

- **CBAA Council Meeting Minutes (regular, spring quarter meeting)**
- **Saturday, May 10, 2014 10am – 12pm, BRH, Berkeley, CA**
- **Call To Order:** 10:05 am by President Tara Castro (Question: was Tara voted in??) who presented the councilors with a Welcome letter outlining the mission of the CBAA and councilor responsibilities. She suggested that councilors make a point of attending all meetings but at least one per year. She sees herself as a facilitator of the group and is open to ideas presented by the group. She wants to try a different structure for meetings that being setting aside a time for committees to meet and report back to the group. We'll give it a try and if it works great, if not we won't do it. She also suggested that everyone read the by-laws.
- **Introductions by those in attendance.**
- **Councilors present:** Pete Alvarez '71, Juliette Bettencourt '76, Matt Bjork '87, Tara Castro '05, Andrew Capule '95, Julian Chacon '03, Jason Clark '99, Briana Connell '79, Colin Downs-Razouk '05, Eric Dezendorf '05, Rick Flier '63, Tori Hirata '06, Andy LaBatt '90, Raul Lopez '05, Erin Proudfoot '92, Doug Roberts '74, Jerry Taylor '66, Wade Williams '77, Stephen Stapleton '11 (Ex Officio, SM'14).
- **Other attendees:** Ted Arenas '73, Zac Commins '11 (PRD'14), Kiran Permaul '10, Maya Wildgoose '05, Wes Winter '12 (TH President '14), Phillip Parent '??
- **Motion 1: Approval of February Meeting Minutes-** Eric D moved to Approve, Briana second
  - **Motion to approve MSP\***
- **Nominating Committee-Tara**
  - Motion 2: Tara moved to approve Pete Alvarez as Secretary. Jerry T second. MSP\*
  - Motion 3: Tara moved to approve Doug Roberts as Treasurer. Jerry T second. MSP\*
  - Council Slate for 2013 Approved by Election of Members. 89 ballots cast all in favor of the slate.
    - Motion 4: Tara moved to Certify the Election, Eric D second MSP\*
  - Motion 5: Tara moved to approve the nomination of Phillip Parent to fill Dan Cheatham's vacancy on the council, term to expire 2016. Andy L second MSP\*
  - Phillip was also appointed to serve as Vice President of the CBAA.
  - Committees: All members must be on at least one committee. Tara provided list of Committees and chairs
    - Motion 6: Tara moved to approve list of committees and chairs. Jason C second. MSP\*
- **TH Report-** Wes Winter, House President '14
  - Things are fantastic at TH: Manager Daniel Reveles has filled the house for next year; a new door is being purchased
  - TH has hosted events for entire Cal Band: Thanksgiving Dinner, Cinco de Mayo and Bi-Annual Formal Dance
- **Events Committee (Eric D)**
  - Spenger's has been reserved for Big Game Reunion. Eric will communicate with Barbara Goodson inquiring what the next steps will be for planning
  - CBAA Tailgate scheduled for Sept. 27 (vs Colorado)
  - Young Alumni Weekend at The Lair (Sep 11-14) in the works. For young alumni; Sustaining members get priority.
  - Baseball game was well attended mostly by current bandmen (need more alumni participation). Pappy's was fun, Cal won. Would like to do it again next year.
- **Awards and Recognition Committee (Jerry T):** Tony Martinez Lifetime Service award for service to the band and band alumni. The committee solicits nominations for this award. The committee makes a recommendation to the CBAA Board. Nominations will be solicited in the next month and the award recipient will be announced this summer and will be presented at the Big Game Reunion.

- **Performance Committee (Andy/Eric):** Tara thanked Andy for his service as chair of performance committee that is now chaired by Eric Dezendorf
  - 4<sup>th</sup> of July Parade, Sausalito: Alumni Band/Current bandmen participate (~80-100 performers). This year will be a California Beach/Hawaiian theme with appropriate music. Float will be beach themed including a large wading pool filled with ice and ‘refreshments’. Jerry encouraged current bandmen to participate describing it as possibly ‘the best day of your life!’ Current budget allows an expenditure of up to \$500 for this event that includes a \$200 donation to the Rotary Club of Sausalito who provides food for the band. Other expenses are for coffee and pastry and reimbursement to Jerry for expenses he may incur.
  - AIDS Walk: 3<sup>rd</sup> Sunday of July: current band is on board with this. Eric will advertise. Tara suggested ways of promoting: word of mouth, Facebook, email. Jerry suggested printing up a flyer of all upcoming CBAA events for distribution at 4<sup>th</sup> of July event.
  - ABD is set for Oct. 11 (Homecoming). Alumni House is reserved for reception. Top Dog will be asked to cater again this year. Briana reported that the show will be 4 minutes consisting of Alumni Fanfare, Block C and combined Script California. “My Generation” by The Who will be performed. Show is charted with contingencies for bigger or smaller band. Tara asked that more people sign up to help facilitate ABD (even if in a small way). Need people to help STUNT and checkin (checkin needs to run more smoothly given the constraints of access to CMS. Need someone to manage the checkin binders w/ Nametags.
    - Motion 9: Briana would like to try a wireless mic as means of communicating with alumni band during rehearsal. She is asking for approval of \$100 to rent a wireless mic for ABD 2014. If it works well, we can then discuss purchase of a wireless mic system in the future. Discussion ensued over renting vs. buying and whether a wireless would even work at CMS. Eric D moves to approve \$100 to rent a wireless mic for testing at ABD. Juliette B second, 1 abstention. (are we supposed to list her name for the record? Briana Connell) MSP\*
    - Rick F brought up the ‘back packs’ distributed last year. Briana suggested using the ‘back pack’ as a ‘cape’ for the ABD uniform. Eric D suggested referring this to Merchandise Comm to explore sturdier backpacks for use.
    - Wade Williams asked about the impact of construction at Maxwell Field on ABD. Chris B wondered if ABD will be expected to play at FanFest and where would it be. Perhaps Underhill.
    - Juliette asked that we find out where parking is available for ABD attendees.
    - Eric D asked about the current packet: should changes be made, updates, etc. Juliette suggested 16 bar ‘quickies” that are printed already and can be played just about anytime
- **Archiving and History (Kiran Permaul/Zac Commins)**
  - Band begin project over a year ago by a history major doing a thesis. Postponed once, taken up again this past year by Kiran
  - There are over 20,000 different types of media (photos, slides, etc.) that need to be digitized
  - Putting the project out to bid this summer
  - Band has accumulated around \$20,000 for use in the project
  - Hope is to make the images available online to that alums can access and hopefully identify the images.
  - Existing photo credits (ie, Cheatham) will be maintained and printed on the photos.
  - The large Cal Band portraits are not included as they are very large and difficult to ship. The plan is to rehang those in BRH once the renovations are complete by the end of July.
  - Rick asked if band still did yearly scrapbooks. The answer is no largely due to Facebook. There is a slide show created yearly that has been shown at the NorCal party that highlights the year.

\* MSP = Moved, seconded, passed

▪ **Communications (Erin):**

- Please refer to 20140510 Communications Report for a full report. A below are the highlights discussed at the meeting.
- LinkedIn: Raj Patal (former bandsman but not on council) is the owner. He insists that moderators have same access as owner. Erin wants the council to be aware that someone not on council owns it. Rick expressed concern about privacy/confidentiality. Juliette asked if Raj is a member of CBAA and what was his first year. Drew C remembers him. Colin expressed concern that someone is benefitting from a non-profit group. Eric D seems to think it doesn't really matter for our LinkedIn group. We decided there is nothing to be done at this time, but now the council is aware.
- Tara mentioned the sub groups that have been created and they should be used. People should be encouraged to join the sub group more geared to their interests. Tara and Erin would like for people who are interested in a particular interest become the owner of that interest group.
- NTE: should be done this weekend and could be sent to the printer this week. Current PRD Comm has been most helpful
- YouTube Cal Band Alumni video channel created by Gary Hsueh. Kiran pointed out that the current Cal Band video channel has playlists that are grouped sort of by decades. So it's useful for people looking Cal Band videos that are more than 5 years old.
- Marketing: now would be a good time to plan to send an email blast to promote upcoming events. It takes about 4-6 weeks to get the info from CAA CADS.
- Google Voice Number: (510) 698-9CAL. It's a phone number listed on the website for anyone to contact CBAA. Rarely used.
- Website: Erin and Drew C are talking about updating the look of the website. Drew mentioned the ability to use Google Analytics that provides statistics regarding the website.

▪ **Merchandising (Tara):** We approved money to purchase a new blue polo shirt as an optional apparel item (not to be used for the uniform). No one had followed up with Patricia Canada about this. She is now aware and will order the shirt that has been picked out. It is blue with some gold accents. The goal is to have it for sale via the website very soon.

- Briana wants to make that people know that is item is NOT part of the ABD uniform.

▪ **Cal Band Update (Stephen):**

- BRH is being renovated in June. Stephen is asking for other options of storing stuff that belong to CBAA.
- Band will be rehearsing in Memorial this fall probably 6-8pm as Maxwell won't be available. The women's locker room will be expanded.
- NorCal Benefit is scheduled for Sat. Nov 8 at Berkeley Art Museum. A SoCal Benefit may happen on Friday Nov. 14.
- SHB trips are planned for Northwestern and Oregon State.
- USC will be on a Thursday. Band will be polled regarding class times. Either brings the whole band or a band of a hundred. In any case there will be a Cal Band presence.
- A month long Asia tour is planned for summer 2016. Originally planned in 2003 but had to be cancelled. There is a professional working on the planning. Money has been raised since 2003 so there are funds available for this tour.
- Oregon will be bringing a full band for game at Levi Stadium.

**Break for Committee Meetings (approx. 10 minutes)**

▪ **Committee Reports:**

- Performance: a Google poll will be distributed in the next few days requesting feedback on the music packet

- **New Business:**

- Jerry T mentioned that the primary goal of the NTE was to publicize ABD and getting the maximum number of people there. We're failing at preserving keeping and ourselves the continuity going. He'd like consideration be given to focusing on that goal.
- Jerry T would like the council to consider splitting Finance & Membership into two committees. We need to get the younger alums involved. Erin had the same thought and did split them in 2004 as President, but because the two committees were so tied together financially that they had to be reunited. Perhaps Membership should be a sub group of Finance. Andrea Johannessen was the one who headed the charge to get new members, but she's now off the council. Trying to get in contact with everyone is difficult. How do we outreach those who've never been members? We depended on CADS. Briana expressed interest in pursuing this. Current bandmen expressed difficulty in finding out how to join. Briana asked permission to write open letter to current band inviting them to join CBAA. More outreach to current bandmen needed. Letter in Fall Packet, another in spring. Jason suggested giving a free one-year membership to seniors. In the past a letter has gone out to parents of seniors encouraging gifting a CBAA membership to their child. Getting the info is difficult. We could provide a sign up sheet for seniors at the annual banquet. Erin: could the ExComm send an email to seniors on behalf of CBAA inviting them to join. Briana suggested a letter to entire current band outlining the things they can do with Alumni Band while they are in current band such as July 4<sup>th</sup> and AIDS Walk and promote participating in Alumni Band Day once they are no longer in current band. Erin and Briana can work together on this. Jerry said not to focus on just the 4-year bandman. There are plenty of people who march just one or two years. Giving away membership would cost nothing and we would at least get an email address. (Would they get a hat and shirt? That would cost us money). Colin emphasized the need to have a web process in place. Various scenarios were discussed of how this could happen. How do we encourage people to become sustaining members?
- Rick F brought up the idea of a social council dinner, no agenda other than having a good time. Mid-week seems to work best. He will look into doing this with Tara.

- **Next Meeting July 26, 2014.** At Barbara Goodson's house in San Ramon.

- **Adjournment:** Tara adjourned the meeting at 12:05p.

- 12MAY14: sent to council members for review. Updates will be made prior to July meeting at which minutes will be motioned for approval

- Pete Alvarez Jr. '71
- Exec Sec: CBAA