

CBAA Council Meeting Minutes

Saturday, May 7, 2011, 10am – 12pm, Band Rehearsal Hall, Berkeley, California

Call To Order: 10:10 am by President Jason Clark followed by introductions

Councilors present: Pete Alvarez, Jr. '71, Chris Bailey '70, Juliette Bettencourt '76 (Secretary), Andrew Capule '95, Tara Castro '05. Dan Cheatham '54, Norman Chong '74, Jason Clark '99 (President), Eric Dezendorf '05 (Vice President), Barbara Goodson '77, Andrea Johannessen '01, Andy LaBatt '90 (Performance Chair), Devrah Lawver '99, Ric Mart '66, Dorothy Proudfoot '92, Erin Proudfoot '92 (Communications Chair), Doug Roberts '74 (Treasurer), Peter Symonds '99, Jerry Taylor '66.

Other attendees: Carol Suveda; Kristina Smith, Public Relations Director '11; Griffin Hosseinzadeh, Student Director '11; Ilaria Mastroserio, Executive Secretary '11; Allan Yu, Drum Major '11; Jeff Wayland, Senior Manager, '11, Richard Powell '96.

Minutes from the 02/12/11 meeting were read and approved. **MSP***.

I. Old Business

- **Insurance update:** Norman reported that he made no progress on the insurance questions prompted by CAA's liability changes, so the topic was forwarded to the next meeting.
- **Membership renewals:** Juliette stated that the membership information received from Doug had been forwarded to Drew Capule for email distribution.
- **CBAA Website Update:** Drew is hoping to complete migration to Dreamhost within 2 months, still waiting for University approvals.

II. New Business

- **2013 Council Election certification:** Juliette reported that 110 ballots were returned; 103 ballots approved the entire slate. The Council hereby certifies the election of the slate of candidates for terms renewing in 2014 by the voting members of the CBAA. **MSP***
- **Membership:** Andrea presented a detailed analysis of our membership. Currently, CBAA operating income comes from 1 & 2 yr memberships (27%), Life memberships (40+%), merchandise (8%), and the rest from other sources. To cover Net Operating Income (NOI) her analysis reveals that we need to generate \$5,000 more income per year. There was a long discussion about membership renewal procedures and efficiencies. To improve we need: 1) a dependable, working website, 2) more follow-up on renewals, 3) institute more frequent payment options for Life members to make collections easier, 4) revamp membership committee to implement more ideas and follow-up. A committee consisting of Tara, Drew, Doug, Andrea, Juliette, Dorothy, and Erin agreed to meet with Jason after the meeting to discuss more ideas.
- **Communication Protocols:**
Erin reviewed the current social media tools CBAA uses—Facebook, Linked In, and email from CAA. Drew stated that our website is ready to appear on Dreamhost, but the University has not finished its approval process. He cannot move the website without that approval. Andrea is coordinating activity for the NTE.org site with Tristan Harward, former NTE editor. The NTE.org site is physically set on Tristan's server, so they are creating operating guidelines for access.
- **Performance:** Andy listed 3 upcoming joint performances with the Cal Band. 1) May 29 Cal Baseball, Stud '10 Tom G., director 2) July 4th Sausalito 4th of July Parade, 3) July 17 AIDS Walk Performance. Jerry described his float ideas for the baseball theme. SM Jeff Wayland offered to

* MSP = Moved, seconded, passed

coordinate getting the band's student arrangement "Take Me Out to the Ball Game" for the parade. Participants are encouraged to wear baseball regalia for the parade.

Fall season: Andy updated the negotiations underway thanks to Peter Symonds' efforts with Pedro's, a few doors down from AT&T park. The restaurant will provide refreshments and secure instrument storage in return for an Alumni Band serenade.

There is also a possibility of an Alumni Band performance at the Bonfire Rally instead of the Cal Band, but nothing definite.

Alumni Band Bass Drum heads: The Council approves spending up to \$250 for one set of Alumni Band logo bass drum heads, design to be determined by the Performance Committee. **MSP***

Changing Alumni Band Day uniform: Andy discussed previous meeting's suggestion about changing the ABD uniform when we return to Memorial in 2012. There is still a lot of research and discussion to consider before ordering a new shirt. Consensus to have the Performance Committee continue its discussion and formulate a recommendation to present to the Council. Anyone with comments should email Andy or other Performance Committee members.

- **Finance:** Doug Roberts distributed a new budget
- **Events:** Jason thanked Barbara for her many dedicated years as Events Chair. Now that she has resigned, we are in need of a new Chair for the Events Committee.
- **CAA Board:** congratulations to Ric Mart on his election to the CAA Board!
- **Alumni-Student Networking Event:** Juliette shared some preliminary info about ideas and venues for a fall date. This gathering would NOT include a performance, just a chance to socialize and watch a game or a game tape. She will work with current PRD Kristina.
- **Cal Chart:** Richard Powell briefed the Council about continuing software program development on Cal Chart, the program the Cal Band uses. Richard discussed the need to purchase screen capture software to simplify development. Andrea added that the software would be a valuable tool for publishing the NTE as well. Harpo moved to allocate \$200 for purchase of screen capture. After discussion, the motion was amended to authorize the CBAA Ex-Comm to allocate \$200 for screen capture software once a detailed proposal is presented by Richard Powell. **MSP***

III. Cal Band Report, TH Report

- **TH:** Richard Powell stated that he is now TH Board President. TH is going to invest \$100,000 in landscaping. They already have the landscape architect. There are 32 contracts already signed for the 2011-12 year. Plans for a 50th Reunion party were dropped.
- **Cal Band:** Ex-Comm members shared that they participated in a walk through of AT&T park with Cal Athletics. The Cal Fun Zone will be at Pier 48. The Cal Band can be found on Twitter as well as Facebook (look for Cal Band Comms and Cal Band Behind the Scenes.) Kristina announced that the NorCal party is September 16, but the venue hasn't been chosen. Lower Sproul is being renovated thanks to the Bear initiative, but that hasn't affected the band yet. Jeff mentioned he has chatted with Sandy Barbour about sponsorships (money) to help the Cal Band.

IV. Announcements/Miscellaneous

- **Other:** Eric thanked Barbara for hosting the Ex-Comm workshop.

Next meeting (summer) Saturday, August 6, 2011 at the Goodson home in San Ramon, 10 am- 12 pm.

Adjourned at 11:55 a.m.

Respectfully submitted,

Juliette Bettencourt

CBAA Secretary

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