

Redcoat Band Alumni Association, Inc.

2023 Annual Meeting



August 19, 2023, Time: 2:30 PM ET

Welcome

Danny Roberson, President ('84)



- Agenda
 - Welcome
 - Introductions
 - Approval of 2022 Minutes
 - Treasurer's Report
 - Partnership with UGA Development Office
 - Committee Reports & Redcoat Update
 - Nominating Committee & Election Results
 - Events/Homecoming
 - State of the Band Update
 - Ways & Means
 - Membership
 - Public Relations
 - National Association of Alumni Bands
 - 50th Anniversary Committee
 - Technology Committee
 - Old & New Business
 - Motion to Adjourn

Introductions

Dave Hanson, Immediate Past President ('06)



Board of Directors

Danny Roberson, President

Dave Hanson, Ways & Means

Michael Thompson, Treasurer

Julie (Thacker) Hayes, Secretary

Mark Perry, Pep Band/Events

Christina (Swoope) Carrere, Membership/Young Alumni

Nicole Schuster, Public Relations/Social Media

Trish Cronin, Assistant Treasurer

Marion English, At Large

Introductions

Dave Hanson, Immediate Past President ('06)



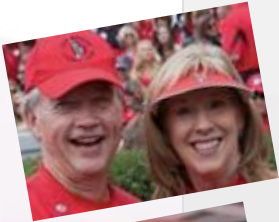
Committee & Subcommittee Leaders and Other Significant Contributors



Ellen (Rini) Black, Homecoming



Leigh (White) Tompros, Homecoming, NAOAB

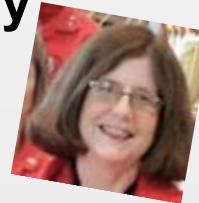


Linda Butts, Registered Agent, 50th Anniversary

Lee Butts, Ways & Means, Technology



Pat (Kight) Cheney, Newsletter



Dorrie (Breen) Gann, Alumni Band

Introductions

Dave Hanson, Immediate Past President ('06)



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

David Fulcher, Technology

Sarah Lanzing, Technology



Introductions

Dave Hanson, Immediate Past President ('06)



50th Anniversary Celebration

Elizabeth Dartt

Abbey Quigley

Janie Millwood

Blake Stiles

Lewis Patterson

Greg Boike

Candy Haskins

Cheryl Wood

Wayne Fears

Hannah Frady

Erin Camp

David Brown

**+ 30 more volunteers
from all decades!**

Minutes from the 2022 Meeting

Julie (Thacker) Hayes, Secretary ('83)



REDCOAT BAND ALUMNI ASSOCIATION, INC.

Annual Meeting Minutes
(Saturday, August 21, 2021)

1:45 pm Live-streamed via YouTube Live. (28 viewers)

- Welcome - Dave Hanson, President
 - Meeting will be as interactive as possible - submit questions as we go

• Intro

• App

• Treas

- Minutes are available on our webpage
www.redcoatalumniband.com
- 2022 minutes approved via online vote

- E flip folders
- Band Enrichment fund- immediate help when needed
- Endowment Update - Daniel, Sara Emery/Dyer Rodley
 - Sara:
 - Shared data: raised almost \$54,000 in 2020
 - 2021 - \$125,000 every area exceeded amounts for the previous year.
 - Overall endowment is \$724,953
 - Future: Fall email in October, end-of-year-giving in December, March and April campaigns
 - Dyer Rodley: We raised more money in April than we did in the year 2020.

second verse of "Hail"
great relationship and
rent Office.

as equipment is received
the band at Redcoat Field
ear only 10 hours of

Redcoat Field
Field
rises be made available to

erish, Mark Perry, and

years (except for Covid
and birthday party for
opportunities to play

ants with \$16,913 raised
Flexibility and patience
virtual registrants.

to fulfill the Redcoat

s from "Drum Dawg"
in.
ort via email so that it

the vendor

gh the Career Center
alum. There are
e signed up. Thanks to
Redcoat"
and alumni.

and 2021 grads- we

needed.
of their special

lists, some of which
ni Band Members"

ted stories
cial Media Seminar
enefit RBAA.
221(so far) - \$380

cently released on a
is been reported and is
you feel need to be

h Tompros -regional
JCF.

the committee.
ox format

Roger Dancz.
eople on the
000's) has designed

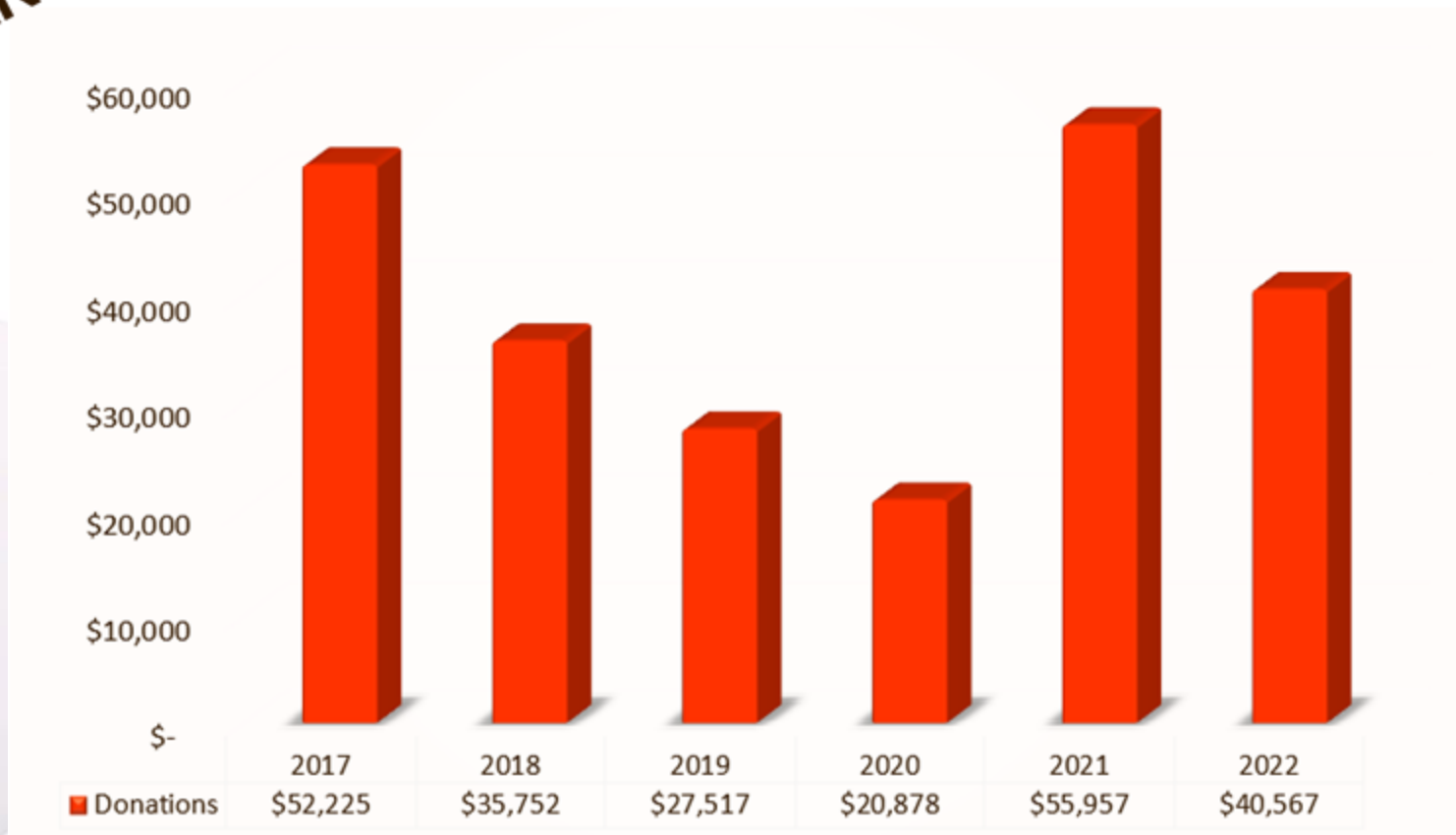
Treasurer's Report

Michael Thompson, Treasurer ('85, '87)



More than **\$500,000** since 2004!

THANK YOU!!!



Treasurer's Report

Trish Cronin, Asst Treasurer ('91)



- Cash Inflows

- Individual Contributions and Homecoming (prior slide)
- Pep Band Gigs (\$3K)
- Royalties (\$6K)

- Cash Outflows

- Band Enrichment (\$43K)
- Instruments (\$2K)
- Homecoming (\$5K)
- Operating Expenses (website, repairs, bank charges) (\$6K)

Partnership with UGA Development Office

Melissa Roberts, Franklin College Dev Office ('99, '01)

Johnie Tucker, Franklin College Dev Office ('99, '11)



- Update on RBAA and UGA DAR goals for FY24
- Larger UGA fundraising plans for the RCB through 2026

Committee Reports



- Committee Structure

Committee	Areas
Nominating Committee	Board Nomination Recommendations
Events Committee	Pep Band, Homecoming, Annual Meeting
Ways & Means Committee	Fundraising, Intellectual Property (Royalties), Compliance
Membership Committee	Membership Engagement, Young Alumni Council, Auxiliary Connectivity
Public Relations Committee	Communication Channels, Social Media, Recent Developments, National Association of Alumni Bands ("NAoAB")
Technology Committee	Website, Constant Contact
50th Anniversary Committee	Promotion, Alumni Connections, History, Apparel, Commemoratives, Cookbook, Homecoming/Alumni Band, Pre-Homecoming Events, Pep Band

Nominating Committee & Results

Danny Roberson, Committee Chair ('84)

Linda Anderson Butts, Registered Agent ('71)



- Process Defined by our ByLaws
- Nominating Committee Slate
- Election Results

Events Committee

Mark Perry ('83), Committee Chair



- Pep Band Update - Mark Perry
 - Regional Pep Band Initiatives

Year	# of Events	# of Attendees	Avg # of Participants	# of Distinct Participants
2015-2016	8	109	13.6	43
2016-2017	7	117	16.7	51
2017-2018	10	171	17.1	70
2018-2019	8	155	19.4	64
2019-2020	5	119	23.8	53
2020-2021	2	28	14.0	17
2021-2022	7	141	20.1	61
2022-2023	13	237	18.2	78

Homecoming - Nov. 4 vs. Missouri

Ellen (Rini) Black ('81, '90), SubCommittee Chair



- Saturday, November 4 vs. Mizzou - call time, kickoff TBA
- Tickets in RBAA block are again electronic - no paper tickets
 - “How will I get my tickets?”
- Changes in registration (instrument rental fee for borrowed instruments) to help offset costs of instrument storage and upkeep, new RBAA expenses
- PLEASE pay attention to instructions and updates

See y'all there as we kick off the 50th Anniversary year! DAWGS!

State of the Band Update

Dr. Brett Bawcum, Director of the Redcoat Band



Redcoat Band Alumni Association, Inc.
Annual Meeting 2023 – August 19, 2023

Ways & Means Committee

Dave Hanson ('06), Committee Chair



- Fundraising Update
 - Homecoming Reunion
 - Campaigns with UGA Development Office
 - The JOY of Being a Georgia Bulldog (2021)
 - Georgia Giving Week (2021)
 - First Alumni Group to have 100% Board Participation
 - Matching Challenges from UGA Foundation
 - Georgia Giving Day (2022)
 - Corporate Matches
 - Amazon Smile (\$2,182 raised to date, \$146 during the first 3 months of 2022)
- Royalties / Merchandise Partners

Ways & Means Committee

Dave Hanson ('06), Committee Chair



Sponsorship Program

INTRO

What does the Redcoat Band Need?

One of the Frequently Asked Questions Board Members receive is, "How can I help the the band?" One of the ways the RBAA can **best serve you** is to convey the current needs and priorities of the Redcoat Directors. The Sponsorship Program allows passionate alumni, parents, friends, companies and even alumni sections to **satisfy an immediate organizational need**. Recognition: Sponsor's names are listed on this web site and on banners at Redcoat field during events. Confer with your tax advisor for your tax and donation status.

What is your passion? Are you in a position to help immediately?

These following are unfunded projects needing your assistance!



50th Anniversary Sideline Pass Lanyards

Sponsorship Amount: \$200

Number of Sponsors: 4

At \$2 a piece, these lanyards are a professional complement to the 2-sided sideline passes received by very performer at the Homecoming Event.

Status: Ordered – To be available for the Homecoming weekend.



50th Anniversary Parade and Field Banners / Signs

Sponsorship Amount: \$200

Number of Sponsors: 1

These banners (4' x 2.5') will be proudly displayed in the Homecoming parade complete with QR codes to point to Redcoat information.

Status: Ordered – To be available at the Annual Meeting



Support by Community & Businesses

Sponsorship Amount: \$1,000+

Number of Sponsors: Multiple Available

If you are interested in directly to benefit the Redcoats, the RBAA Board can work with businesses for mutual benefit.

Status: Reaching Out To Potential Partners



Redcoat Wrap for the New Storage Trailer

Sponsorship Amount: \$7,500

Number of Sponsors: May Take Multiple

Two generous Redcoat alumni have donated to provide this long needed storage at Redcoat Field. Now we have the opportunity to give the Redcoats an outdoor sign for recruiting and to recognize the traditions and history of the organization.

Status: Design in progress, Awaiting a Generous Sponsor



Redcoat Branding – 3 Instrument Trucks

Sponsorship Amount: \$3,700 each truck

Number of Sponsors: May Take Multiple

The instrument trucks, while being integral to band logistics, they can rekindle the pride we all have in the organization.

Status: Current plan is simple recognition with logos. Could be upgraded to more striking graphics.



50th Anniversary Breakfasts at Homecoming

Sponsorship Amount: \$2,000

Number of Sponsors: May Take Multiple

In recent years, the convenience of the alumni breakfast had to be eliminated for financial reasons. The RBAA has been approached by individuals wanting to restart breakfast for alumni (homecoming morning) or lunch (if a later game time).

Status: Awaiting a Passionate Sponsor

Membership Committee

Christina (Swoope) Carrere ('11), Julie (Thacker) Hayes ('83)



- **Membership Engagement**
 - UGA Mentor Program
 - 109 Alumni Registered!
 - Current Needs
 - Young Alumni Council (2022 graduates)
- **Young Alumni Council**
 - Senior Recognition- Alumni performance shirts
- **Staying connected with current Auxiliaries**
 - Julie (Thacker) Hayes
 - **2022 – 2023:** Auditions held April 23: 30 Flagline members, 22 Georgettes, 11 Majorettes, 1 Feature Twirler
 - **Bulldog Classic Competition** held in March
 - **Ally Duda:** 4 Gold medals WFNBTAs Worlds in Netherlands, and Senior Women's Bronze in the WBTF Worlds in Italy. #DGD



Public Relations Committee

Nicole Schuster McGraw ('18), Committee Chair



Communications Channels

Newsletter | Email | Website

- info@redcoatalumniband.com
- <http://redcoatalumniband.com>

Twitter | Instagram | Facebook

- Private FB Group "UGA Redcoat Alumni Band Members"
- FB Page "Redcoat Alumni Band"

Recent Developments

- Combined efforts with @UGARedcoatBand
- Joined Threads

Public Relations Committee

Nicole Schuster McGraw ('18), Committee Chair



RCB Social Media Accounts

Dec. 26 to Jan 15 (Post Season)

99

Posts

2.9M

Reach

294K

Engagement

2.3M

Video Views

National Association of Alumni Bands

Leigh Tompros ('76)



RBAA is an active “Charter Member”

2020-2022 Building a National Association

Sharing Ideas - RBAA Benefitted and Contributed

Networking with the Best Alumni Bands

Outreach: Helping Startup Organizations



AlumniBands.org
Info@AlumniBands.org

Redcoat Band Alumni Association, Inc.
Annual Meeting 2023 – August 19, 2023

National Association of Alumni Bands

Leigh Tompros ('76)



Benefits of Membership

Webinars (2)

*Experts -
Aerosols,
Inclusion*

Networking Coffees (5)

*Sharing Ideas -
Best Practices,
Hot Topics*

Symposium (6)

*Expanded Topics -
Fundraising,
Operations*

Member Library

*Online Resource -
Samples,
Videos*

Mentoring New
Alumni Bands

*Getting started,
Milestones,
Growth*



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

National Association of Alumni Bands

Leigh Tompros ('76)



Networking with Member Alumni Bands



Alumni Bands Represented:

- Bowling Green State University Band Alumni Society
- Clemson University Tiger Band Association
- Florida State University Marching Chiefs Alumni
- Gator Band Alumni Association from the University of Florida
- Husky Marching Band Alumni Association from the University of Washington
- Iowa State University Alumni Band Network
- Longhorn Band Alumni Association from the University of Texas
- Marching Hundred Alumni Band from Indiana University
- Michigan State University Alumni Band
- Ole Miss Alumni Band from the University of Mississippi
- Pitt Band Alumni Council from the University of Pittsburgh
- Redcoat Band Alumni Association, Inc. (UGA)
- The Four Notes Club from the Louisiana State University
- University of Cincinnati Band Alumni Association
- University of Dayton Band Alumni
- University of Georgia Redcoat Band Alumni Association
- University of Kentucky Alumni Band
- University of Michigan Band Alumni Association
- University of South Carolina Alumni Band
- West Chester University Bands Alumni Association from Pennsylvania
- West Virginia University Alumni Band

AlumniBands.org
Info@AlumniBands.org

**Redcoat Band Alumni Association, Inc.
Annual Meeting 2023 – August 19, 2023**

National Association of Alumni Bands

Leigh Tompros ('76)



AlumniBands.org
Info@AlumniBands.org

Redcoat Band Alumni Association, Inc.
Annual Meeting 2023 – August 19, 2023

50th Anniversary Committee

Linda Anderson Butts ('71)



Technology Committee

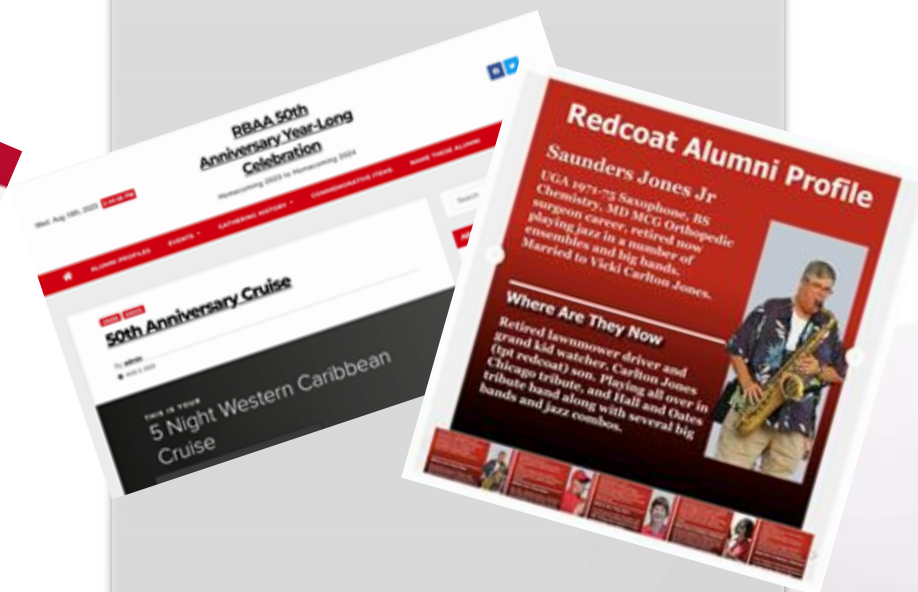
Lee Butts ('71)



- Year Round Activity



- 50th Anniversary Support



Old & New Business

Danny Roberson ('84), President



- Old Business
- New Business
- Questions

Motion to Adjourn

Danny Roberson ('84), President



THANK YOU!