

**CAL BAND ALUMNI ASSOCIATION COUNCIL MEETING
TELLEFSEN HALL
OCTOBER 29, 2005**

Councilors Present: Erin Proudfoot (clarinet '92), Richard Powell (trombone '96), Wade Williams (trumpet '77), Matt "Harpo" Bjork (bass '87), Andrew Capule (trumpet '95), Allen Santos (trumpet '95) Dorothy Proudfoot (baritone '92), Chris Bailey (trombone '70), Aaron Glimme (clarinet '90), Mark Proudfoot (trombone '92), Bob Witbeck (snare '51), Gary Hsueh (bass '95), Jason Clark (trumpet '99), Juliette Bettencourt (clarinet '76), Ed Price ('70), Carol Suveda

Members Present: Peter Symonds (clarinet '99), Derek Brocklehurst (trombone '02), Dan Cheatham ('51)

Call to Order: 10:10

Approval of Minutes: Communications – typo in websites. MSP approved.

COMMITTEE REPORTS

Nominating

Next year Sara and Rune are leaving the CBAA Ex Comm. Erin will become Communications chair, which leaves two open positions: treasurer and secretary. If any councilor would like to volunteer, contact Richard Powell (incoming president) or any Ex Comm member. Ex Comm duties are: attend all Ex Comm and council meetings (about 8 per year), secretary is responsible for taking minutes and certifying ballots, treasurer does finances and taxes. Interested? Talk with any Ex Comm member. They are:

- Richard Powell, incoming president
- Barbara Goodson, incoming vice president
- Erin Proudfoot, incoming Communications chair
- Chris Bailey, Performance chair

The slate of councilors for the next election was presented. 2009 Slate of Councilors: Jason Clark, Barbara Goodson, Sara LaBatt, Eric Mart, Tina Avilla, Andrew Capule, Gary Hsueh, Allen Santos, Tom Kellogg, one vacant spot (Antonia Lau is leaving the council).

Will we still have access to the services Rune performed for us behind the scenes? Aaron feels we can take up some of the slack, but Rune will be missed very much.

Membership and Finance

Jason Clark and Richard finished a layout for the membership cards. Richard has an example. They now have to be "printed" with members names and then mailed out.

Leadership Development

We are excited about holding the second career workshop in February 2006. Jerry Miller is taking the lead in organizing the event, with Matt Bjork's help. If you are interested in participating, please contact Jerry.

Harpo: We could ask council members if they would be willing to have current band members call with questions about their jobs. How would members feel about fellow alumni calling? Maybe we can get a database together of alumni careers, grad school experience, etc. Perhaps we can do it through @cal (cal.berkeley.edu) or CalCafe (calcafe.berkeley.edu (we would need to add a Band field for the database).

Erin described CalCafe. You can log in and add yourself as a friend to other alumni. Only Cal alumni can subscribe, and you can specify what contact information is released to the rest of the list. You may form your own groups.

Cal Band

The Cal Band end-of-year banquet will be held on December 1, 2005 at I-House. There will be no fall Ex Comm workshop, but we will do a Next Comm workshop in spring 2006.

Communications

The North Tunnel Echo will come out Big Game Week (we hope). Headline News will be e-mailed soon. Andrew will give the council a dummy of the new website to look at before going live. He hopes to have more pictures than on the current site.

Awards

No report

Reunion and Events

A small gathering (15 people or so) of Band alumni was held at the Bear Affair before the Arizona game on October 1, 2005. This was an informal event in conjunction with the university's Homecoming celebration.

In the past an "off year" reunion has been suggested, so the council should make the call for this year. At the CBAA Ex-Comm meeting, Schroeder's was suggested as the Cal Band already visits there on Friday before Big Game. There was not much interest in an off-year reunion by the council. Reunion 2004 netted approximately \$50.

Big Game 2006 will be held on December 1, the night before Big Game. Should Reunion 2006 be held again at Spenger's or a different restaurant? Juliette thinks we should hold it someplace more formal like the Faculty Club or the Claremont. Harpo doesn't like high ticket prices. Aaron says the price difference between \$45 to \$60 or \$80 would prohibit him from coming. Barbara will price out the spectrum of choices and bring a report back to the council. Dan wants to do something that favors the younger alumni, keeping it as inexpensive as possible. Chris points out that parking is easy at Spenger's and not as easy on campus. This is a selling point. The reunion committee is Barbara (chair), Bob Witbeck, Aaron, and Carol.

Development and Planning

A Cal Band Advisory Group (CBAG) meeting was held on September 8, 2005. Topics covered were current planning for the new stadium project and any fundraising issues it might create for the Band, developing an information sheet outlining the Band's volunteer service to the university, and the Band's current financial situation.

Regarding the stadium project, Harpo asks if groups will be able to hold functions in the new stadium, and could the CBAA rent space? Carol said that the question has not yet been determined, nor has the architectural plan been finalized.

Ex-Comm spoke of possibly adding Jerry Miller, Holly Ross, Bob Briggs, and Larry Augusta to the Development and Planning committee, as those folks are interested in targeting fundraising. We would like this committee to become more than just a report of CBAG, we would like this committee to spend serious time in developing a fundraising strategy for our alumni, thus helping with CBAG's mission. (We have yet to ask if they want to be on this committee.)

Merchandising

Mark Sarjeant was not in attendance, so we don't know how many shirts we sold at Alumni Band Day. Three shirts disappeared. Rune has the numbers. We sold the old style shirts for about \$5. People loved the soft baseball hats, and we sold all but one (we ordered 50). Dorothy will not handle any money, but each time someone pays on-line Dorothy will mail out the order. She is willing to take the inventory to her basement, she will find out the shipping price and add it to the price of the merchandise.

BYOG (the hat and shirt company) can do some one-off items. Their rep wants to meet with Erin on creating some new merchandise. The committee will take up the issue of website sales.

We have a need to mail t-shirts and hats to both alumni who want to purchase them and to new 2-year and life sustaining members deserving a free t-shirt and hat. We task the Merchandise committee to come up with an inventory and mailing plan. One of the Merchandise Committee members has suggested the CBAA issue a survey to our members to determine what items they would be willing to purchase & how much they would be willing to pay for merchandise with the CBAA logo.

Archiving

The CBAA donated DVDs of Band performances to the NorCal and SoCal fundraising parties for their silent auctions. We don't know how much they cleared. Perhaps an average of \$15 per DVD. This is pretty good for the first time we've done it. The DVDs could not be projected on a screen at the NorCal party because of a lack of electricity at "Memory Lane."

We are still producing DVDs. A new batch will be available in the next quarter or so. Now that the Bancroft Library is back open they can provide the films to us. We are working on the Japan Tour, and there is some interest in Brussels.

Dan is working on oral histories. He has three or four where the text is done, and just need the final production of graphic materials to complete them. Soon he will have these done. He passed around the oral history of Chris Tellefsen from Betsy Tellefsen. Richard asked if they are recorded on tape first? Dan said yes they are, then they are transcribed, printed, bound, and distributed to the Band and to the Bancroft Library. The tapes are archived in the Bancroft. Richard asked if the audio tapes could be put on the DVDs with videos of the time? It would be great, but would require an incredible amount of time. Is podcasting an option? Not really, since you would need to edit the audio tapes very carefully ☺.

Archiving has a bulletin in the upcoming NTE. Requests have come in for DVDs of Spring Shows. Erin and Dorothy organized the SS tapes in BRH and catalogued them. Aaron asked if they were all on VHS (most are)? He thinks he re-taped all the old Umatic tapes on digital tapes.

Performance

ABD was September 17, 2005, vs. Illinois . Despite the time crunch, the rehearsal went pretty smoothly. Rehearsal space scheduling will probably become an even bigger problem in the future. For the first time, the Alumni Band performed with the Cal Band during the Star Spangled Banner while the Cal Band was in full field spread. The Alumni Band jogged (ok, we ran) onto the field from the east in 4 lines. For halftime, we performed "Smooth" by Santana. Jane Ancheta and Dorothy Proudfoot choreographed a joint cal band/alumni band couple dance step for 17 couples including Erin Proudfoot and Will Rohrer (Drum Majors). Then we did the traditional Script California. We had 98 marchers, but many more in the stands. Our post-game reception was very successful. Thanks to Tim Tung (alto '98) for taking awesome pictures!

The marketing people played canned music too much during the time outs, and this caused problems for the bands coordinating their playing. Richard asked if ear phones between the alumni director and current band STUD would help. The schedule for playing at times out we were given was for a TV game, but then we weren't on TV, so the schedule was ineffective. A Performance Committee follow-up meeting was held to go over the new paradigm. ISP is the new marketing company.

Harpo asked what might happen if the alumni band moved to the north end zone? Chris countered that we need to have the ABD STUD more visible. This is an ongoing issue.

Bob Calonico had been told not to allow people sneaking in with the alumni band, no one did, but marketing claimed we did.

Erin said perhaps we could rehearse a different field than Maxwell to avoid Fun Zone set up. Chris said he and Bob C. will have a meeting with event staff and the marketing people next spring during planning for next season. Dan suggested bringing this issue to CBAG. Juliette recommended that people who are upset complain! The chancellor's office says if people don't like the marketing methods, they should let the company know. Dorothy suggested putting together a couple of sample letters to give to folks to send to Athletics, the chancellor, etc. Juliette and Chris will work on sample letters.

Aaron mentioned that Alumni House is much easier for the reception. Erin has already booked it for next year (September 16 probably). Bob C. said Athletics might switch the game to the week before. Gary suggested we announce where we will stop and play for ABD. Should we play at the Fun Zone? Perhaps group at Faculty Glade to march up. Wade said we need a PA at rehearsal. The committee will deal with it.

Winter Basketball Performances:

- Fri, Nov 25 Men's Golden Bear Classic at 7:30pm
- Sat, Nov 26 Men's Golden Bear Classic at 5 or 7:30pm
- Wed, Dec 21 Men's Pete Newell Challenge (Oakland) at 9pm
- Fri, Dec 30 Women vs. UCLA at 7pm
- Sun, Jan 1 Women vs. U\$C at 2pm

Thurs, Jan 5 Men vs. Oregon at 7:30pm
Sat, Jan 7 Men vs. OSU at 5pm

We are not planning a special postcard, but will post online and send through email. If the Alumni Band ends up leading a particular game, we may use Evite or something similar.

Cal Band Report

Derek announced the Band is getting new uniforms! Derek has been working with the design committee over the past year. We have the money from the endowment, but will also do some fundraising. Biggest change: the vest is not vinyl, it is soft. Also, it will have a military style coat, and no bow tie. Harpo suggested looking at the Aggie Band uniform – they are similar. The old uniforms might be auctioned off.

The next show is the “Grammy” show. The Band tried the “shadow the band” activity with supporters, but it didn’t really work. It was not advertised early enough. They will try again next year.

July 4 – Cal Band joined the alumni in Sausalito and had a great time.

Alumni can potentially play for some basketball games. Erin: I’m officially begging for people to attend the women’s games on December 30 and January 1. San Diego crew classic on April 12, 2006: Tim Castro will run the performance.

Alumni Relations

The NorCal Party was fun. It was held at Pauley Ballroom which had plenty of space. A feature was Memory Lane, with plenty of historic items. Dan mentioned one downside – since Memory Lane was inside with the dinner tables, some people didn’t know it was there. The event netted about \$35,000. 17 CBAA sustaining members came. Ten did the discount, seven didn’t but chose not to. Seems many sustaining members did not know about the discount. Carol thinks we should offer the member discount again next year. The council thinks it’s a good idea. Erin feels it’s nice to have the party at a private home. Carol has spoken with Janet Cronk about September 15, 2006. Logistically it’s harder to do it for the Band that way, but it’s attractive to alumni (not just band alumni). Carol: would people come to something on a Saturday afternoon or evening on a bye weekend? Are we losing people who don’t want to come from far away for Friday and then ABD on Saturday?

Carol: It’s best to have the NorCal Party not too close to the SoCal Party in time. Dorothy: we should be sensitive to the fundraising and do it when it makes the best money. We don’t have that many people who make it a whole weekend, so we should not do it in conjunction with ABD. Juliette: Wasn’t the original purpose of NorCal to expose outside folks to band fundraising? It’s not that important to have ABD the day after. Carol will consider the options.

TH Report

Go upstairs and look at all the improvements!

NEW BUSINESS

The CAA is changing its clubs program to the Alumni Groups program. They have worked on the change for 2-3 years. The new structure accommodates all different kinds of “clubs.” This

issue was discussed at length at the CBAA Ex Comm meeting on October 25, 2005. We think we can become a chapter.

There are seven services to identified by the CAA that groups can contribute to Cal. Chapters will need to provide four of the seven. We think we can do four of them:

- Cal Pride and Spirit (Alumni Band Day and other performances)
- Mentorship (The Ex-Comm workshop and others)
- Networking (Career networking, joint performances)
- Transitioning (Letter welcoming new grads, a young alumni event?)

The other services are:

- Advocacy
- Outreach
- Scholarship

We also have to hold a young alumni event. Winter basketball has a lot of young alumni. We need to make sure our officer structure is compatible with the new rules, they require seven positions, but we have five. We will see if we can work it through by combining two positions or using non Ex Comm people to fill them. Richard: this will actually help our organization, give some further focus in certain areas.

Wade – we have a lot of Spring Show equipment that isn't being used anymore, wants to make sure it doesn't get lost or tossed. Could it be in the prop room? Thinks it should be around for a possible tour.

CBAA Goals

1. DONE: Have new shirts and hats, with new logo, for ABD 2005 (September 17th).
2. All committees must meet once a quarter. Ideally, we would like to have a council meeting, then committee meetings (to follow up on to-do's from the council meeting), then an Ex-Comm meeting (to report on what the committees are doing).
3. Have Cal Band Alumni merchandise (non-ABD shirts) for sale by ABD 2006.
4. Redesign CBAA website, with new logo, so that it is easy to navigate and good looking.
5. Archiving goals listed elsewhere.
6. DONE? Increase CBAA paying members at the NorCal party to 30 (from 21 in 2004).
7. NOT DONE. Increase ABD marchers to 105 members.

NEXT MEETING

February 11, 2006, BRH 10-12

Adjourned at 12:05 p.m.