

MINUTES

Cal Band Alumni Association Council
May 14, 2005
BRH, Berkeley, California

Call to Order 10:08 am by Erin Proudfoot

COUNCILORS

Erin Proudfoot ('92 clarinet), Richard Powell ('96 trombone), Rune Stromsness ('90 mello), Andrew Capule ('95 trumpet), Mark Proudfoot ('92 trombone), Juliette Bettencourt ('76 clarinet), Dorothy Proudfoot ('92 baritone), Allen Santos ('95 alto), Jerry Taylor ('66 glock), Carol Suveda ('81 SMA, UC Chorus), Andy LaBatt ('90 tenor), Sara LaBatt ('92 trombone), Bob Witbeck ('51 snare drum), Bob Calonico ('72 clarinet), Wade Williams ('77 trumpet), Tina Avilla ('91 clarinet).

OTHER PEOPLE PRESENT

Jerry Miller ('96 mello), Hugh Barnett ('55 trombone), Dan Cheatham ('54 Drum Major, Water Boy).

MINUTES

Rune moves to approve the minutes, Sara 2nds
All in favor. Minutes pass
One change Carol Suveda was at the meeting and should be on roster.

NOMINATING COMMITTEE

Richard Powell: as of now we have one vacant seat, assuming that those of 2005 are returning (which will end 2008).

Election will be certified once Tina counts the ballots. There has not been enough time for everyone to respond yet, so it might not be certified for a few months (next meeting).

Jerry Taylor asked about voting a person in if they only received one vote.

Rune says according to the by-laws the top ten vote getters are councilors, if they accept.

Juliette wants to know what happens if there are not enough people that have write-in votes. Sara says that if we have a person that wants to be on the council we can vote them in at the meeting.

Richard: discussed issue e-mailing the ballots instead of sending out snail mail. Problem with e-mails is that we need one vote per person which is difficult with e-mail because it is not anonymous and we cannot tell how many votes will be counted, may be double votes, etc. Also, for those that don't have email, we need to make sure they get a postal ballot. All of this is extra admin hassle. So, we decided to just send out snail mail.

FINANCE

Rune: IRS will be posted soon on our website. We had 412 sustaining members as of 2004 in CBAA.

How should we count lifetime memberships? We have had several lifetime members that are deceased that need to be removed from the list.

Dan: We should have a separate list that indicates those who are deceased (from the lifetime memberships).

Jerry T says that we should have a note in the NTE when one of our members dies.

Rune will make a new category of the deceased members and take them out of the listing on the lifetime memberships.

Dan: Can we have a notice that we have second largest club with 412 members. We should boast our large membership numbers to the CAA. This may help with recruiting.

MEMBERSHIP

Richard: Membership committee met last Monday and discussed renewal packages.

We want to first check our finances about what to make our membership benefit discounts before we advertise a number. Also, the merchandising discount should not be emphasized as much as the discount to the NorCal Party. We want to concentrate more on having CBAA events throughout the year, because these events are more engaging, and allow people to interact with old friends.

The CBAA Golf Tournament is on Sunday, June 26 at 1 pm in Tilden Park. Price is \$60 for members, \$70 for non-members. Membership card design will be done by July, and we will distribute by mail and in person to members.

Should we list all of our discounts for our members?

All members get discounts on everything that CBAA sells. Rune has to calculate the entire amount that accounts for the discounts. If the average benefit is more than the amount set by the IRS, then we have to do things to make sure that our non-profit stays within the limits.

What is the break point for the amount that will put us over the limit? Since we don't have any new merchandise for sale and only NorCal this year it will make it easier to calculate the numbers.

The number is fixed by the IRS each year.

Richard: we should encourage more events like the golf event. Each person on the membership committee should put together an event like river rafting, seeing a show in SF, etc. This is open to everyone on the council to give ideas to Membership Committee people. If you can get a good deal and need to know how many people are interested? Send an e-mail or call Richard Powell or anyone else on the Membership Comm.

We should send out an e-mail asking for interest in the events before scheduling them. This will help focus our energy on those events that people are most interested in. Three or four events a year is the goal.

The membership card must have the approved logos. Make it easy to replace lost cards.

Dan: the card should have the 5 Cal Band charges that are printed up on the back of the Cal Band Membership Cards. It would be a cool idea for nostalgia. Others thought these are really Cal Band charges and not Cal Band Alumni charges. Maybe our mission statement instead.

LEADERSHIP & DEVELOPMENT

Richard: We had a great career workshop on Feb 13th. We should plan on another one towards the end of the band's next season. We don't want to overload the band prior to the beginning of the season.

Harpo: it would be more attractive to attend if we had a larger attendance such as 50-100. This year it was all seniors that attended and one junior. The event was open to all Cal Bandsters. Bob C says that we should try harder to get the whole band to attend.

Sara says that we took a survey from the students and alumni that will help us with next year's event. The bandsters were really enthusiastic but on the day of the workshop there was another band event that had been scheduled at the same time. This took away from our attendance.

Since this was the first year it will get better as we go along.

Jerry M. we should take advantage of this event with networking opportunities.

We should open this up to all Cal bandsters and CBAA members, SMA, and others that may be interested in this event.

We will discuss this later. This will be put on the agenda for the next meeting.

We should have an article in the NTE about the career workshop.

Aaron suggests that we have this as an ongoing event. Such as visiting work sites of those that they are interested in joining the field.

Dorothy: we should reach out to those who graduated 5 years out and bring them back in and include them in the career workshop.

Sara: we should get a resource database available for the Cal Band so that they have someone familiar to them (CBAA) to talk to about career advise & info. There are a lot of opportunities for recruitment & resources. Harpo & Jerry M volunteered to help and lead this "career workshop" effort!

Jerry M: Ex-Comm workshop went swimmingly. It would have been better if we had an alumnus from each Ex-Comm position (missing ex-drum major, ex-student director). The experience was great they learned a lot about each other. They learned about their personalities and how they work with each other and how to work with your peers. From the meeting, we found out that Holly is interested in targeted fundraising. Pat, Holly and Jerry are going to get together and talk about ideas regarding the fundraising. This was a great event.

COMMUNICATION

Sara: you should have received your NTE this week or will receive it next week.

Jason is in finals for law school. He made great contributions to the NTE! *Great job Jason!*

Jason says that fall or late Oct is the date for the next NTE. If you volunteer to write an article please make the deadline or let Jason know that you will not be able to finish. He will try to remind you of approaching deadlines. If you have pictures or news send in to Jason. He is looking for different printers that will print on time and be less hassle.

Ex-Comm developed a cbaa-headline-news schedule to make it more regular of when it is coming out. Sara made a rough schedule in the Committee reports.

If you have any ideas or experience designing websites please contact Sara or Andrew. We should contact recent Cal Band graduates that have worked on the Cal Band website.

Dan: The last NTE issue was a really great issue!!

Carol: NTE since we don't have that many formal announcements what would we think of publishing donor list in the NTE? Within in the NTE we should have an annual report of donors to the band.

We should start thinking about the reunion in late November. Change locations?

AWARDS AND RECOGNITION

Jerry: In regards to the Tony Martinez award: Thank you for allowing us to notify the winner ahead of time.

We should also recognize previous winners with a small plaque (the big one goes to new person).

Dan thinks past recipients of the award should be on the committee to pick the next winners. They have a strong nomination for the next winner.

A suggestion was made to give Gary Hsueh advance notice of the winner to get videos together for the reunion.

REUNION

Barbara was not present at the meeting. From the Committee report notes last November's reunion at Spenger's broke even. Barbara is in the process of contacting the people whose checks were misplaced, and then the event will have a very small positive cash flow.

Erin: we have talked about having an event in the non-reunion year.

Juliette: what about an event during homecoming for the non-reunion years.

Membership & Finance committee has been separated but Erin may put them back together since there is so much cross-over with the committees.

Both these committees need access to the same database. We will discuss this with Ex-Comm and change the by-laws.

DEVELOPMENT & PLANNING

Hugh: CBAG met on May 5, 2005. The main topic of discussion was ensuring space in the new stadium for the Band (should the Band want it), and ensuring a "seat at the table" in the fundraising effort for the stadium. Issues brought up were being proactive about the Band's plans for each of these efforts, as well as safeguarding the Band's annual fund should Band alumni be solicited for stadium project gifts. Upcoming meeting dates for 2005 are: 9/8/05, 12/1/05. 20,000 square feet will be available for the band. This is not free of charge but it will be available. Because of the bands reputation they should be involved in the process. This is

ongoing and Bob is a member of that Committee. Erin, Juliette, Carol, Bob, Barbara Goodson are all involved in this committee.

The next step will likely be fundraising. There will be space naming opportunities.

Bob C. BRH has 12,000 sq ft currently. Bob & band is working with 10, 15, 20,000 sq ft. for the new facility. We are trying to get a space that will make room for 250 band members.

Harpo suggests that when the band moves to the new space that the alumni help with the move to show our support.

Jerry M: we should start looking for a target marketing plan for the future. The alumni should really get involved so that we show our presence that we are getting the band for recruitment in the alumni group.

Bob C wants to thank Erin for including Ex-Comm officers at the basketball tip-off parties.

MERCHANDISING

Erin: We have decided on our logo. It is the script cal with "BAND ALUMNI" printed below it with the highstepper, all one color, no shading, this will be on the shirts (the caps will not have the highstepper on them). This is similar to the Cal Band's logo (we just added "ALUMNI"). We do have to use a list of University approved vendors.

Mark S: contacted the vendors to get pricing. Same price for male & female, hat did not get price confirmation. BYOG is very responsible. They are working with the band. Mark has contacted BYOG who is working on base pricing (75 shirts, 75 hats). Individuals can order just one such as XXXL shirt this would be fine with BYOG.

Rune: For last four years we had a full inventory we sold between 18-30 shirts, 18-30 hats per alumni band day. Last 2 years we have really had no hats.

We have enough money to purchase new merchandise.

Merchandising comm. will figure out how many to purchase.

ARCHIVING & HISTORY

Gary: we have a whole set of films that have been transferred. We have sponsors lined up. We have 1970 Japan tour.

Jerry: gave list of 12 sponsors to Gary

For the Japan footage, Ric is working on special credits we want viewers to look at credits. After 35 years we want names.

Mailings will be handled by Jerry T., he needs direction from Rune regarding the money to use. We are taking donations for the DVD's we are asking for \$25 suggested donations.

Aaron: is looking for old photos of the band and wants to know if they are being archived. What happened to all the photos that were taken over the years? Aaron would be interested in getting the photos of the years that he was in band and having those photos moved to digitize.

Erin talked to Kathy Heilman who has 5 photo CD's from Dan. She will make copies and send one to CBAA and one to the Cal Band.

Gary will have all sponsored shows listed online.

Tom Kellogg does not have enough time to work with comm.. If you want to volunteer please contact Gary Hsueh.

THANK YOU GARY HSUEH FOR WORKING ON THE VIDEO PROJECT!!

ORAL HISTORY

Dan: One more deposit has been made with lots of interesting photos. The transcriptionist is gone and Dan has just found another one. Dan discovered 7-8 oral histories that had already been recorded by someone else. For example, Jim Berdahl interviews were found. Dan will get the new histories to the new transcriptionist.

PERFORMANCE

Chris was not present at the meeting today.

At the last minute, we had to cancel the San Diego Crew Classic on April 3rd in San Diego due to instrumentation. Tim Castro in particular was unable to attend, but has a list of people who may be interested for next year.

Jerry T. suggested a theme for 4th of July parade: a dance routine to *Hello Dolly*. This will be discussed at the upcoming performance committee meeting.

Linda Vogelsberg father passed away. His service will be on Monday May 23, 2005 from 1-4pm at the Richmond Yacht Club. A few CBAA members will play. Linda is responsible for getting players and instrumentation.

Request for retirement party Thursday May 26th...this will be left to the Performance
Erin moves to approve performance at Chris' discretion, Sara seconds motion
All in favor it passes unanimously.

ABD: how do we get more people at ABD? Erin will pool people from the database by year. We all need to help call people from our era, Erin will give us something to say to get alumni interested in going to ABD.

ALUMNI RELATIONS REPORT

Carol: hopes more people will go to NorCal party. Perhaps we could do the friend call and recruit for the party.

Ideas about private homes or outside venues came too late for this year. But if anyone has ideas about future years please contact Carol soon.

We have ~\$4,000 gifts given in memory Herb Towler.

CAL BAND REPORT

Bob C.: students are in finals right now. We have balanced budget but it has not been approved yet. \$100,000 in cuts. Band is appealing to get funds back that had been taken away since Tien's time. Derek & Bob put together a proposal asking for \$40K more money. Waiting to find out regarding the proposal.

No spring show but the spring semester is still really busy. Two concert bands perform in the spring. Lots of fun and band is excited about the upcoming shows.

CBAA MEETING

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Bob B is sponsoring Stunt to go to a Broadway show! Thank you Bob Briggs!!

The Cal Band is working on a picture book titled "Onward Californians". For reference, the CBAA printed 1000 copies of the 1991 History book which were sold in 3-4 months at #37 pre-order, \$45 regular order plus tax and shipping. Since then, we could have sold 100 more books easily.

Another effort to bridge gap b/t alumni and band.

Bob C: would CBAA be interested in playing together the National Anthem? Yes, absolutely we would be interested in doing this. This will be discussed in Performance Committee.

The Cal Band has offered a new idea to educate Band alumni, specifically CBAA members, on the "life of a Cal Bandsman." The band would host 20 alumni each home football game where alumni would show up early for donuts, watch rehearsal, and eat lunch with the band while a PRD-comm member tells them tidbits about the band.

TH REPORT

WADE: recruiting is going very well we are full! At the end of April they recognized Nancy & Bob's 10 year with a nice dinner.

OLD BUSINESS

Erin: D&O Ins was discussed at length at the Ex-Comm meeting. After weighing the pros and cons and looking at the types of activities we do, we decided not to purchase D&O insurance. We do have event liability insurance under CAA.

Mark S: wants council to be aware that by volunteering in CBAA, you are not covered under your personal insurance for these types of actions.

If anyone has an issue about us not getting D&O insurance please contact Erin offline.

NEW BUSINESS

CBAA goals. Erin would like to make goals for the upcoming year, but is happy at what we have accomplished this year.

We accomplished a lot in the past year: Over 100 marchers at ABD, one of our most successful reunions ever, great turnout at winter break SHB's, AWESOME NTE's! almost full council, continued great Ex-Comm workshops and overall great relationship with the band, great archiving progress, etc.

Richard found free conference call service available online. www.freeconferencecall.com

When you are meeting with your committees, please try to think in a goal-oriented way in what you want to accomplish, and then pick events or actions that correspond to that goal.

June 26th at Tilden Park for the golf game please contact Richard Powell.

NEXT MEETINGS

August 6, 2005 from 10am-12 pm at Bob Briggs' house in Fairfield. Richard will contact people regarding food to bring. Potluck.

Oct 29, 10am-12pm Meeting at TH with lunch afterwards provided by Nancy.

**Meeting adjourned
12:05pm**

Minutes respectfully submitted,
Tina Avilla
California Band Alumni Secretary