

## **CBAA Council Minutes – Sat., 11/06/2010 10am-12pm, BRH**

**Called to Order:** 10:08am

**Council Members:** Eric Dezendorf (trombone '05), Erin Proudfoot (clarinet '92), Jerry Taylor (glock '66), Ric Mart (trumpet '66), Chris Bailey (trombone '70), Juliette Bettencourt (clarinet '76), Wade Williams (trumpet '77), Andy LaBatt (tenor '90), Matt Bjork (bass '87), Andrew Capule (trumpet '95), Dan Cheatham (perc '54), Tara Castro (clarinet '05), Dorothy Proudfoot (baritone '92), Heather Handa (trumpet '03), Andrea Johannessen (trombone '01), Gary Hsueh (bass '95), Norman Chong (Baritone '74), Carol Suveda, Doug Roberts (perc '74, for the first 15 minutes only).

**Others in attendance:** Lynn Chen (SM '10), Tom Gartner (StuD '10), Jon Nagata (DM '10), Laura Hackney (Sec '10)

### **I. Introduction/Welcome**

Jason Clark could not attend so Eric Dezendorf is presiding.

Erin Proudfoot taking notes for Juliette Bettencourt.

No one brought copies of the Committee Reports, so we remembered what we had submitted the best we could.

**Motion:** The council hereby approves the minutes from the August 14, 2010 Council Meeting . Passed unanimously.

### **II. Old Business**

- a. **CBAA Website Update** (Andrew) We have a Dreamhost site (free because we are a non-profit) but haven't started the process yet of getting authorization to move the Berkeley.edu offsite.

### **III. New Business**

- a. **Financial Report** (Doug) We have approximately \$74,000 in assets. We have received our \$1000 check from CAA.
- b. **Approval of 2014 Council slate** (Eric) We would like to thank both Richard Powell and Jerry Miller for their years of service with CBAA. They will be missed and we hope they continue to stay involved with Cal Band alumni activities.

**2014 Slate (3-year term): (10 member slate)**

Chris Bailey                      Eric Dezen Dorf      Jerry Taylor      Erika Gonzalez      Juliette  
 Bettencourt      Wade Williams      Tara Castro      Matt Bjork  
 Hanadi Shatara (clarinet '03, PRD '06) \*\*new  
 Maya Wildgoose (alto '05, SM '08) \*\*new  
 Moved (Eric D.), Seconded (Erin P.), approved unanimously.

### c. Upcoming Events

1. **Career Networking Event** (Eric) Eric hopes to have it in early February at Tellefsen Hall – agreed to be a good location. He really wants Jerry Miller’s help with the event. We had previous talks about how to improve the career workshop, which will have to wait until next time. A request was made to invite alumni early, which will be done as soon as the date is nailed down. Eric plans to have the date confirmed by the end of November.

Athletics is looking to expand their workshop, so we might partner with them. This would be more of a “workshop” about building your resume and having a strong interview, etc. Our current workshop emphasizes networking current Cal Band students with Cal Band alumni. These are 2 different events and we are looking into doing both.

For food, Eric will talk to TH about the Chef providing food as they have done in the past.

**Motion:** Approve up to \$300 to be used for the February career workshop. Moved (Eric D.), Seconded (Matt B.), approved unanimously.

2. **Cal Band Alumni Reunion** (Erin in place of Barbara) The reunion is scheduled for Friday, Nov. 19<sup>th</sup> at 6pm at Spenger’s in Berkeley. You can RSVP either by returning your RSVP card in the mail or paying online. We hope to see you all there.

We are unsure if the Cal Band will be able to play because their normal rehearsals are from 6:15-8:30pm on Friday nights, due the availability of rehearsal space. This continues to be a major problem for the band, preventing them from attending many home Volleyball games. For this particular Friday, they would have to miss many reunions and other performances, some of them paid gigs, so this is a serious problem. The Band is working on it.

- d. **Performance Committee** (Andy) **Alumni Band Day:** Half of the people who attended filled out the survey. The negative comments were all minor and fixable (eg, not enough sodas at reception). Most enjoyed it.

**Homecoming Rally:** We played for 10-15 minutes before the official start of the rally, which was great. The rally itself was... long. After the rally, we played at Alumni House for the Young Alumni Reunion, each of us getting one beer, and it was a nice way to end the evening.

**Bear’s Lair SHB, Saturday Nov. 13, 4:30pm game:** “Young and Young-at-Heart” are invited to play in this alumni SHB from 2:30-3pm in front of the Bear’s Lair. The Sproul Steps concert should start at 3pm, so we’ll end before the concert. Nad Permaul has promised storage for

instruments in the ASUC somewhere. Eric will coordinate before hand, Andrea will coordinate getting instruments out. Eric is waiting for final confirmation from Nad.

Eric is the lead and will ensure proper instrumentation. He will create a Facebook event and will send an email on Monday about the event. We are borrowing from the band: one bass, one snare, one bass drum, a pair of cymbals.

**Los Angeles performance after UCLA game:** It was small, but good. A wealthy Cal alum requested an SHB for his daughter's wedding. Tim Castro led this band.

**SoCal performance for LA Alumni Club Big Game party:** We've done this the last couple of years and they've been fun. Tim Castro is coordinating.

**Class Reunion performance:** Ex-Comm approved the performance, but an email call for players got no responses, so we cancelled the performance.

**Winter Basketball Games:** Andy and Tom to talk about specific dates of which games the Cal Band will need alumni help.

**Motion:** In the event that the Cal football team (and Band) is invited to play at the Las Vegas bowl, the council hereby approves an Alumni Band performance at the December 22 Men's Basketball game vs. Kansas. The final decision on the performance will be at the discretion of the Performance Committee.

**Discussion:** Because this game will be on TV, the band needs to be good-sized to properly represent Cal. We feel we should try to field a band. Most likely there won't be current Cal Band members because they will either be at the bowl game or enjoying vacation time with their families.

Moved (Andy L.), Seconded (Matt B.). approved unanimously.

**AT&T Park in 2011:** We discussed various aspects regarding our next home season at AT&T Park. The current Cal Band doesn't know its plan either. For Alumni Band Day in 2011, we don't foresee being allowed free seating. Erin explained that 2200 seats will be the visiting section, about 4000 for students, and the bulk of the rest will be for season ticket holders. General consensus was that logistics prevented staging Alumni Band Day, so there is a break in 2011.

Alternative events were brainstormed, including a performance before every "home" game. Perhaps an Alumni Band could serenade various watering holes or parking lot tailgates playing for Cal fans. We suspect all the bars will be pretty full, so this would have to be organized ahead of time. If we wander the parking lot, we could probably bring our own cooler of refreshments.

How will this affect what the Cal Band does? We aren't sure. The current Ex-Comm liked the idea of revisiting this when they know more and also when nEXt-Comm is in place since they will be the ones dealing with this issue.

**This topic expanded into a bigger discussion of Alumni Band Day in general and ideas to boost attendance.** Someone suggested reaching out to particular eras in different years, but most felt that strategy could backfire by alienating more people than it encouraged. That strategy could also promote a large alumni band every few years, juxtaposed with smaller bands (eg, the ABD for Bob Briggs was big, but the year following was exceptionally small).

An idea endorsed by the council was to encourage “regular” attendees to enact their own outreach effort to inspire and convince their friends to attend – more of a grassroots effort. Someone would have to take charge of this effort and really keep up the pressure. 😊

Members agreed that logistics discourage people from attending ABD – most notably parking and the early morning start. It was suggested we ask Athletics if we can buy some parking spots and offer these to band people (pay ahead of time) and/or we sell spots in the TH lot. It was suggested the current TH residents find other places to park on game day, and then take \$20 per car on ABD as a source of revenue for them.

**2012 Alumni Band Day:** This might be a great time to unveil a NEW UNIFORM, after taking a year off. This idea came up as a part of the young alumni discussion (at the end of these minutes) that the current white polo shirt isn’t cool. Possibly if our uniform was more attractive, it could be more inviting to young alumni. Tara volunteered to look at this merchandising challenge.

#### e. Communications Committee

The North Tunnel Echo will drop in the next 2 weeks, before the Big Game reunion. There is no schedule set for the Spring 2011 issue yet.

**Cbaa-announce email list:** There are over 500 emails on this list. Erin would like to be more thoughtful as to the emails sent to this list. While each of us is pushing our own event, we should include everything going on in the CBAA world (within reason) in the same email as to be all-inclusive. *Before anyone sends a cbaa-announce email, please send it to CBAA Ex-Comm to see if anything else should be included.*

- f. **Japan Tour** (Ric) It was a remarkable turnout. They worked for over a year to organize it and find people. Held at the Berkeley City Club, there was almost 100 attendees, including guests (original tour count was 96 people.) A huge thanks to Gary Hsueh for assembling the tour DVD!

#### IV. Reports

- a. **NorCal Party** (Carol) The Cal Band made approximately \$63,000 which is down from \$86K from last year. Possible factors for the smaller attendance included the repeated venue and it was on a bye week. The number of Roundhill residents decreased from 53 last year to only 12 this year (the “thrill” might have

worn off). They had 208 guests, down from 297 from last year. The Cal Band did a late phone call push to past attendees, but not sure if that helped.

Someone brought up the online auction and that they thought there were too many items – a bit overwhelming.

- b. **TH** (Wade) 43 members in the house (1 vacancy because someone couldn't get out of a dorm contract). As a part of the Japan Tour reunion, they got a tour of TH and it looked great. Thanks TH!
- c. **Cal Band** (students) About 90 Cal Band members in full uniform got to participate in the Giants Victory Parade – a very cool experience. They played for about an hour before the parade started, then led the parade. They got to stay for the presentation as well. “incredible” “awesome” were words used to describe the experience.

About 15 Cal Band members were flown to New York for a UREL event at the New York Museum of Natural History – a very quick trip (less than 24 hours).

There is an endowment for travel costs now, so both the Reno and OSU trips (both driving) were fully paid for. There were no out of pocket expenses for the students.

For the last game in Memorial Stadium (UW), they are repeating the LA show.

## V. Discussion

Tara brought up the subject of young alumni and their involvement in Cal Band alumni activities. She thought, as a young alum, that she doesn't always feel embraced by CBAA in general – other young alums agreed.

Involvement of young alumni goes in cycles. We are actually in an upswing right now of young alumni getting involved and we are trying to do more things they would enjoy like the Young Alumni tailgate (50-60 people), Bear's Lair performance, facebook, etc. It's true that not many young alums come to the reunion, but that's okay... because they are going to Royal Exchange and doing other more “rowdy” things that young people like to do. Also, they are just out of band, so don't feel the need (yet) to reconnect with band friends.

We hope young alumni participation will increase with the number of joint performances we do now with the Cal Band: 4<sup>th</sup> of July, AIDS walk, and winter basketball SHBs. Also, doing a joint ABD was huge this year. Doing a career workshop is a great way to connect alumni to current students. We believe this is the key. We challenged the Cal Band students present to lead by example and openly embrace alumni.

Idea: We should do an event that welcomes graduating seniors into alumni-hood. We have done a welcome letter in the past to their parents, but something like a newmen-senior BBQ (but graduating seniors and young alums) would be interesting.

This spawned into an idea of having a Young Alumni committee of CBAA where not everyone necessarily has to be on the council.

Nothing was decided as a part of this discussion, but it was a lively conversation. Thank you Tara for bringing this up.

## **VI. Adjourn**

Moved (Eric), seconded (Andrew).