting was held at O'Charleys and started at 6:30 PM.

Presiding Officer: Marion English

The minutes from the November 29, 2005 meeting were reviewed.

**Motion: Moved that the minutes be approved. (Moved by Laura Stanley, seconded by Amber Weldon-Stephens) Passed unanimously**

### **Treasurer's Report – Lee Butts**

For the months of November, 2005; December, 2005; and January, 2006 there were 80+ visits a day to the Redcoat Alumni Band web site. At the last meeting the Board decided it wanted to have a listserv that could be used to send e-mails to Redcoat alumni. Since that meeting we have contracted with a service at a monthly fee of \$30.00. In the first mailing 1,895 e-mails were sent out. Out of those e-mails, 738 were opened, 216 were clicked through, 41 of the people that received the e-mail downloaded the Redcoat Alumni donation form, and 4 people opted out. There were 525 e-mails that were returned. A microsite explaining the Dedicated Practice Field Campaign has also been set up.

The current balance in the Homecoming 2005 account is \$1,610. We still owe money for the buses used during Homecoming 2005.

The second order of Christmas ornaments is due to arrive February 15. The checks for those ornaments have not yet been deposited. They will be deposited when the order comes in. The checks that were received do not include money for shipping. The people that ordered the ornaments were told that they would have to pick up the ornaments in Athens or Alpharetta.

(A copy of the Treasurer's Report is attached to the minutes.)

## **Redcoat Band Practice Field**

The proposed Redcoat Band Practice Field was approved by UGA administrators in December, 2005. Shortly after getting approval for the practice field the following motion was made by Lee Butts. It was sent by e-mail to all Board Members. The members were asked to vote for or against the motion by e-mail.

**Motion: Moved that the Redcoat Band Alumni Association Board honor the 35 years of contributions to the Redcoat history and heritage by naming the new Dedicated Redcoat Band Practice Complex the following: The Roger and Phyllis Dancz Practice Complex. This action will honor their 35 years of loyalty and contributions given to students that participated in the band and auxiliary units. The Dancz's heritage, through students, has elevated the level of music and auxiliary performances on a national level. This action provides the framework for many more naming opportunities for major donations to make various elements of the complex a reality (i.e. – the field, exhibition stadium seating, lighting, instrument storage and facilities). (Moved by Lee Butts, seconded by Linda Butts) Passed unanimously**

Lee Butts was commended for all the work he did in getting the Practice Field proposal approved by UGA administrators. Marion English, Lee Butts, and David Romine have met with the architects and the process of determining a site for the practice field has begun. The next meeting with the architect will be February 13. It has been determined that the cost for the design phase of the project will be around \$10,000. The projected overall cost for the practice field is around \$3 million dollars.

## **Fundraising**

John Colegrove will be in charge of fundraising. John told us tonight that fundraising needs to start with the Board. The Board cannot go out and ask for support from other Redcoat alumni if we have not supported it. John suggested that each Board member should start thinking about how much he/she is going to donate to the project and have a pledge ready by the next meeting. John will be working with Jeff Delk on how to raise funds.

**Motion: Moved that at the next meeting each Board member make a monetary pledge for the project. (Moved by John Colegrove, seconded by Lee Butts) Passed unanimously**

One of the first things that needs to be done is to put together a list of people who we can ask for a donation. John asked that by the next meeting each Board member come up with the names of 5 people that they can ask to make a donation. Various ways of raising money for the project were also discussed. One idea is to develop merchandise that can be sold at the Bookstores. This

would be a great way to get the University as a whole involved. Another idea is to sell bricks with the donor's name on it. The bricks would be used in the building of the complex and would be in a location where the donors could see their brick.

**Motion: Moved that we raise \$10,000 by June 1. (Moved by John Colegrove, seconded by Laura Stanley) Passed unanimously**

Jeff Delk is going to set up a meeting for March 8 from 6 PM to 9 PM at the Alumni Center at the Atlanta Financial Center. The purpose of the meeting will be to develop a list of potential donors and decide who will be responsible for contacting those donors.

### **Development Committee Report – Database Status/ Donor Screening/ Contacts**

There are just under 3,000 people in the Redcoat Alumni database. Linda Butts now has a UGA account so she can get monthly updates from UGA's master fundraising database. This database has current e-mail addresses and regular addresses for each person in the database. Using this database will allow us to have accurate addresses when we do our mailings. This database along with the listserv and web site will enable us to do a better job of staying in contact with Redcoat alumni. A list of lost Redcoats is also kept on the web site. Other Redcoat alumni can access this list and update it if they know the address of one of the lost alumni.

### **Old Business/New Business**

Dr. Romine updated us on the China trip that the Redcoat Band will be going on May 14 - 29. They will be going to 8 cities in 15 days. They will be sightseeing and performing in each city. Two of the cities they will be visiting are Beijing and Shanghai. There are 319 Redcoats going on the trip. They will be traveling across China by train, bus and plane. The Chinese government is supporting and encouraging the beginning of marching band programs in China. The Redcoats are going to be the group that is first associated with this activity. No collegiate marching band has ever marched in China before. There will be television coverage in each town and there will be billboards advertising the performances. Each performance will last 1.5 hours. The shows will consist of the band marching in doing the chant, a pre-game show, a half time show, and section features. The Chinese army has given the band musical arrangements for some of the more popular Chinese songs so they will also be playing these songs during the performances. Tom Jackson will be the announcer and he will explain what the band is doing during each part of the performance. There will be an interpreter to translate it for the Chinese people.

A motion was made by Lee Butts that the Board send a letter of recommendation for Dr. John Culvahouse for the position of Director of Bands at UGA.

**MOTION: Moved that the Board send a letter of recommendation for Dr. John Culvahouse for the position of Director of Bands at UGA. This recommendation is made because of the performance quality and continuity he has brought to the bands at UGA as the interim Director of Bands. (Moved by Lee Butts, seconded by John Colegrove) PASSED UNANIMOUSLY**

Dr. Romine will be talking to the Athletic Department about the upcoming fall football season. During that meeting he will request tickets for Homecoming 2006. The Board decided to have him ask for 400 tickets for performing Redcoat Alumni and 500 tickets for purchase by alumni families. It was also decided to request seats on the lower level.

### **Next Meeting Date**

The next meeting will be Tuesday, April 18 at the O'Charleys location on Lawrenceville-Suwanee Road in Lawrenceville.

The meeting was adjourned.

Respectfully submitted,

Lyn Olliff, Secretary

Attachments:  
Treasurer's Report

## Treasurer's Report – Lee Butts January 7, 2006

### Goal: Improved Communication with Alumni and Friends

#### 1. Web Site Activity – “80+ visits per day”

RedcoatAlumniBand.com - Summary by Month						
Month	Daily Average			Monthly Totals		
	Pages	Visits	Visits	Pages		
Jan 2006	276	78	2423	8568		
Dec 2005	310	86	2684	9615		
Nov 2005	483	89	2672	14499		
<b>Totals</b>			<b>7934</b>	<b>33368</b>		

#### 2. New Email/Tracking Capability

- Contracted with monthly service – per Board direction
- \$30 to \$50 per month, based on numbers of members
- EOY Email – 1,895 emails sent, 738 opened, 216 clicked through, 41 downloaded the donation form (19% of “click throughs”), only 4 opted out
- 525 bounces
  - 312 Non-existent Addresses, 83 Undeliverable, 8 Mailbox Full, 104 Other, 18 Blocked
- Jeff Delk to report dollar response

#### 3. MicroSite explaining Dedicated Practice Field Campaign



### Goal: Accurate Accounting for Funds

#### RBAA Homecoming 2005 Account

- Current Balance \$ 1,610
- Still owe for bus transportation - accrued