

University of Georgia Redcoat Band Alumni Association

Board Meeting – October 24, 2006

In Attendance:	From UGA:
Melissa Bishop	David Romines
Lee Butts	
Linda Butts	
Chris Clark	
Joan Clark	
John Colegrove	
Marion English	
Laura Stanley	

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

Presiding Officer: Laura Stanley

The minutes from the August 28, 2006 Board meeting were reviewed.

Motion: Moved that the minutes be approved. (Moved by Lee Butts, seconded by Joan Clark) Passed unanimously

Treasurer's Report – Lee Butts

As of tonight's meeting, the following Alumni fundraising totals are:
2006 Redcoat China trip ornaments – 68 sold = \$884 benefiting the Redcoats
2005 First edition ornaments – (re-order) 35 sold = \$455 for the Redcoats
2006 Alumni T-shirts – 93 sold = \$380 (net) for the Redcoat organizations

In September, the website averaged 106 visits per day, while in October the daily visits increased to 202, illustrating that Redcoat alumni are re-focusing their source of information about Homecoming to the Internet. The online survey has produced many compliments and "thank you's" plus suggestions to improve on each year's memorable event. A complete list is included with the Treasurer's Report (attached to minutes).

Homecoming 2006

Next, a recap of the various homecoming efforts took place (in order of the meeting agenda):

Final numbers: 467 registered performers; 503 family participant tickets sold

Reflector: Karen Ungar handled writing, Georgian Press handled printing, Athens Mailing Service handled postal services (coordinated by Linda Butts). The cost differential between having the mailing automated versus having the Board meet to affix labels and stamps was only \$20. Reflectors were mailed pre-sorted first class postage, so that returns would help clean the alumni database. As of tonight, there have been 247 returned Reflectors, from a mailing of 2,728. Reflector emails were sent out by Lee Butts, and there has been a huge response from alums to update their own information on-line, and to sign up to receive future Reflectors via email.

Event: Joan & Chris added that there would be enough time to include a BBQ event between rehearsal and pre-game performance, even with an early 12:30 game for Homecoming 2007. Inclement weather could produce a challenge, but they were going to contact the Tate Student Center now to reserve the GA Hall. Discussion then took place about the 2007 football schedule and which game would be designated Homecoming (unknown at this time). It will be either the Sept. 29th Ole Miss game or the (more likely) Nov. 3rd Troy game.

Registration: Registration went smoothly using the same organization and check-in procedures as in 2004 and 2005. One change for marching assignments is to post them on the website at least one week in advance, letting participants go on-line to check ahead of time. List should be alphabetical on-site at registration, not by instrument.

Ornaments: With 68 of 120 ornaments remaining for the 2006 China Trip ornament, they will be posted on the web site for sale (current Redcoats have had sufficient opportunities to purchase them). If checks are submitted to the Treasurer, then ornaments will be available in the band room the weekend of the Tech game. Otherwise, shipping costs of \$10 will need to be charged to break even.

T-Shirts: Compliments to Melissa for single-handedly coordinating this first-time-ever fundraising event, and multiple thank you's to Amy Brown for the most creative graphics and perfect production-ready artwork. All coordination took place via email. Next year, it was suggested to have the design posted in July.

Instruments: Had to borrow some percussion instruments from Oconee County. For next year, add a field to the database to denote "Marching Instrument" (e.g., Amber was listed as Saxophone, not Drum Major). Also, percussionists need to have a way to submit their preferred instrument.

Rehearsal: Great to have the rehearsal assistants this year. Discussion took place about having rehearsal times changed: Redcoats practice first, alums

second, but this could hinder the proposed BBQ event between rehearsal and showtime.

Stadium Entry: Some field security staff were not knowledgeable about entering the field. However, all field management personnel had been advised about nametags for admittance, etc.

Music: Much discussion took place about music choices. Lee showed a mpeg file of the Alumni Band intro (looked great). Suggestion was made for Tom Wallace to write a medley that Alumni Band will use over and over each year. Possible music inclusions for the medley are: Bulldog Medley, Georgia on My Mind, Tara's Theme, Glory-Glory (Dixieland), Hail to Georgia. Marion will contact Tom Wallace about this.

New Business:

Amber is rotating off the Board, after fulfilling her term as President, and then as Past President on the Board.

With Laura ascending to her role as President, Marion becomes the Past President. The Board discussed the position of Vice President / President-Elect and, per the by-laws, voted John Colegrove to the office (motion by Marion; seconded by Laura; passed unanimously).

David Romines announced two new China Trip commemoratives: a new bi-lingual "coffee table" book sponsored by the Chinese hosts, hopefully printed by Christmas and a DVD (email announcement coming soon from Ron Levitt).

Next Meeting Date

The next meeting will be Tuesday, January 9, 2007, at 6:30 PM at the same O'Charleys location on Lawrenceville-Suwanee Road in Lawrenceville.

The meeting was adjourned.

Respectfully submitted,

Lyn Olliff, Secretary
(by Linda Butts for Lyn)

Attachments:
Treasurer's Report

Goal: Improved Communication with Alumni and Friends

1. Web Site Activity - Homecoming Season

Performers: 468 registered
Family Participants: 503
Postcard

Pictures and Clips
Survey
Reflector & 3 Emails

Summary by Month	Daily Visits
Oct 2006	202
Sep 2006	106
Aug 2006	87
Jul 2006	93
Jun 2006	83
May 2006	120
Apr 2006	161

2. Web Site Homecoming Survey Results

Survey Suggestions:

- Event like previous year's – an informal gathering in a music building? or even on a lawn somewhere to share photos, take new pictures, etc.
- A less expensive "after the game" gathering ... maybe back in the bandroom like in years past.
- I would definitely be interested in an after the game event. I understand that this would be a fundraising event, but I have been really put off by the cost (\$25 per person is too expensive).
- The after party!! It's so hard to catch up with everyone on the field.
- I thought everything went incredibly well! I like the idea of the alums marching in with the current Redcoats!
- Alumni Band members could perform at the Dawg Walk/pep rally with the Redcoats! Send us any extra music and those that want to learn it and play before the game can.
- Morning practice was very confusing. A little more explanation of the show and also logistics of the game would have been nice.
- I think part of the lack of participation for the post-game event had something to do with the early reporting time (6:30am), which makes for a very long day.
- The Alumni participating in the Dawg Walk is a neat idea. It could be optional for those who wish to participate. The music for that could be available for download like the other songs.

- Would love a shuttle from the stadium back to the bandroom or wherever the after party is.

Survey Liked Best:

- The "real" rehearsal
- Playing pre-game was of course very fun.
- It's readily apparent how much work you all put into Homecoming, and it's greatly appreciated! You guys seem to get better at it each year.
- The current Redcoats and Staff are also extremely kind, welcoming, and gracious.
- Seeing old friends and being on the field at the game.
- It is our new family tradition and I just love being there.
- Is there any possibility of the Redcoats negotiating a hotel or somewhere to stay for those of us who come?
- Wear black pants instead of khaki. They're even more slimming.
- At some point in the show, I think it would be great to make a 180 turn (in place!) and play "Glory" to the current Redcoats and students. Or, add the endzones too and play "Glory" four ways!
- I think a more informal event such as a picnic and/or something more family friendly would generate more interest. I think anything over \$10 per person is too expensive, especially with families. Between \$5 and \$7 would be best.
- Playing between the hedges, of course! :-)

Survey Liked Least:

- Glory in E-flat
- I liked the early morning the least; however, I realize that cannot be helped or changed. The awesome breakfast certainly makes up for the early hour!
- The seats were again not at all what any of us would have liked, but I know you have no control over that, and maybe we should be grateful for the opportunity to bring our families at all.
- The seating, the early start time.

Goal: Accurate Accounting for Funds

RBAA Homecoming 2006

- 68 2006 Ornaments delivered = \$884 benefiting the Redcoat organizations
- 35 2005 Ornaments delivered = \$455 benefiting the Redcoat organizations
- 76 2006 T-shirts delivered = \$380 benefiting the Redcoat organizations

UGA Alumni Association Participation

The UGA Alumni Association participated at Homecoming by providing another welcome banner and staffing a booth that gave Lamar Dodd prints for new members to the UGA Alumni Assn. They have agreed to assist the RBAA Homecoming efforts with \$750. This will help underwrite the cost of mailings and supplies.