

April 23, 2010 Suggested Agenda

ADMINISTRATIVE

- Federal Income Tax Return has been filed – a copy of the completed return and a cash flow from 2009 is available on the web site on the Donors page.
- Need reimbursements to Bill for software and Rush for mailings.
- Our mutual fund is not doing well – not bad – but not well. I was thinking that we might consider depositing it with the college in a special account that can only be used for scholarships with our absolute control (in case we have a dry year or two) and can only be used at our direction. I have had some comments from members suggesting that we do this.
- Newsletter Status: A newsletter was sent to the printer on the 16th ...
- Since last year's Reunion – we have mailed 75 General Donation Acknowledgements, 35 Memorial Donation acknowledgements, and 425 notices to the families of a memorial donation, approximately 800 membership renewal requests and 15 complimentary memberships (recent graduates). NOTE: We will need help this year in sending these reminders! Please!
- We received a capital one **branded credit card offer** where the Exes get some cash back. Should we pursue something like this?
- We received a letter from Dr. Maestas dated 12-10-09 stating that he is in receipt of the Private Support Organization request and has forwarded it to the Vice Chancellor. No other contact has been received. I've heard through the grapevine that Maestas want only one Alumni Association. FYI
- How about a discounted membership fee for current students?
- Should we consider a reduced membership rate for current professors (say \$25/year) to encourage their support and participation?
- I emailed out the **membership list** in early March – any corrections, additions, deletions – death's – divorces?
- I sent a request to Steve Lang to see if he could prepare an article that could be put into the Skyline.
- I submitted the Reunion information to be included on the events calendar of the Alpine Chamber of Commerce.
- The Rodeo Queen had questioned us about working with them for a Cowboy Christmas Ball. What is the consensus?
- Should we change how we handle the election?
- We have 4 Board positions up this year – Tom, Drew, Daila and Henry. Are all 4 running again?
- The last three Hall of Fames were on 3 year intervals (i.e. – 2011 would be it). Should we solicit nominations now?
- We are still in need of Hall of Fame write-ups for Clay Cade and Guy Allen.
- Recommendations/feedback/ideas for changes, additions, deletions to the Website or Facebook? Contributions would be greatly appreciated (especially Alpine news that might be of interest to our members)!
- Michelle is doing wonderful with Facebook. Over 400 members (wish we could figure out how to make them pay dues – that would be \$20,000.00 in dues alone – of course some are already members). Michelle started a poll on Facebook – what are the results?

REUNION – General

- Merchandise: Daila sent an **email** out on what she had found out. Melissa was to check with Johnson's and Big Bend and Wiley was to check with embroidery.co? Should we proceed? If so – details. We're fairly flush (money wise) right now and merchandise might be a way to encourage membership.
- A thought was that we could have a design contest for the Reunion T-Shirt. Possible rules: Promote Association and SR and no dates.
- Buckles: Poker, Goat, Breakaway, Ribbon, Exes (2), Family (2), Golf (4) – any others for the events? How about Auction – Silent, Live, Raffle? More than one in the auction? _____
- Membership Cards: Daila got a **quote** – any others? Rush has made them in the past – we'll need some very soon since graduation is coming up and we will need them to send to the graduating students.
- Membership Stickers: **Quotes?**
- Will we do a postcard reminder about the reunion. If so who do we send it to?

- A suggestion was made to have a Cowboy Church Sunday.
- Do we need any new Board Member shirts?
- Steve Gist's trophy saddle deal – there had previously been some concern
- Need discounted services – i.e. motels and restaurants.
- What do you get with your membership? Golfers have historically gotten something “extra”. Do we want to do something extra for poker and/or roping?
- Reunion All Around – will we do this again? If so, what do we award?

REUNION – Fundraising (Daila)

1. Cash Donations

a. Do we want to revise the donation tier structure? Do we want a “tier” structure? Do we want to keep the same tier structure (below)?

Sponsor Level	Buckle \$200-\$499	Event \$500- \$749	Reunion \$750-\$1,000	Scholarship \$1,000-\$2,500	Corporate \$2,500 +	Full Ride \$10,000
2 Complimentary Dance Tickets	SR	SR	SR			
4 Complimentary Dance Tickets				SR	SR	SR
Complimentary Membership		SR	SR	SR	SR	SR
One Complimentary Entry – Barrel Race, Breakaway, Goat Roping, Open Roping, Poker or Ribbon Roping		SR	SR			
One Complimentary Entry – Barrel Race, Breakaway, Golf , Goat Roping, Open Roping, Poker or Ribbon Roping				SR		
Complimentary Entry for all : Barrel Race, Breakaway, Golf, Goat Roping, Open Roping, Poker or Ribbon Roping					SR	SR
Monogrammed Shirt OR Plaque **			SR	SR		
Monogrammed Shirt AND Plaque **					SR	SR
Special Signage at the Reunion and Collegiate Rodeo ***				SR		
Increased and Special Signage at the Reunion and Collegiate Rodeo ***					SR	SR

** We have to make sure that we fulfill this promise

*** We have to make sure that a Director will be responsible for doing this

Who has the banners? Are they still in ok condition?

- Pinon application
- SandRidge request
- What corporate donors should we solicit?
- We should get a banner for JMB Land Company for last year's donation.

- Last year – the Ranch Rodeo started soliciting before us – let’s try and be in front this year. The most recent newsletter will go out to donors for the past two years – so they should be aware that you are “on your way”.
- The donation literature on the website is updated. If we decide on new tiers, we’ll make those changes as well.

REUNION – Social (Les and Melissa)

- Location – Crystal? If so, is the Crystal receptive. Time? _____
- What sort of deal are we doing?
- Will we offer free beer again? Can/should we solicit donation/contribution from the local distributor?
- Any supplies/donations needed?
- Will we have any “giveaway” items?

REUNION – Poker: Friday at social and Saturday at 2:30 at the Civic Center? (Rush)

- Is holding the Friday Poker at the Bar ok?
- Is holding the Saturday Poker at the Civic Center ok?
- Do we need chip set? And/or cards?
- Entry prices? Buy back prices? Rules?

REUNION – Roping (Ryon)

- Dr. LaBaume made an offer to assist with the roping in any way that he can. Bill forwarded his email to the Board and told him that Ryon was in charge.
- Is the arena reserved? Reminder to go through the activities office on the Hill.
- Will we serve food at the Roping? Should we offer this to a group for a fundraiser for them?
- Should we sell merchandise at the Roping? We’ll need a volunteer.
- What should the prizes be for the Youth Events? How about the Ribbon Roping runner?
- Same rules as last year?
- Entry fees?
- Is the stock lined up?
- Someone to keep the books?
- Roping help lined up?

REUNION – Dance: Civic Center at ?????TIME???? (? _____)

- Drew and Wiley are in charge of looking at bands and reporting back.
- Will we have a live auction or just a silent auction?
- Should we sell merchandise at the Dance? We’ll need a volunteer – it would probably be too much for the money taker (person working the door).
- We need to arrange for a person to work the door.
- A suggestion from the last meeting was to give dance tickets to RAS faculty so they might help recruit.
- The Association should not be listed on the Marquee.
- Price
- Solicit the beer vendor for a discount or donation?

REUNION – Golf @ ???TIME??? (Rush)

- Golf Course reserved?
- Maybe early details posted to the website to dissuade concerns.
- Price