

**CBAA Council Meeting Minutes (regular, spring quarter meeting)**  
**Saturday, Jul 25, 2015 10am-Noon, Erin Proudfoot's Home, Oakland, California**

- **Call To Order:** 10:10 by President Tara Castro, followed by introductions.
- **Councilors present:** Pete Alvarez '71, Chris Bailey '70, Juliette Bettencourt '76, Patricia Cañada '08, Tara Castro '05 (President), Norman Chong '74, Jason Clark '99, Nitzya Cuevas-Macias '04, Colin Downs-Razouk '05, Rick Flier '67, Barbara Goodson '77, Phillip Parent '05 (Vice-President), Dorothy Proudfoot '92, Erin Proudfoot '92, Doug Roberts '74, Jerry Taylor '66, Wade Williams '77, Alex Dominitz '12
- **Other attendees:** Rylan Carpena '03, Scott Hayes '94, Chris Martinez '10, Erika So '10, Ashley Whittaker '09
- **Motion** To Approve minutes from May 2, 2015 **MSP**
- **Vacant Council Seat: Motion** to Approve Alec Stewart to fill vacant council seat in term that expires 2017. **MSP\***
- **Performance Committee Report: (Eric via Tara):**
  - o 4<sup>th</sup> of July was awesome, Jerry shared photos. It was commented that this was the best float ever.
  - o AIDS Walk was awesome! Alec Stewart directed. Big sounding band with few clarinets. Sounded really good
  - o Performance requests:
    - Golden Bear Day, Aug 22 1-3pm Memorial Stadium
    - Pigskins and Pearls event Aug. 22 3-3:15pm Memorial Stadium
    - 50<sup>th</sup> Wedding Anniversary for Jeff Dale's parents on Aug. 22 6:30pm
      - All the above are somewhat a combined performance
      - We need to find someone to be in charge and direct. All contingent on finding enough people to participate.
  - Motion** to approve above performances **MSP\***
  - Rylan proposed a performance for Calso 50<sup>th</sup> Anniversary event on the evening of Sept.6
    - Motion to approve Calso performance on Sept 6. **MSP\***
- **Communications Report (Erin):**
  - o Erin shared a printed report.
  - o Upcoming Postcard Stamping Party @ Denny's promoting Alumni Band Day. Look for invite soon
  - o Still considering a website overhaul. Testing WordPress.
  - o NTE: (Colin): apologies for late arrival of current issue. Had trouble pulling the addresses. PRD was studying abroad which made things challenging. We need to communicate with SMA directly to quicken the process of getting the NTE out.
  - o We will be starting the next issue soon for release in October. Article ideas are welcome. Encourage the submission of 'snippets' or short When I Was In Band stories.
- **Merchandise Report (Patricia):**
  - o Discussion: Raising the price of merchandise. We are losing money providing merchandise to new members. This is also connected to raising CBAA Membership pricing.
  - o Spreadsheet provided with proposals for raising prices for members and non-members.

- Dorothy gave a historical perspective on how merchandising has operated. High sales happen when the apparel changes. We wanted our apparel to be our uniform so that Alumni Band would look uniform when performing. Goal was to not make money but to break even. Pricing should be set at a convenient amount so as not to deal with one dollar bills although we discussed that most pay ahead of time online.
- Price increase should be only as much as necessary because it is a big jump. But we also need to consider inflation that has occurred over the years.
- Set one price for the hat somewhere in between the price of Low Profile Hat (\$14) and High Profile (\$18)Hat
- **Motion** to raise the price of our shirts and hats: \$30/\$15 for members, \$35/\$20 non-members. **MSP\***
- **Membership**
  - Discussion about raising current membership pricing including removing 1 year membership
  - Rick F pointed out that one doesn't have to be a member of CBAA to participate in Cal Band Alumni functions/performances. So the 'sell' job or focus should be about maintaining the existence of CBAA that makes possible the activities of Alumni Band. It shouldn't be about what you get as a member but rather in order to sustain CBAA we need money to make that happen. It's not out of the question that Lifetime Members be asked for more money. We've been talking about our prices are going up yet we haven't raised the cost of membership. Our focus might have to be: if you want to see Cal Band Alumni as a concept carried on become a member because we need money to carry these things on. And we set membership pricing according to what we need to carry on our function.
  - Consider a bundle for new members: Lower for membership only, higher for membership w/ hat and shirt
  - People fresh out of college don't know where they will be in the near future so getting a lifetime membership may not be a viable option. If we want to attract younger members having a cheaper option that doesn't include hat and shirt might be a good way to go. If they decide later that they want a hat and shirt they can purchase
  - Perhaps provide an incentive to very recent grads of lifetime membership at a discount. Not so recent grads would have to pay the non-discounted price. Cal Alumni Association currently uses this incentive.
  - In 2002, for lifetime membership we went from \$275 to \$325, 13 years ago.
  - It was pointed out that funds collected for Lifetime Memberships are in a separate account that is not used for operational funds. This could be reason to discourage Lifetime Memberships. But it must be kept in mind that we don't want to discourage someone from becoming a lifetime member. We should closely look at the yearly percentage of interest funds from Lifetime Membership that is transferred to the operating budget and adjust it accordingly.
  - Raising the price of membership could be an incentive for people to join now to lock in the current price before the increase takes effect for both sustaining and life members.
  - We need to decide this matter today. Current prices will be in effect until 2015 Alumni Band Day, Sept. 12. The increase becomes effective Sept. 13. We need to publicize this to encourage people to become members at current prices by Sept. 12.
  - **Motion** to eliminate the one year membership. **MSP\***
  - Current one year members should get a free year. We should honor any one year membership signups that come from the current North Tunnel Echo.
  - **Motion** that all membership pricing changes take effect on the day after Alumni Band Day (Sept. 13). **MSP\***
    - We need to give fair notice to our constituents regarding the price increase
    - "Fire Sale" would encourage people to sign up for lifetime membership

- We should publicize this change ASAP and as often as possible before Alumni Band Day perhaps via cbaa-announce. We have our own internal list of emails that we should be used to publicize this price change.
- **Motion:** Change the price and the concept of a 2 year membership: a renewal that does not include a shirt and hat and a New 2 year membership that includes a shirt and hat. **MSP\***
  - This changes the price and the concept of the 2 year membership: There are two price points. The lower price point is for renewals of a 2 year membership and a higher price point that includes a shirt and hat available only to brand new sustaining members. New is defined as someone who has never been a member of CBAA.
- **Motion:** Increase the price of a 2 year membership as follows: a 2 year membership without merchandise (including renewals) will be \$40, a first time 2 year member would receive a new shirt and hat for the price of \$50. **MSP\***
  - Options were presented and a straw poll was taken. Options: Renewal/New w/Shirt and Hat: \$30/\$40, \$35/\$45, \$40/\$50.
    - The \$40/\$50 was the winner.
  - This price change is good for the organization's sustainability. We need to communicate to membership the reasons for this price increase. It's not about increasing costs of hats and shirts. It's about maintaining the very existence of CBAA. Costs for producing Alumni Band Day and the North Tunnel Echo have increased.
- **Motion:** Raise the price of Lifetime Membership in CBAA. **MSP\***
- **Motion:** Raise the price of Lifetime Membership to \$400; raise the price of the payment plan Lifetime Membership to \$500. **MSP\***
  - Should we include a special discount rate for young alumni? Yes but that should be a separate motion/discussion.
- **Motion:** to add a new category for recent alumni (defined as within 5 years of graduation) at the price of \$350 for Lifetime Membership and \$450 for the payment plan Lifetime Membership. A vote was taken and **the motion did not pass**. 3 voted in favor, 2 abstentions, the rest voted no.
  - Discussion about definition of when the 5 years begins and ends. Proposals varied: 5 or 10 years after your original year in band; 5 years after your graduation year. Undergrad or grad? What about parents who give membership as a gift.
  - Opposition to the concept as a Lifetime Membership is a different category. People might not be able to afford this membership right after graduation. \$350 is a colossal amount of money and might be too much to ask of a recent grad. It might be difficult to market the concept.
  - Would this really be an incentive for recent alumni to join?
  - Given the overall fiscal situation of CBAA it would be advantageous to have Sustaining Members over Lifetime Members at this time.
- We should continue discussion of this recent alumni discount in the future. We should live with our new numbers (price increases) for a while and then revisit this idea
- We need to fully discuss the model of how we take money from the different funds: Sustaining Member funds (operating budget) vs the yearly percentage taken from the Lifetime Membership. Currently 4% is taken annually from the Lifetime Membership endowment fund for use in the operating budget. Perhaps we should consider other creative ways of raising money for the organization. Rick F. mentioned a model used by the Rotary Club of becoming a Paul Harris Fellow. In addition to being a Lifetime Member one could become e.g. a Cal Band Fellow after donating a given amount annually for a fixed number of years. One way of generating money for the organization.
- Alumni Band Day:

- We do have Alumni House for the reception.
- It is our most expensive activity. Top Dog is expensive. Top Dog is not available this year. By inviting the band our costs increase. We want to continue to invite the band. Perhaps we can grill our own dogs and save a little money
- We really need for more members of council to step up and help up with Alumni Band Day. Tara will be setting up a Google doc for you to sign up for various tasks to help with ABD.
- Next Meeting: October 24<sup>th</sup> , BRH, 10am-12noon

Adjourned at 12:05p.m.

Respectfully submitted,  
Pete Alvarez Jr