

OSU ALUMNI CLUB OF GREATER RICHMOND
MINUTES OF BOARD MEETING

Meeting Date: November 12, 2006 at 4:00 PM

Meeting Location: Matt Fahy's home

Attendees: Matt Fahy Greg Gilligan
 Tom Hephner Gary Zwicker
 Harry Keller

Agenda and Treasurer's Report on following pages; following statements refer to corresponding Agenda items.

- I. Minutes from 2/19/2006, approved without change.
- II. Open Office: Vice President. Discussed this and other offices as related to succession / eligibility to office of President. The procedures as stated in the most recent revision of our constitution apply.
- III. Officer Reports:
 - a. Treasurer – See report on following pages; brief discussion of future budget items.
 - b. Secretary – Nothing to report.
- IV. Committee Reports
 - a. Game Watches – Discussion of services and environment at BW3 discussed, including BW3 donation to scholarship fund. Previously, BW3 donated 10% of food at Michigan game watch; this year, they will donate 5%. Matt will work with Brent to discuss donations at all game watches based on different percentage and, possibly including beverage sales. It was proposed that Brent prepare a simple survey designed, primarily for members not currently attending game watches, asking if the current site is a major reason for not attending. Matt will take this up with Brent. It appears that BW3 will assign us the “big room” for the Michigan game watch. Discussed briefly basketball game watches and synchronized swimming (see V.c and d below).
 - b. Student Recruitment – minimal discussion with no conclusions
 - c. Scholarship – minimal discussion with no conclusions
 - d. Membership - discussed online initial signup and annual renewal along with using a US Postal service to send postcard to all alumni in area. Matt will get a current roster and test this service.
- V. Upcoming Events (4Q2006 & 1Q2007)
 - a. OSU - Michigan Game Watch and Raffle
 - i. OSU - Michigan game ticket auction raised \$1,040 thanks to Dan Kelliher (winning bidder – Shaun Hough – has to sit next to Dan).
 - ii. BW3 donating 5% of food sales revenue to scholarship fund (see IV.a above).
 - iii. Raffle items needed – bring on day of game,
 - iv. Silent auction: OSU ball cap signed by Tressel with Authenticity Certificate if available by game day.
 - v. Bowl Game Watch and Raffle/Silent Auction possibilities

1. Troy Smith autographed mini-helmet – Matt will email OSUAA with request
 2. Eddie George – no response, will keep following up
 3. Jim Tressel
 - a. Tammy Barnett has book “What it Means to be a Buckeye”
 - b. Matt will request OSUAA help for Tressel personal autograph
 - b. Holiday Charity Events – Angel Tree, Salvation Army, etc. – no discussion
 - c. Synchronize Swimming (at U of R 2/10/07 and W & M on 2/11/07) – Matt will contact Coach Linda Witter. Note for Matt: email address for SyncSwim: synchronizedswimming@buckeyes.ath.ohio-state.edu.
 - d. Basketball Game Watches – Matt will get input from Brent Walton
 - e. Happy Hours – minimal discussion with no conclusions.
 - f. Virginia Wine Tasting/Tour – March, 2007? – Discussed having a local wine tasting and considering a winery tour based upon the wine tasting and consider a charter bus for the tour.
- VI. 2007 Annual Club Awards
- a. Set measurable goals for 2006 – 2007
 - i. Gold Club Award – how we win – a matter of documenting things we already do
 - ii. Outstanding Club (Top 10%)
 - iii. Website Award – won this year; Samantha has several ideas for improvement
 1. Online payments – paypal or google checkout account – Matt will check with OSUAA
 - iv. Email LISTSERV – uses of LISTSERV are being implemented
 - a. Email sign-up on homepage
 - b. eNewsletter distribution only at some point
 - v. Game Watches – also, see V.a
 1. Need a bigger venue if we are going to grow our membership?
 - b. 2006 – 2007 Marketing Plan – to be discussed and investigated
 - i. Virtual strategy – website, LISTSERV, easy renewals, online payment?
 - ii. Membership Directory?
 - iii. Business cards => drive local OSU fans to website
 - iv. Member sponsored events
- VII. Set measurable goals for 2006 – 2007 #2 - minimal discussion with no conclusions
- a. What goals should we focus on?
 - b. What are our MOST IMPORTANT goals? ST and LT?
 - c. Membership Target
 - i. 2006 – 107 members to date (calendar or fiscal year end?)
 - ii. 2007 Target: 25% growth
 - iii. What affiliations drive new memberships?
 - iv. What affiliations drive renewal memberships?
 - v. Programming and Events?

Meeting adjourned at 6:00 PM