

Gateway Tigers Chapter Board Meeting
February 1, 2012

Present: Mark Andracsek, Carlie Edmund, Elizabeth Gaines, Courtney Hinton, Amanda LePoire, Matt LePoire, Christine Linder, Ryan Linder, Mark Mannion, Jayson Meyer, Elyse Pickle, Gene Puszczek, Jennifer Volk

President's Update

Mark shared information about the governor's proposed budget cuts. Mark will distribute a letter that board members are encouraged to send to their representatives. Tuition on the Columbia campus could increase 7.5 percent to compensate for the budget cuts. The tuition increase will go to the Board of Curators next week. The Mizzou Alumni Association will be asking alumni to contact their legislators about the budget cuts and their impact to the university's core mission.

MAA Update

Jayson reported that it's been an exciting week on campus with the #1 football recruit in the nation, Dorial Green-Beckham, choosing Mizzou, as well as it being Beat KU week. College GameDay will be on campus for Saturday's basketball game.

It's been a successful year for MAA membership. The chapter is welcome to have a presence at the Preview MU student recruitment event on March 14.

Chapter award nominations are due May 1.

Scholarship

Gene reported that Trivia Night had 27 tables and made approximately \$4,300, which was comparable to our best year. Gene thanked everyone who volunteered and participated. Liz noted that most of the feedback was positive, although participants felt we should have provided food and snacks and that the venue was crowded. Other feedback included having the event at a more central location and having events that were more social such as a casino night or mouse races. The board will discuss charging \$25/person next year.

Gene has talked with the manager at Texas Roadhouse in Kirkwood about a chapter fundraiser. The chapter would distribute a flyer for people to take to Texas Roadhouse on a certain date and time frame. The chapter would receive 10 percent of the proceeds for everyone showing the flyer. Seeing as how other restaurants also do this (Red Robin, McAlister's, California Pizza Kitchen, Casa Gallardo), the chapter will look into these opportunities for a monthly Mizzou Dining Out. Texas Roadhouse also donated free appetizer certificates for trivia night and is willing to donate for other events.

Scholarship applications are still coming in. Jayson will have applications to board members by the middle of next week. *Those reviewing applications should send the names of their top applicants to Gene by Feb. 19.* The number of interviews will be determined based on the quality and number of applicants.

During the week of Feb. 19, the interviewers will discuss the applicants and determine who to interview. Gene will contact applicants the week of Feb. 27 to set up interviews for March 3 and March 10. *If you are available both of those dates to interview students, please contact Gene.* Jayson expressed his appreciation for the amount of time and effort the chapter puts into the scholarship process.

Jayson will review our past scholarship awards to determine the current figure for the amount distributed during the past 10 years. The board approved \$26,000 in scholarships, plus \$4,000 from MAA in recognition of our capstone status, for a total of \$30,000 in scholarships to be awarded this year.

Elyse is developing a profile form for the scholarship recipients to complete. Profiles will be shared at Soiree.

Matt will send Ryan information on online savings account that could earn more interest for the chapter.

Social

Volunteers for the kU watch parties:

Feb. 4: Elyse & Mark at Chesterfield; Courtney & Liz (possibly Matt) at Kirkwood.

Feb. 25: Mark at Chesterfield; Matt & Amanda at Kirkwood

Amanda is working on group tickets to Aladdin at the Muny for July 6 or 7 (50 tickets, with two backstage tours). *Amanda will ask about a donation for Soiree. Addendum: we have 75 tickets (\$23.20 each in Terrace B) and three backstage tours for Friday, July 6. Six picnic tables will be reserved for our group. The Muny is donating a backstage tour for four for any show this season.*

Amanda will talk with Three Kings Pub about February Happy Hour and e-mail the board with the details. Addendum: The banquet room is reserved at Three Kings Pub in University City for Thursday, Feb. 16 from 5-8 p.m. Specials include \$1 off craft beers and wine and \$4 Jim Beam, Absolut, etc.

The board will look into web conferencing to ease travel for Jayson.

There will be a Mizzou cocktail hour at 360 on April 26 at 6 p.m.

Mizzou Day at the Zoo is being rescheduled, possibly as a student sendoff event in August.

Communications

The website is now live. *Please review it by Friday and let Amanda know if there are any changes that need to be made before we start publicizing it.*

Community Relations

Tabitha met with Patrick from Mayor Slay's office. We could participate in St. Louis Serves Day on April 21 if we could get 25-30 volunteers. The board agreed it may not be the best time because of everything coming up at that time of year. However, we could be persuaded if we could get enough people who are

not on the board to participate. June may be a better time for a service project or to organize a team for a charity race such as Komen. Jayson noted that another chapter started Stripes, a chapter subgroup that focuses on a volunteer event. It could target young alumni and new grads coming home to St. Louis and create a volunteer base to support big events and establish a pipeline of volunteers.

Soiree in Stripes

Jennifer reminded everyone that Soiree is only three months away. Paper tickets are available, and *board members can sign out a package to sell*. The paper ticket prevents guests from having to check-in at the event. When selling paper tickets, keep the stub as a record of who purchased tickets. The April 26 cocktail hour will be the last day to purchase discounted tickets. A FAQ document went out to board members, and Jennifer will meet with Warren Powers, honorary chair, next week.

The business advisory group had its first meeting this week with representatives from Sigma-Aldrich, Build-a-Bear, Charter, and Thomson Coburn. The goal is to create connections within St. Louis corporations and host quarterly networking events.

MAA has a machine that will capture credit card data, but Jayson hasn't used it for an event. Jennifer can get a device through Verifone that would process credit card payments at Soiree and deposit the money into our checking account.

The committee has lined up some great auction items. *Please send any auction items to the committee*. No sponsorships are signed yet. Mark reminded the board that the person you don't ask will never say yes.

Facebook tab development: *Elyse will pursue the Facebook tab development*, which costs \$20/month and can be canceled at any time. We'll gauge the response to determine how long to do it. Elyse will coordinate ad buys to kick off the campaign, with either a daily budget for impressions or pay-per-clicks. The first campaign will have two Soiree tickets as a prize. Jayson will look into football tickets and other options as a prize for the second campaign.

The board is interested in increasing the number of season tickets we have as we go into the SEC, but it will depend on what happens as ticket procedures are determined.

Membership

Christine reported we have 65 new members on our code, which is a 3.8 percent increase.

Other business

Courtney attended a meeting of the SEC St. Louis alumni club, which is very excited and enthusiastic to work with us.

Ryan will send everyone the tax-exempt documents for the chapter, which must be used for chapter-related purchases.

Next meeting

Tuesday, March 6

6:30 p.m.