Alumni Foundation Meeting 3/12//2017

Attendees: Karl Harshe, James Hughes, Kevin Vermeesch, Courtney Gough

1. Old Business
   1. Taxes
      1. Have been sent and accepted by the IRS
   2. Annual Report
      1. 28.61% open rate; 36.92% click rate out totaling over 250 clicked emails
         1. $100 donation from river community
   3. Scholarship proposal
      1. Trish mentioned interest in matching Kevin’s donation for first year
         1. Would like some accountability as well
      2. Karls and Bryan’s discussion
         1. At least $450 for the year
            1. Did not identify what it would go to specifically outside of fundraising specifically
   4. Emails to alumni
      1. Karl reached out to Laurissa, Pipp, and Menoch
      2. Still waiting to talk with Eric
      3. Green tech polos with white logo - $45
2. New Business
   1. Dad Vail
      1. Paul is 100% on board
      2. Karl to call a few weeks ahead of Dad Vail
      3. Don’t get a tent - get beer wristbands for the weekend
      4. Kevin and Karl are going
         1. Haven’t talked with Dave, Pyzik expressed interest, Karl will talk with Zach and Pipp
   2. Dad Vail - Rowing aspect
      1. Need to figure out who on the board will be at Dad Vail to address issues
   3. Postcards/mailing
      1. $260 for postcards (printing and mailing)
         1. 5x7 $380 - Ships to 250 addresses
         2. $460 - Ships 500
      2. Clarify what should be put on them
      3. Pulled together from lists (Erg-A-Thon, old alumni lists, etc.)
         1. Not all alumni - have to have a greeting line addressing every person who has supported the team in the past
         2. Regatta list with identifiers for which regattas alumni will attend
      4. Karl will send proof of the postcard to Jimmy and Kevin by Wednesday
   4. Karl spoke with Lansing parks and recreation
      1. Tried to get a copy of the lease
      2. Discussed growth issues with weeds in water
      3. They know Ed w/the women’s team
   5. Coaching Issues
      1. Need to aggressively look for a novice coach
         1. 4 straight years of low effort candidate hunting and it has turned out 4 years of poor novice classes
         2. Reach out to other ACRA coaches to find novice coaches
3. Future Business
   1. Prep for mailer
   2. Get in contact with Eric and others
   3. Order polos
   4. Discuss alumni driven coaching searches
   5. Reach out to MSU for the addresses of people who have donated to the Development Account - get them through Ben
   6. Schedule a meeting with the board for Dad Vail/the summer with the board

\*\*\*WE ALL REMEMBER OUR MSU PIDS!\*\*\*