

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 through YouTube comments.
- Introductions - Danny Roberson, Vice President
 - Danny introduced the Board of Directors and Committee/Subcommittee leaders and other key contributors.
- Approval of 2020 Minutes - Julie Hayes, Secretary
 - The 2020 Meeting Minutes were unanimously approved by vote.
- Treasurer's Report - Susan Parrish Treasurer
 - Susan thanked members for their support of the Redcoat Band Alumni Association.
 - Donations of over \$390,000 since 2004 from
 - Homecoming
 - Individual Contributions
 - Pep Band Gigs
 - Corporate Matching
 - Recent Disbursements to the Redcoat Band
 - Drone /system
 - E flip folders
 - Band Enrichment fund- immediate help when needed.
 - Endowment Update - Daniel, Sara Emery/Dyer Ridley
 - 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 Ridley: We raised more money in April than we did in the year 2020.

- Solicited Hartman Donors for the Redcoat Band and had many who donated for the first time.
- State of the Band Update - Dr. Bawcum
 - Special intro by Tom Jackson- “Keep your seats everyone! The Redcoat director is coming!”
 - Struggles with last season. Spring semester - no basketball bands (SEC directive) so got creative and had outdoor band class including units: “History of Redcoats”, experiments in properties of sound and light, timbre, tone, etc. Prepped for G-Day. The Intramural Parking deck was the only approved area to gather and play.
 - Summer: Dr. Jaclyn Hartenberger named Interim Director of Bands.
 - 2 new band directors:
 - Shiree Williams- Associate Director of Bands - In the mid 2000’s, a Redcoat Band performance in Waycross influenced his decision to become a band director.
 - Dr. Mia Athanas - Part time Assistant Director of Athletic Bands
 - Fall: planning on full band in Charlotte for Clemson, full band to Florida and reduced-size groups to other out of town games (Auburn and Tech). We are the only SEC school traveling to two games.
 - Shows:
 - Classic Georgia
 - Sing Along - Divas (for current college generation)
 - Psychedelia - twists on tradition
 - Resuming Pregame - one change- no second verse of “Hail”
 - Dyer, Sarah, and Johnie - Appreciative of the great relationship and teamwork with the Franklin College Development Office.
 - Where will the funds raised be used?
 - Installing wifi at Redcoat Field as soon as equipment is received
 - Bleachers in the near future
 - Long term- indoor area that will hold the band at Redcoat Field
 - Short term - longer band camp. This year only 10 hours of rehearsal before classes start.
 - Other -
 - Permanent storage needed at Redcoat Field
 - Recording capability at Redcoat Field
 - Pause for Questions from Alumni:
 - Can the history unit class resources be made available to alums? Yes.

- Tent was seen at Redcoat Field- is this temporary?- \$7,000 to rent for the fall. A place was needed to treat people and to provide a place to get out of the sun.
- Are Redcoat recordings available? Have not recorded since 2007. Will not be done until equipment is available. Decisions need to be made about distribution and format, etc.
- For Sara- Was our board the first to reach 100% participation in the fundraising campaign? Yes!
- No more paper printing? E-flip folders - no copies or lost time. Provides flexibility.
- Homecoming flexibility - Planning to have Alumni Band, but not sure what it will look like with so many last-minute decisions being made.
- Purpose as an organization-
 - Students are the focus. At the end of their time in Redcoats they should have had a rewarding and engaging experience
 - Brett's personal goal: when people hear "UGA" they first think of the Redcoat Band
- Committee Reports-Dave Hanson
- Election Results-
 - Linda Butts - Registered Agent
 - All three reelected to the board - Susan Parrish, Mark Perry, and Julie Hayes
- Events Committee - Mark Perry
 - Pep Band -
 - number of participants has grown over the years (except for Covid months)
 - National exposure this year- tennis event and birthday party for host of Georgia Gameday TV show
 - Regional Pep Band initiative - to expand opportunities to play across the state
 - Homecoming - Ellen Black
 - 2020 Virtual Homecoming had 147 participants with \$16,913 raised
 - Proceeding as normal until told we cannot. Flexibility and patience are key! Participants- 232 registered with 6 virtual registrants.

- No paper tickets. All tickets will be in Apple Wallet or Google Pay. Deadline to order tickets has passed and email will be sent by the Ticket Office to those who purchased.
 - No final word on borrowed instruments.
 - Commemorative field passes will be provided.
 - Pause for Questions from Alumni:
 - Can Pep band use E-flip folders or is it too expensive? It would most likely have to be purchased individually. Mark will check on what is used by current Redcoats.
- Ways & Means Committee - Daniel Peach and Linda Butts
 - Fundraising Update
 - Thanks to alumni for donations.
 - Virtual homecoming - 2020 Stay @ Homecoming - almost \$17K
 - “Joy of being a Redcoat” campaign - great participation
 - Giving Week- first board to have 100% participation. Matching challenge met.
 - Corporate matches and Amazon Smile- be sure to take advantage of these options. More info available on the RBAA webpage.
 - Always looking for new ideas for fundraising to fulfill the Redcoat wish list.
 - Daniel thanked everyone for their generosity.
 - Royalties/Merchandise partners - Linda Butts
 - Recently surpassed \$11,500 in total royalties from “Drum Dawg” logo (registered trademark) since its inception.
 - If you see any unauthorized use, please report via email so that it can be checked.
 - Online store coming soon. BSN sports will be the vendor.
- Membership Committee - Julie Hayes for Christina Carrere
 - Membership Engagement
 - UGA Mentor Program
 - UGA Mentor program is offered through the Career Center. Alumni can self-identify as a Redcoat alum. There are currently 87 Redcoat Alumni who have signed up. Thanks to Christina for helping coordinate the “Redcoat” self-identification option for students and alumni.
 - RBAA Needs
 - Young Alumni Council (“YAC”) - 2020 and 2021 grads- we need you to join the YAC!

- Corresponding Secretary to help with handwritten “Thank You” notes to donors.
 - Technology Committee Members
 - Senior Appreciation
 - 2020 and 2021 graduates were gifted Redcoat Alumni Band performance shirts.
 - Current Redcoat Auxiliary Stats - Julie Hayes and Cassie Moates
 - New members for 20-21 : 10 majorettes, 1 Feature Twirler, 23 Georgettes, and 35 Flags.
 - Winter Guard: 2020 season was cut short, but they were able to compete in 2021
 - Two UGA twirlers won national awards at the USTA Nationals- Erin Smith and Ally Duda
- Public Relations Committee - Danny Roberson
 - Various Communication Channels: Email, newsletter, social media, website
 - Pat - Newsletter
 - newsletter goes out once a month. Emails as needed.
 - Requested that alumni send information about their special achievements and interesting stories.
 - New website is up. There are many historical lists, some of which need updating with information and names.
 - Nicole - Social Media
 - Facebook Private group - “UGA Redcoat Alumni Band Members”
 - Facebook Page - “Redcoat Alumni Band”
 - Twitter
 - Instagram
 - YouTube Channel
 - Sharing more videos and video compilations
 - Redcoat Love - about 70 people have submitted stories
 - Nicole presented a session at the NAOAB Social Media Seminar
- Pause for Questions from Alumni:
 - Comment: Kroger Rewards is an additional way to benefit RBAA.
 - Comment: Amazon Smile amounts: 2020 - \$306 2021(so far) - \$380
 - Corporate sponsors - any update? Will follow up.
 - Is the Redcoat Band merchandise that has been recently released on a website that is not RBAA properly licensed? This has been reported and is being checked into. If you see items being sold that you feel need to be reviewed, include a photo with your email.

- Comment: E flip - depends on the instrument for which it is needed.
- Opportunity to purchase Redcoat (or RBAA)-branded Facemasks?
Hopefully available soon
- National Association of Alumni Bands - Lee and Linda Butts - RBAA Delegates
 - Lee gave some background information about NAOAB.
 - RBAA is an active charter member of NAOAB
 - Benefits of membership include webinars, networking coffees, symposia, member library, mentoring new alumni bands
 - Networking with many other conferences, etc.
 - Presenters: Nicole-social media, Danny Roberson and Dave Hanson - leadership, Pat - emails
 - Thank you to Linda Butts - national officer and Leigh Tompros -regional officer!
 - Conference for next year is planned for Orlando at UCF.
- Technology and 50th Anniversary
 - Technology - Lee
 - Six people from six different decades are on the committee.
 - New additions to the web site and new infoblox format
 - Linda
 - 1974 was the first Alumni Band organized by Roger Dancz.
 - First committee meeting was in March - 40 people on the committee
 - James Williams (mellophone/sousaphone - 2000's) has designed the logo.
 - Email any ideas.
- Questions:
 - none
- New business:
 - None
- "Thank you" to everyone!
- Meeting adjourned at 3:25 pm

RBAA Board Meeting

Called to order at 3:26 pm following the Annual Meeting

Dave: Call to order

Linda Butts:

Statement of Confidentiality - will use DocuSign. Board members and Committee members need to sign.

Dave nominated Susan for treasurer, seconded - unanimously elected.

Dave nominated Julie for secretary, seconded - unanimously elected.

Licensing question that was raised about new vendor- being investigated.

Recommendation and link will be provided for E flip folder for alumni pep band members.

Contingency plan for Homecoming? There may be ideas shared at the next NAoCB meeting. Safest way to handle meeting and food - bring your own food and tailgate.

Chick Fil A breakfast - for alumni? Dave will check with Brett.

A comment made during the Annual meeting to continue virtual access for next year's meeting.

Next meeting: Tuesday, September 9.

Adjourned at 3:48 pm