

Gateway Tigers Chapter Board Meeting
March 6, 2012

Present: Erika Breedlove, Carlie Edmund, Elizabeth Gaines, Courtney Hinton, Amanda LePoire, Matt LePoire, Mark Mannion, Amy McLard, Jayson Meyer, Jennifer Volk

President's update

Mark explained that because the Facebook tab campaign hasn't increased our likes as much as we'd hoped, he'd like to do a Facebook sweepstakes with the prize being a new replica home jersey to one person who likes the page before April 15. *Elyse will need to work with David Roloff on the legal language to use for the sweepstakes. Jayson will check with Don Barnes, equipment manager, about the availability of jerseys.*

The board agreed not to hold an event on Selection Sunday (March 11) and postpone a decision on watch parties for the early rounds of the tournament until after the games are announced. If Mizzou advances to the Sweet 16, the chapter will hold watch parties.

The board revisited the football and basketball watch party discussion. Mark noted that the Kansas City chapter doesn't host watch parties; the chapter website shows a roster of Mizzou-friendly bars. Suggestions included maintaining relationships with multiple bars, having a tweet-chat during games, and providing 4-5 bars around St. Louis with a tub of watch party supplies to use for the season.

Joe Buck's downtown will serve as the Mizzou Headquarters for the NCAA Wrestling Championships March 15-17. The chapter will promote it and provide supplies.

Mizzou v. Illinois baseball game

Mark met Nancy Reamer, who has offered to host a tailgate prior the Mizzou-Illinois baseball game at Busch Stadium on April 11. It will be in the parking lot behind home plate (under the Highway 40 overpass). *Mark will follow-up with Nancy.*

MAA update

Jayson reported that Robin Wenneker said there was a lot of positive feedback at the last Tiger Club meeting about Soiree and the revived conversations between the chapter and Tiger Club.

Mark noted a desire to invite Dudley McCarter and Mary Anne McCollum to the board's April meeting.

Applications to Mizzou increased from 15,469 in 2011 to 17,678 in 2012. Fifty percent of this year's applicants are non-Missouri residents, with most coming from Illinois or Texas. The number of applicants with a 3.5 GPA or better increased from 5,395 to 6,189. Applicants with an ACT score of 28 or higher increased from 3,964 to 4,573.

Jayson noted that the budget continues to be a concern. The final budget may be much different from the governor's budget, which would have been devastating to campus. Campus has approved a tuition increase around 3.5%, in line with the rate of inflation. Final budget numbers will be determined in May. Jayson explained that the association and concerned alumni and friends need to explain to legislators how important Mizzou is to us and emphasize the need to appropriately find ways to support higher education in the state of Missouri.

Legislative Day is April 3 at the Capitol in Jefferson City. Alumni are asked to attend and speak on behalf of Mizzou regarding the deep cuts to the university's budget that are threatening the university's core mission.

MAA membership is up 5.2 percent. The chapter has 69 new members and 5,630 members total. The chapter's membership goal for the year is 100. Kansas City currently has 80 new members.

The full football schedule has been released with seven home games, but there is no word on pricing. TSF levels are rising. More tickets will need to be made available to visiting teams than in the Big 12. There are also discussions regarding stadium renovations.

Scholarship process

Liz reported that the first round of scholarship interviews started Saturday, and the students are phenomenal. Three board members are conducting interviews with 30 students and one board member is greeting parents and students. The rest of the interviews will be Saturday, March 10 and students will be notified Sunday. Jayson thanked the chapter for the significant amount of time dedicated to the scholarship process. Board members would like to see the scholarship essay question be more Mizzou-focused. The board would like to specifically reach out to high schools in the city and Jefferson County next year to start building relationships and ensure they're aware of the scholarship program.

Liz will research the possibility of a scholarship bbq, possibly at the end of July as a sendoff event for scholarship recipients currently attending Mizzou.

Social

Muny tickets have been secured for July 6 with a backstage tour and reserved picnic tables. Online registration is live.

Soiree in Stripes

Mark suggested we invite the athletics department to have a table in the Hilton lobby before Soiree to answer questions and encourage Tiger Scholarship Fund donations. The chapter could also have a table promoting membership and answering questions about the chapter. Jayson thinks we should talk with athletics about how we can work together and how it can benefit them. Jennifer said we can include any literature they'd like in the Soiree gift bags. The gift bags can also include information on chapter events and membership. There will be a scholarship recipient fact sheet (headshots are needed for the photo boards around the room) and those in attendance will have a special badge to wear that night.

More than 140 people attended the Soiree launch party at Mandarin on March 3. Thanks to everyone who attended. Alive magazine posted photos, and the St. Louis Business Journal included information on the chapter's scholarship fund in their e-mail newsletter. There is great excitement and energy and lots of people are on board. *Board members should buy their tickets as soon as possible.*

The Hilton is offering rooms for \$99 for Soiree until April 26. *Mark will ask for that to be extended until May 1.* The April 26 alumni happy hour at Hilton 360 will be the last day to purchase discounted Soiree tickets. The price increases from \$50 to \$60 after the happy hour. Attendees must register the ticket online to win football tickets.

The chapter will have a table next to the Z107 truck at Mike Shannon's on Cardinals' Opening Day to promote Soiree.

Other

The chapter will look into starting a legacy council in St. Louis to keep past board members involved after their board service.

Jayson will check to see if any other scholarship appeal donations have come in.

Next meeting

Tuesday, April 10

6:30 p.m.