



## MUAA General Board Meeting

September 12th, 2024

### AGENDA

#### Microsoft Teams Virtual Meeting at 5:30 p.m.

##### Call to Order & Welcome

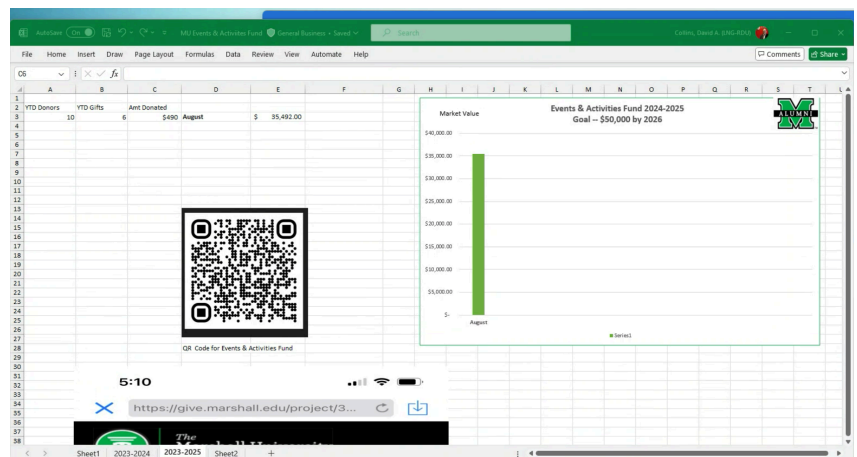
- Jimmy Black, MUAA President
  - o Call to order at 5:31pm
  - o Thank you for hopping on. Lots going on before Homecoming.
  - o 2 QR's on agenda. One on left goes to events and activities fund. One on right goes to formmarshallu website.

##### MUAA General Business

- Attendance & Minutes Review – Misty Ferguson, Secretary
  - o No edits to august minutes needed.
  - o Website has not had most recent minutes uploaded, should be soon.
  - o Updated calendar is being worked on.
- Treasurer's Report – David Collins, Treasurer
  - o August had 10 gifts from 6 people. Have just over \$2000 in the account for use.
  - o Good start to the year.

##### Alumni Relations Team Report – Matt James & Walker Tatum

- A lot to share.
- Hired new President and CEO of foundation. 3 weeks in. Identified some items that need worked on. Already asked why there is little foot traffic in building?



- Decisions have already been made - Donor relations is now under Alumni Relations (along with communications)
  - Marshall for all Marshall forever - to raise \$300M but also change to measure alumni and fan engagement. Active alumni is being broadened to not just donations, but also active engagement/volunteering.
- Trip to Annapolis - Chapter doing a lot of high school recruitment events
- Trip to NC - Raleigh and Charlotte - Thanks to Annette and Barbara for hosting and getting chapters excited. Charlotte is coming back to active chapter.
- Walker and Matt have solicited \$50K for our budget. Nico has already said Alumni Relations are very underfunded.
- Walker -
  - Columbus - Ohio State Game next weekend.
    - Central Ohio chapter trying to rebuild
    - Friday night 6-9pm having an interest gathering event at sportsbar owned by WV native for no cost.
    - Saturday morning - Alumni/Big Green tailgate - breakfast foods. Reservations through Big Green. Need to know by tomorrow.
    - Monday - Washington DC - meeting with emerging DC Chapter and Universities United.
  - Homecoming
    - Website has listing of events. ([www.formarshallu.org/homecoming](http://www.formarshallu.org/homecoming))
      - Monday - Unity Walk
      - Thursday:
        - Office Decorating Contest
        - WMUL Car Bash
        - Stamfeed
        - Hoops in Huntington
        - Wild N Out
      - Friday:
        - 25th and 50th Class reunion
        - Homecoming parade
        - Black Alumni Hall of fame
        - Pep Rally and Bonfire
          - Food Trucks (free of charge until it runs out), stage, snow cones, etc.
          - Office decorating and parade awards
          - Will need volunteers to hand out food tickets and pass out shirts
          - Donor have a \$10,000 gift to have nice event.
            - Jill question - Can we send this out to the chapters who may come in to volunteer? Matt - we really want the chapters there, but really want the board to volunteer. If you

are on the board and not at the soccer game, then you need to be at the Bonfire.

- Saturday - Tailgate - sponsored by the Woodlands.
- Walker re-directed attention to email he sent out — Chairs and co-chairs please respond to email on setting meetings -also send information for shirts and game tickets (Holding two tickets for each board member.)
  - Walker to follow up on where the tickets are at.
  - 10 skybox tickets, couple of president's box seats.
- Leadership Huntington Reunion is going to attend Stamfeed.
- Thank you to Melanie - has pulled together Charleston chapter together. Kudos to Chairs.
- Jimmy question - are we good on the homecoming shirts? No, still need sponsors.
  - Last year spent \$4000 and gave to all tailgate attendees.
  - Would like \$2500 to \$3000.

### **Committee A Reports – Jill Jackson, VP2**

- Chapters: (Barbara White/Annette Green)
  - o Annette - Matt and walker came to visit in Raleigh and came to the chapters committee meeting
    - Members will be assigned to each of the chapters to check in and follow up on.
    - Previous documents have been updated for chapters to use. Will share out to committee and then Walker and Matt.
    - Charlotte and Raleigh will be doing co-event at game
    - Working on form for awards points and what chapters need to do to be in running for year end awards.
    - Trying to get chapters into recruiting and more than game-watching, ie: Habitat for Humanity and other community events.
    - Annette - school recently attended - sent Boxes with swag and banners were sent out to chapters. Good idea.
- Events: (Rashad Sanders/Tiffany Ferrari)
  - o Homecoming - sign up to volunteer!
  - o Schedule is out.
  - o Stamfeed
    - Thanks to Steve and company to gave funds to make this happen.
    - Added 5th restaurant.
      - Glass will be given at the end, instead of beginning.
      - Each restaurant is giving a giveaway.
      - Old Main Emporium - donating 5 - \$25 gift certificates
    - Money generated will go into scholarship fund. - the 75 group targeted.
      - Not sure if this piece was on marketing info, but need to look more into it.

- Business & Development: (Ben Workman/David Collins)
  - Dave - First meeting was Sept. 4. Focus on next BSN/Nike flash sale.
    - Talked about logos for next shops
    - Fall store open October 3-10th in order to get more info out to more people and to be open during homecoming events. Maybe on the screen at the Joan?
      - Get a card with the QR code to hand out at events?
        - Yes, we can get that.
      - Walker - not in the contract this year to show things on the screen at football games. Can talk into for next year.
    - What to do with proceeds?
      - Mentioned creating an Alumni board scholarship? Would require seed money.
        - 75-80% of sales to fund scholarship?
          - Starting scholarship takes a bit of time. Need to sit down with Crystal.
          - Establish requirements.
          - \$30K to endow and give immediately.
      - Creating a point system for Chapters, allowing them to use the sales to gather more points.
    - Youth and Kids clothing around the fall and holiday sale, not spring.
  - Matt reminds us that it could be matched by Brad and Alyse.
    - Could have commercial on ESPN+ to promote alumni. Shown in all sports, except football.
    - Committee though needs to focus on sponsorships along with scholarship.

## Committee B Reports – Janie McDaniel, VP1

- Membership: (Melissa Blatt/Melanie Pagliaro)
  - Missy - need to vote on the continuation of Augeo contract. Set to renew this coming January unless we give termination notice by October 1. 50% split of insurance policies. Have begun some email blasts going out to get more participation. Separate agreement pays us \$5,000 a year and a share of commissions.
    - Based on meetings with them, recommendation is to continue contract.
    - Walker - gave overarching umbrella last meeting. Membership committee is going to find more deals for the contract.
    - Jimmy clarify - is there a cost or downside to continue? No, there is no cost. It is basically selling our data to them and their partners. Some of those emails come from us and not Augeo. Students sign acceptance when they matriculate. Try to only send few emails from us so that people don't opt out.
    - Any discussion?
      - Dave - is it a minimum of \$5000. Yes, per year. In a current 3-year contract, which we are 1 year into.
    - Is there a motion to vote? Feon Smith made the motion to approve to extend the contract with Augeo. Steve Wellman Seconds.
      - Ayes by all.
- By-Laws: (Steve Wellman/Austin Smith)

- o Need to vote on Section 3.4 of bylaws update.
- o Motion to approve proposed amendment - Missy Blatt, Krista seconds. Ayes - all . Nays - none.
- o Word document of bylaws needs updated and signed off on by Misty (Secretary) and have updated on website and copies to all. Dated version of when last amended.

Proposed Amendment:

Section 3.4. Elections. ~~Each year, no more than ten (10) Directors shall be included on a ballot and elected from the active membership of the Corporation.~~ Each year, so long as there are enough nominees to fulfill the following requirement, the Nomination Committee will develop a ballot of a minimum of ten (10) and a maximum of twenty (20) nominees to run for the Directors' positions, with consideration to the balance provision contained in this paragraph of this article. Ballots listing the new Director nominees will be sent to all Active Members of the Corporation at least thirty (30) days prior to any Board meeting. The Active Members must return the ballots to the Alumni Office at least ten (10) days prior to the annual meeting. The ~~ten~~ (10) nominees who receive the highest number of votes will be elected as Directors of the Corporation; however, a balance shall be maintained so that at least five (5) Directors elected each term reside outside Cabell, Wayne, Mason, Putnam, Kanawha, Lincoln, Logan and Mingo Counties in West Virginia, Boyd County in Kentucky and Lawrence County in Ohio, ~~provided that there are enough nominees who would fulfill this requirement.~~ No more than two (2) full-time employees of Marshall University can serve as elected Directors at one time. The Secretary of the Corporation will notify all nominees of the results of the election. The remaining nominees will be listed in order of votes received and designated as alternate Directors for three (3) years. ~~In the event of a tie, the tie shall be broken in the following sequential manner: (1) By vote of the Board, to be conducted at the first Board meeting after the election via secret ballot or by electronic means, at the discretion of the Executive Committee; (2) Years of service on the Board between the candidates receiving the same number of votes; (3) President's discretion.~~

MISC: Homecoming Volunteer Needs, StamFeed updates

### Adjournment:

- Less meetings.
- Homecoming - sign up to volunteer.
- Adjourn - 6:35pm.

### Upcoming Dates:

- Executive Committee Meeting: Thursday Sept 26<sup>th</sup> at 5:30 p.m. via Teams
- Homecoming Meeting: Friday Morning October 4<sup>th</sup>, 2024 (Start Time: 9:00 a.m.)
- General Board Meeting: Thursday December 5<sup>th</sup> at 5:30 p.m. via Teams
- Winter Commencement – December Date TBD

Go Herd!

Misty

Becca

Ben

Walker

Annette

Chris

Dave

Dominique

Laura

Irv

Jill  
James  
Matt  
Jimmy  
Krista  
Janie  
Melanie  
Melissa  
Mike  
Brad  
Will  
Sara.  
Mikala  
Steve  
Sharon  
Timothy  
Feon