

**Marshall University Alumni Association  
Board of Directors Meeting Minutes  
Thursday, September 10, 2020**

**I. Call to Order & Welcome**

President Mikala Shremshock called the meeting to order at 5:30 pm.

**II. MUAA General Business**

- Minutes Review
  - August minutes are available on the Herd Alum website:  
<https://www.herdalum.com/monthly-board-calls>
- Treasurer's Report
  - Mendy Aluise was not on the call but Matt Hayes reported that they are just a day or two away from having financial reports being posted online. Board members will receive an email when available.

**III. Executive Director Report – MUAA August 2020 Update**

- Larry Crum
  - Newsletter and Email Blast – see attached Update for details
    - discussion followed to talk about groups that are represented in email blasts and whether or not there was a way to create a challenge for recruiting new email members for the email blasts.
  - Social Media Strategy – see attached Update for details
  - Virtual Homecoming October 19-24 - see attached Update for details
- Kasey Stevens
  - Website Update - see attached Update for details
  - Chapter Highlights - see attached Update for details
    - Not promoting game watching parties and no tailgating at away games
    - Chapter presidents have been updated on call last week
  - Working on official MU Ohio license plates and exploring options for Affinity Insurance partner
- Events calendar on website: <https://www.marshall.edu/calendar/>

**IV. Committee Reports**

- Jessica Wintz – Adams
  - Chapter Committee – Barbara White, chair
    - Chapter Presidents Meeting last week (see minutes for more details)
  - Technology Committee – Irv Johnson, chair
    - Waiting to hear how they can help with virtual homecoming
  - Events Committee – Reeves Kirtner
    - Will be working with alumni staff to create virtual events for homecoming

- Jimmy Black
  - Bylaws Committee – Steve Wellman, chair
    - Executive Committee working on updates to Bylaws
  - Membership – Misty Ferguson, Chair
    - Committees are collaborating on virtual events for homecoming
    - Jim Beam whiskey cocktails and wine tasting events planned (Jimmy Black)
    - Also working on a Facebook Live event (Misty Ferguson)

#### **V. New Business**

- New Alumni Award to be announced soon. Recommended by the President and endorsed by the Executive Committee.
- Executive meeting will not be held in October due to Homecoming

#### **VI. Closing**

- Tickets for home games are limited in number.
- Black Alumni Organization is planning some great events for Virtual Homecoming.
- Reeves Kirtner reported on challenges and participation in doing the Herd Rally. Check is out on the MU Facebook page!
- Next Board Meeting: will be longer than our monthly calls, since it is our quarterly meeting. It will be virtual via Microsoft Teams and is tentatively scheduled for Thursday, October 15, 2020 at 5:30 pm. Mikala Shremshock will let the Board know definite date and time ASAP.
- Meeting was adjourned at 6:20 pm

Respectfully submitted,  
Janie McDaniel, Secretary

<b>In attendance:</b>	
Annette Green	Jessica Wintz-Adams
Ben Workman	Janie McDaniel
Bobbie Taylor	Jim Woodrum
Brad Profitt	Jimmy Black
Brandon Huff	Jordan Baldwin
Brian Hicks	Kasey Stevens
Bruce Freeman	Max Lederer
David Collins	Mikala Shremshock
Feon Smith-Branch	Missy Morrison
Larry Crum	Misty Ferguson
Matt Hayes	Paul Jackson
Chad Fisher	Shaunte Polk
Greg Horner	Reeves Kirtner
Alyssa Hammond	Steve Wellman