

**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

In attendance:

Annette Green
Ben Workman
Bobbie Taylor
Brad Profitt
Brandon Huff
Brian Hicks
Bruce Freeman
David Collins
Feon Smith-Branch
Larry Crum
Matt Hayes
Chad Fisher
Greg Horner
Alyssa Hammond

Jessica Wintz-Adams
Janie McDaniel
Jim Woodrum
Jimmy Black
Jordan Baldwin
Kasey Stevens
Max Lederer
Mikala Shremshock
Missy Morrison
Misty Ferguson
Paul Jackson
Shaunte Polk
Reeves Kirtner
Steve Wellman