

Gateway Tigers Chapter Board Meeting
January 10, 2012

Present: Mark Andracsek, Carlie Edmund, Elizabeth Gaines, Courtney Hinton, Amanda LePoire, Matt LePoire, Mark Mannion, Amy McLard, Tabitha Meyer, Elyse Pickle, Eugene Puszczek

President's update

Mark reported that the Braggin' Rights pre-game event on Dec. 22 went very well. The space was great and attendees said they enjoyed themselves. No one heard any concerns about the shuttle service.

Homecoming is Oct. 27 against Kentucky.

There is an alumni happy hour on Thursday, Jan. 19 at J Buck's in Clayton with free appetizers and happy hour drink prices. *Mark has giveaways, table tents and Soiree in Stripes posters. Amanda will create the upcoming events handout.*

Ry Colman, the new coordinator of e-engagement for the university, has created LinkedIn subgroups.

Other important dates:

Feb. 7 – recruiting night with Tiger Quarterback Club (\$75 for dinner or \$5 for social/reception starting at 6 p.m.)

March 14 – Mizzou Recruiting Fair – 7 – 9 p.m. at Edward Jones

April 14 – Mizzou Day at the Zoo

April 14 – spring football game

Tim Wolfe, the new system president, will be in St. Louis this spring (date TBD).

We will be able to apply for Monsanto's Grow St. Louis project this summer, as it's a biannual application process. Because the success of this will require heavy promotion through our website and social media, the timing will probably work better, as the new website will be live.

MAA Update

Jayson sent the following report:

- The chapter's scholarship appeal has gone well.

- Mizzou has entered into a sponsorship of Big Cat Country at the St. Louis Zoo. An event has been planned at the Zoo for Saturday, April 14 with the Chancellor and Truman to publicly kick off the partnership; this is a family friendly opportunity to engage alumni. *Jayson welcomes any thoughts or ideas for the event.*

- The chapter has recruited 65 members on its appeal code, compared to 88 by Kansas City. *Mark will update Christine on the membership totals and discuss ways to promote membership at basketball watch parties.*

Columns Program

Courtney reviewed our current Columns/Capstone program status. We still need to submit an award nomination, work on a student engagement activity and collaborate with an MU school/college. Mark suggested partnering with the business school on business development.

Courtney is under the impression that the student engagement activity has to be for current, not potential, students. He said another chapter sends finals care packages to its alumni scholars.

Community Relations

Tabitha has been trying to schedule projects. The Rock and Roll Marathon is October 21, which is an open football weekend right now. The board discussed its experience with the water station and agreed to move forward with staffing a water station in collaboration with other groups such as the Tiger Club and business alumni group.

Tabitha is scheduling a meeting with Patrick from Mayor Slay's staff to discuss a large-scale city project for Mizzou that would be higher visibility than the Soulard cleanup in the fall.

Communications

Amanda has been working with the website developer on the new site and got access this week to start adding content. Elyse is working on the Soiree section of the site, and *once both of them have been able to add content, a launch date will be set.* The new site is much cleaner and easier to use than the old site.

Elyse discussed Facebook tab development as a way to increase our Facebook likes since we transitioned from a group to a page. We could combine ad buys with tab development and target people who went to Mizzou and who live in St. Louis or just people who live in St. Louis. The tab could have a sweepstakes entry for Soiree tickets, homecoming tickets, etc. that requires them to like the page to enter and win.

Tabitha suggested using North Social for \$19.99/month, which would include all the coding and managing the contest entries. The chapter would need a designer to create the image, which would be sent to North Social. *Elyse will look into this and update the board at the next meeting.*

Social

The chapter will host a Mizzou v. KU basketball watch party on Saturday, Feb. 4 at 8 p.m. at both Corner Pub locations. *Matt will e-mail the board to find volunteers.* Elyse offered to help at Chesterfield. We previously discussed hosting the Fried Jayhawk dinner at one of the basketball watch parties. *Mark will discuss it with Corner Pub as a possibility for the Feb. 25 watch party. Mark will ask Jayson if the watch party qualifies as a Founders' Day event (Feb. 11).*

Amanda will look into group tickets for the Muny for Aladdin this summer as a family-friendly event.

Scholarship Selection Process

Gene said that at the next board meeting we'll need to know the amount we have available for scholarships. Last year, the chapter interviewed 28 students and awarded six scholarships. Interviews will be before spring break. *Gene and Liz are working on a timeline for reviewing applications and scheduling interviews. They'll need volunteers to review applications.*

Trivia Night

Gene and Liz reviewed the trivia night details and schedule with the board. There will be a live auction for a football autographed by Aldon Smith and Blaine Gabbert. Gene and Liz will split emcee duties.

Those showing their MAA membership cards or joining that night will be entered into the attendance prize drawing. There will be approximately six prizes from which winners can choose including two tickets to Soiree.

Doors open at 6 p.m. with trivia starting at 7 p.m. Tables will be first-come, first-serve.

New this year is the Top Tiger balloon. Each round will have a Top Tiger question. Tables pay \$20 to participate. If you get the Top Tiger question wrong, you're out and you lose your balloon. The last standing balloon earns half the pot. There will be a 50/50 raffle, with Matt being rented out for \$5 for the 50/50 raffle. Attendees can pay \$5 to use Matt as their measurement for the wingspan option.

We have enough volunteers to staff the event.

Soiree in Stripes

Carlie reported that the committee is working on hotel room discounts. The Jan. 11 committee meeting will include a tour of Lumen. Sponsorship letters have been sent and feedback is already coming in.

Carlie said the committee has seen a need to reach out to businesses. This has led to the development of a business advisory committee, which would create built-in connections for the chapter. *The committee is looking for 12 business leaders from restaurants, shops, corporations, etc. that would be interested in joining the advisory committee.* Focus groups will determine what direction people in the area want to go and what they want from the chapter. Mark hopes a byproduct of the group would be a discount card for St. Louis alumni.

Elyse is reaching out to past scholarship winners to see how the scholarship has helped them. Christine and another volunteer will help Elyse craft these stories to use in press releases and promotional materials. The committee is considering having a photo contest with people's favorite Mizzou moment from their college days, which could be submitted online through Facebook and used in a slide show on TVs behind the bar at Lumen. There may also be a profile picture/cover photo campaign on Facebook to promote the event.

Elyse is reaching out to food trucks to donate their time (possibly 10:30 p.m. – 12:30 a.m.) and park outside Lumen. Suggestions included ChaCha's, Sarah's Cake Stop, Zia's, Gorilla's and Falafelwich (Mizzou alum).

Future board meetings:

Wednesday, February 1 at 6:30 p.m.

March 6

April 10

May 8 (will not be at Edward Jones)

June 5