

**Redcoat Band Alumni Association, Inc.  
2020 Annual Meeting**



**August 16, 2020, Time: 3:00 PM – 4:30 PM ET  
Live-streamed via YouTube Live**

Dave

# Welcome

Dave Hanson, President ('06)



- Agenda
  - Welcome
  - Introductions
  - Approval of 2019 Minutes
  - Treasurer's Report
  - State of the Band Update
  - Committee Reports
    - Nominating Committee
    - Events Committee
    - Ways & Means Committee
    - Membership Committee
    - Public Relations Committee
  - Old & New Business
  - Motion to Adjourn

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Dave

## Introductions

Danny Roberson, Vice President ('84)



### Board of Directors



**Dave Hanson, President**



**Danny Roberson, Vice President, Public Relations**



**Susan Parrish, Treasurer**



**Julie (Thacker) Hayes, Secretary**



**Daniel Peach, Ways & Means**



**Mark Perry, Pep Band/Events**



**Cassie (Magee) Moates, Auxiliaries**



**Christina (Swoope) Carrere, Membership/Young Alumni**



**Mitch Shaffer, Technology/Web**



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Danny

## Introductions

Danny Roberson, Vice President ('84)



### Committee & Subcommittee Leaders and Other Significant Contributors



Ellen (Rini) Black, Homecoming



Leigh (White) Tompros, Homecoming



Linda (Anderson) Butts, Registered Agent

Lee Butts, Ways and Means



Pat (Kight) Cheney, Newsletter



Nicole Schuster, Public Relations/Social Media

Dorrie (Breen) Gann, Alumni Band



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## Introductions

Danny Roberson, Vice President ('84)



### Committee & Subcommittee Leaders and Other Significant Contributors



Tom Jackson, Ways & Means



Steve Gaultney, Ways & Means



Lyn (Kight) Olliff, Info@




Brenda (Bowen) Floyd, Pep Band



Devin Gordon, Legal Review

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Danny



## Minutes from the 2019 Meeting

Julie (Thacker) Hayes, Secretary ('83)

**REDCOAT BAND ALUMNI ASSOCIATION, INC.**  
Annual Meeting Minutes  
(Saturday, August 17, 2019)

Meeting called to order by Vice President Dave Hanson for Christina Swoope Carney, President at 1:30 pm in Edge Hall of the Hodgson School of Music.

Dave passed along greetings from Christina Carney.

**MINUTES FROM 2018 ANNUAL MEETING:**  
Minutes approved as posted with no corrections.

**Treasurer's Report: DANIEL PEACH**

- 2018: \$49,443
- Brick Campaign 2.0 (\$5,000+)
- Largest expenditure - Redcoat Field speaker system
- Donations - Alumni Pep Band, myself from merchandise (vendor agreements with Uga Bookstore, Red Zone, UGA Forever) Also get payments through Smile Amazon, Kroger
- Notifi Linda Bulfinch anyone seen Owen Building used without permission
- Per Sara Emery over \$700,000 in funds held by UGA Foundation (cumulative of Roger Davis, Phillip Davis, Doolley, RCB Endowment, RBAA Endowment, Steve Mahoney, Majorette funds, etc.)

All newly elected - Daniel Peach, Danny Robinson, Christina Carney

**UPDATE FROM BRETT BAWCUM/CYNTHIA JOHNSTON, TURNER**

- Appreciation for all well wishes he has received for being named Acting Director
- Future of Redcoat Band in a post-football world - currently play for Men's and Women's basketball, volleyball, 6 soccer games (junior), 2 tennis matches, 1 softball game, and all home gymnastics meets
- Good working relationship with UGA Athletics Association
- 2nd show - "Sing Along - Gourd edition" - Notre Dame, SC, (possibly A&M) Don't Stop Believin', September (game is 9/25), Living on a Prayer
- Brett expressed appreciation to Rob Akridge for his work during transition time
- 3 shows this year
- Music, business, engineering are large percentage of Redcoat Band majors
- Tradition vs Development - new enhancements to music
- Procedures for fundraising:
  - Permanent storage at Redcoat Field
  - Viewing stands
  - Renovations in band office areas
- GAA
- LED at Sanford - turn off lights for "Light up Sanford"

- Travel plans: always Florida - alternating years - Georgia Tech & Auburn this year - next year zero road trips
- Doolley Field - RCB will be included in celebration
- Size of band - 437 members
- Top priority is what is the very best for students and UGA. Open to ideas and suggestions.
- Concert Band - Social Justice/Service Learning - Oct 28 perform at Alto prison - "Concert of Compassion"
- Exhibition - 2022 - Atlanta Public Schools Marching Band Showcase -

**HOMECOMING: ELLEN BLACK**

- Annual 250 registered at this time
- \$40 registration fee, \$50 walk up - fees go to RBAA
- UGA is the only SSC band that allow walk-ups - may be on the way out - difficult to administer
- Field passes this year - security measures
- Check-in - there will be 2 table areas - kiosk/ no tickets
- Ticket location - Ellen requested better locations even if the seats are not together as a block
- Game time - We will know 6 days before per tv contracts
- Day for fun and to raise funds (-\$7,000 is raised)

**COMMITTEE REPORTS:**

**ALUMNUS:**  
**CASSE MOYER & JULIE HAYES**

- Dr. Ann - 80 participants
- Auxiliary Day 200 participants
- Flagline - Raise funds for apparel - sponsors - selling buttons
- House Schuttler - Social Media - tag Redcoat Alumni

**YOUNG ALUMNI COUNCIL (YAC): DANIEL PEACH**

- Goal - bridge the gap between seniors and alumni bands - subcommittee of RBAA
- 2 programs - Program Event - Day of RBAA Annual meeting - senior gift of framed photo
- Future plans - Mentor program -

**PEP BAND - Mark Pitts**  
Notre Dame date - two performances Friday night  
Peaches Road Race - early ggp

**PUBLICITY/COMMUNICATIONS - PAT CHENEY**

- Facebook, Youtube
- need to find "lost alumni" to receive newsletters
- Spotlights on members - included in newsletters

**PUBLIC RELATIONS - DANNY ROBINSON**

- New Facebook page that is not a closed group
- Goal - "reach beyond former Redcoats"
- Recruiting people and ideas

**Old and New business:**

- None

**MOTION TO ADJOURN:** Meeting adjourned at 2:34 pm.

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Dave to introduce slide. Mention that the minutes were approved via online vote.

**Dave:** Mitch – any questions or comments via Youtube? While we're waiting to see if anyone has questions..... question for Julie ---Do all members of the Redcoat Alumni have access to the Annual Meeting Minutes each year?

**Julie** to mention that they are published each year to the website...and the link is circulated to the alumni.

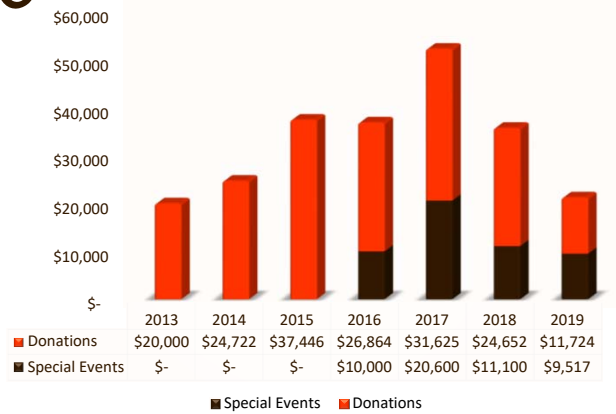
## Treasurer's Report

Susan Parrish, Treasurer ('74)



THANK YOU!!!

More than **\$360,000** since 2004!



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Susan

## Treasurer's Report

Susan Parrish, Treasurer('74)



- Cash Inflows
  - Homecoming
  - Individual Contributions
  - Pep Band Gigs
  - Royalties
  - Corporate Matching
- Recent Disbursements to the Band
  - Scholarships
  - Auxiliary LED Batons
  - Drone System

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Susan then Dave to ask Mitch if there are any questions submitted via Youtube.



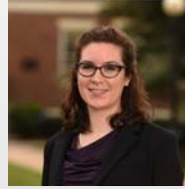
## Endowment Update



- Partnering with the Franklin College of Arts & Sciences Development Office



**Johnie Tucker**  
Assistant Director of Development &  
Alumni Relations



**Sara Emery**  
Development Officer

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Dave then Johnie & Sara.

## State of the Band Update

Dr. Cynthia Johnston Turner, Hugh Hodgson School of Music Director of Bands  
Dr. Brett Bawcum, Director of the Redcoat Band



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Dave then Cindi & Brett.

Then turn to Mitch for any questions submitted by alumni.

## Committee Reports



- Committee Structure

Committee	Areas
Nominating Committee	Board Nomination Recommendations
Events Committee	Pep Band, Homecoming, Annual Meeting
Ways & Means Committee	Fundraising, Intellectual Property, Compliance
Membership Committee	Membership Engagement, Young Alumni Council, Auxiliary Connectivity
Public Relations Committee	Communication Channels, Recent Developments, National Association of Alumni Bands ("NAoAB")

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Dave

## Nominating Committee

Dave Hanson ('06), Committee Chair



- THANK YOU, Mitch!



- 2020 Slate of RBAA Board of Director Candidates

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Dave: "May I introduce the nominating slate for our two open positions....."

## Nominating Committee

2020 Slate of RBAA Board of Director Candidates



### • Cassie (Magee) Moates ('05)

#### Redcoat Band Alumni Association Experience

- Board Member 2013-present
- Instructed the Flagline alumni at the homecoming performances 2011-present
- Organized the Redcoat Flagline Reunions

#### Career

- 2006-2016: Elementary Teacher for Barrow County Schools
- 2016-present: Elementary Teacher for Gwinnett County Schools
- 2011-present: UGA Flagline Coordinator
- 2014: Started the Inaugural UGA Winterguard

#### Personal

- Married to John Moates, Redcoat Drumline from 2002-2005
- Two daughters, Ava Elaine, born September 2016 and Hattie Catherine, born December 2019

#### Goals

- Fundraising for the UGA Flagline and Winterguard
- Build the number of participants at our annual auxiliary clinics, camps, and Junior Auxiliary program
- Continue to increase the talent level of the Flagline and Winterguard
- Support increased community outreach/involvement for the Flagline
- Increase scholarship opportunities in all sections of the Redcoat Band
- Increase the parent involvement in all sections of the Redcoat Band



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Dave

## Nominating Committee

2020 Slate of RBAA Board of Director Candidates



### • Nicole Schuster ('18)

#### Redcoat Band Alumni Association Experience

- Created the public Redcoat Alumni Instagram account and Facebook Page in April 2019
- Successfully implemented new social media hashtag campaign, #RedcoatLove
- Maintained relationships with followers; on a daily basis monitored online presence and interacted with Facebook and Instagram followers

#### Career

- 2019-present: Marketing Coordinator for Atlanta Startup

#### Personal

- One dog, Chloe, always a proud supporter of Georgia Football on game days
- Was a member of the UGA Flagline and Winterguard

#### Goals

- Streamline the communication process between Board of Directors and RBAA members
- Increase RBAA's presence in the community
- Find ways to improve the relationship between the RBAA and current Redcoats



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Dave

## Nominating Committee

Linda Butts ('71), Registered Agent

- Election Results
- Induction of Newly-Elected Board Members



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Linda....then Dave to introduce Events Committee

## Events Committee

Mark Perry ('83), Committee Chair



- Pep Band Update

Year	# of Events	# of Attendees	Avg # of Participants	# of Distinct Participants
2015-2016	8	109	13.63	43
2016-2017	7	117	16.71	51
2017-2018	10	171	17.10	70
2018-2019	8	155	19.38	64
2019-2020	5	119	23.80	53

- Homecoming Update

- Ellen (Rini) Black & Leigh Tompros, Subcommittee Leaders

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Mark, then Ellen/Leigh....then Dave to introduce Ways & Means



## Ways & Means Committee

Daniel Peach ('11), Committee Chair

- Fundraising Update
  - Virtual Homecoming
  - Virtual Parents' Day
- Royalties / Merchandise Partners



UGA REDCOAT  
ALUMNI BAND

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Daniel, then Linda briefly for Trademark update....then Dave to introduce Membership

## Membership Committee

Christina (Swoope) Carrere ('11), Committee Chair



- **Membership Engagement**
  - UGA Mentor Program
  - Write a Redcoat!
  - Current Needs (email [info@redcoatalumniband.com](mailto:info@redcoatalumniband.com))
    - Corresponding Secretary
    - Assistant Treasurer
    - Webmaster / Technology Guru
- **Young Alumni Council**
  - Senior Recognition
- **Auxiliaries**
  - Julie (Thacker) Hayes & Cassie (Magee) Moates, Subcommittee Leaders
    - **2020 – 2021:** 10 Majorettes, 1 Feature Twirler, 21 Georgettes, 34 Flags
    - **2019 Junior Auxiliary:** 80 Participants
    - **Auxiliary Day Performance:** 250 Participants

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Christina..... then Julie & Cassie.....then Dave to introduce PR Committee



## Public Relations Committee

Danny Roberson ('84), Committee Chair




- **Communications Channels**
  - Facebook (Private) Group ("UGA Redcoat Alumni Band Members")
  - Facebook Page ("Redcoat Alumni Band")
  - Twitter
  - Instagram
  - YouTube Channel
  - Newsletter
  - Email ([info@redcoatalumniband.com](mailto:info@redcoatalumniband.com))
  - Website (<http://redcoatalumniband.com>)
- **Recent Developments**
  - Redcoat Love, Redcoat Hero
  - YouTube Channel – in search of halftime videos (or pregame, or parade, or...)




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Danny

**Dave:** Thank you Danny and everyone on your PR Committee....Next, I'd like to turn it over to Lee & Linda, who are the RBAA's representatives for the National Association of Alumni Bands.

# National Association of Alumni Bands

Lee Butts ('71), Linda Butts ('71), RBAA Delegates



**Mission:**  
To be the  
Indispensable  
Resource and  
Advocate for  
Alumni Bands

AlumniBands.org  
Info@AlumniBands.org

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Lee & Linda

## National Association of Alumni Bands

Lee Butts ('71), Linda Butts ('71), RBAA Delegates



- Over 200 Division I Alumni Bands
- "Research Results COVID-19 Impact on Bands"  
90      40      14
- Next Roundtable
- Ongoing Mentoring
- Next Symposium
- CBDNA
- Information
  - Website: [www.AlumniBands.org](http://www.AlumniBands.org)
  - Email: [Info@AlumniBands.org](mailto:Info@AlumniBands.org)

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Lee & Linda

## National Association of Alumni Bands

Lee Butts ('71), Linda Butts ('71), RBAA Delegates



### Charter Member Alumni Bands

Baylor University	Iowa State University	Sam Houston State University
University of California	Louisiana State University	San Diego State University
University of Cincinnati	University of Massachusetts	University of Tennessee
Clemson University	McNeese State	University of Texas
University of Florida	University of Michigan	Truman State University
Georgia State University	The Ohio State University	University of Washington
University of Georgia	University of Mississippi	University of West Virginia
University of Illinois	University of Pittsburgh	University of Wisconsin

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Lee & Linda

# National Association of Alumni Bands

Lee Butts ('71), Linda Butts ('71), RBAA Delegates



## NAoAB Leadership



**Geoff Sloan**  
President, Chair of Executive Committee  
Longhorn Alumni Band  
University of Texas



**Tom Waldrop**  
Vice President  
Clemson University Tiger  
Band Association



**Lee Butts**  
President Elect - VP Technology  
Redcoat Band Alumni Association  
University of Georgia



**Robin Oegerle**  
Treasurer  
Gator Band Alumni Association  
University of Florida



**Linda Butts**  
Vice President Communications  
Redcoat Band Alumni Association  
University of Georgia



**Michelle Taunton**  
Secretary  
Gator Band Alumni Association  
University of Florida



**Stan Yantis**  
Northwestern Regional Officer  
Husky Marching Band Alumni  
University of Washington



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Lee & Linda

## Old & New Business

Dave Hanson ('06), President

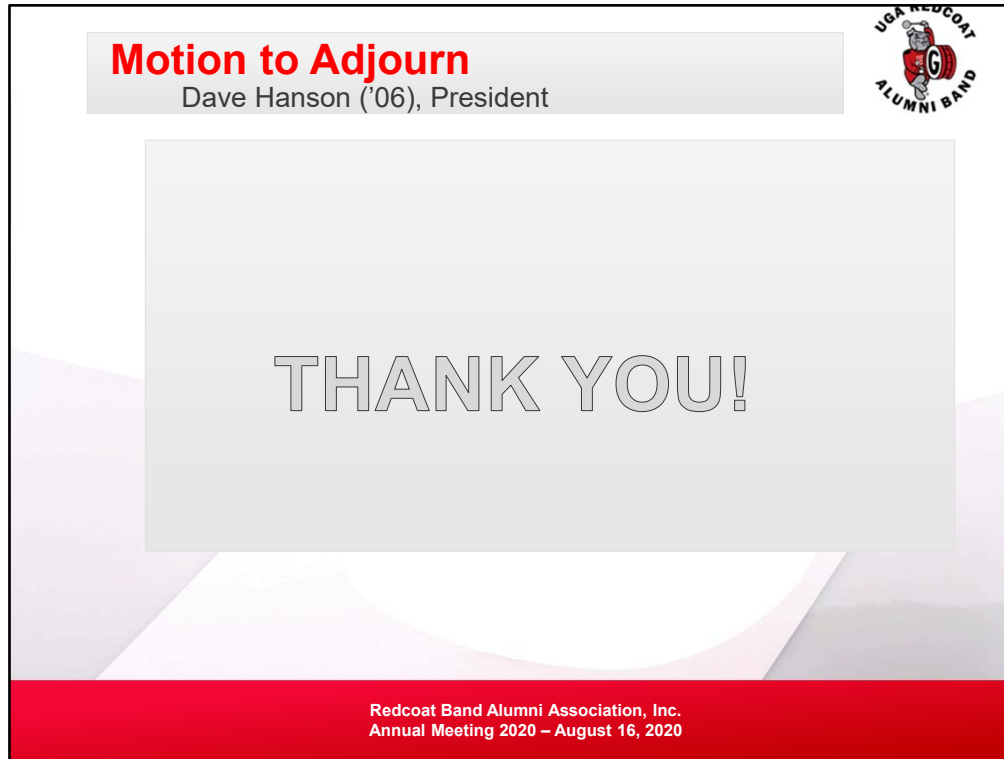
- Old Business
- New Business
- Questions



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**Dave:** Old Business, New Business, ....then ask Mitch if there are any questions from Youtube





**Dave:** While we pause for final questions (time permitting) from Youtube, I'd like to remind the RBAA Board Members & Committee Leaders to stick around for a few minutes at the conclusion of the meeting. @Mitch any questions from Youtube?

Q&A

Mitch to Remind them that they can also submit questions at a later date to [info@redcoatalumniband.com](mailto:info@redcoatalumniband.com)

**Dave:** Please be on the lookout for communications on Virtual Homecoming and Parents' Day. Hearing no other questions from the RBAA Board Members, Committee Leaders or Alumni, I hereby adjourn this meeting. Thank you for your time!