

DA³ BOARD MEETING MINUTES

Meeting Date: Monday, January 16, 2023
 Location: In-person and online
 Participants: Mike Jasinski
 Brendan Lovett
 Quanzelle Wyatt
 Chris Simmons
 Justin Crawford
 Bennett Seacrist

Meeting begins at 19:25.

New Business

Marketing and Social Media

- Quanzelle has been working on additional marketing for the DA³.
- Should work on getting more social media marketing done via Facebook and Instagram – synergize the connections between all of our social media to insure they're all up-to-date as much as possible.
- Metricool (<https://metricool.com/>) can be used for better social marketing connection.
 - It was brought up that Facebook might not be useful as the younger set is moving away from it. However, it's still valuable given older brother such as Gen Xers like me still use it for connecting with our friends, peers, etc.
 - This tool, and others like it, take away the necessity to update multiple social media pages as it will update all the ones set up with one click.
 - Any fee will be handled by Quanzelle as he's already using it for personal things.
- Mike will contact Cardi RE: possible social media integrations we can set up. No tinder.

"Better Men, Better Entrepreneurs" Webinar

- Quanzelle has put together a document in the DA³ Google Docs area outlining the plans for the event.
 - Current plan is for it to be a one-hour event.
 - Looking to bring in old and new alumni to get multiple perspectives and increase alumni interaction.
 - Alumni who have experience with their own business(es) would make for good guest speakers.
 - Quanzelle and Mike will meet Thursday, 01/19, at either 12:00 or 12:30 to discuss the event further.

Events

Bros & Beers

- Date: 01/23
- Time: 16:00
- Location: Ebenezer's in Plymouth
- The event will be published on the DA³ Facebook, LinkedIn, and Instagram pages.
- 20-25 brothers have expressed interested in attending but many haven't been showing up to previous events. We need more to attend.

Paintball

- Location: Will be set by next meeting
- Date: Not set yet. Will be either in April or May when it isn't really hot outside. The exact date will be discussed next meeting but the two that are being most strongly considered are May 20th or May 27th (Saturday).
- Time: Not set yet. Since the cost the entire day, it's going to be suggested to show up when the location opens and stay as long as each brother wants.
- There is a discount if the party prepays but since it needs to be a large party, we're not sure if this can happen. However, a prepay option will be set up just in case there seems to be a high-enough demand.
- Cost: As mentioned above, it's a flat rate for the entire day, which will be between \$75 - \$100. This does **NOT** include the paint balls.
- For food, there are grills onsite that can be used. Brothers can bring their own food to cook throughout the day instead of paying for the substandard food at the location.

Golf Outing

- This needs to happen this year. It has always one of the better DA³ events and it's been a few years since we've last had one.
- Need to put together a group to work on setting it up.
 - Getting some input from Rick Wolf would be quite helpful as he has experience setting up a few of these events.
 - A good location should be scouted out.
 - The event needs to generate a good amount of revenue. There have been few fundraisers recently and a well-planned and attended golf outing can really help the DA³ raise more funds.
 - As a side note, we need to look into adding fundraising to more of our social events as well.
 - It could be helpful to get input with respect to promotion from Benjie Vista. He is still in contact with numerous brothers, promotes a very successful Halloween party each year that is attended by a number of brothers, and is looking to get more involved.

Finances

Founders' Day '22

- 16 people prepaid and 3-4 more showed up.
- We were \$150 short, as well as short on gratuity. A possible issue is that it seems the venue the event was held charged us for the wrong setup- the menu was wrong, food brought out wasn't the food on the menu, etc. Not sure if there's still time to look into this given it was almost a month ago.
- Brandon paid for the event and needs to be reimbursed. \$1689 was paid but only \$800 was collected.
 - NOTE: I think those are the correct number. My handwriting here is a bit messy.
- Need to look at the guest list to see who ordered what drinks, etc. to see if there is any way to determine why we were overcharged.
- There is \$1406 in the account and the DA3 voted to reimburse Brandon the amount of money had paid that wasn't covered by the money collected.

Goals and Priorities

Road Map 2023

- We need to find a new meeting space. While the places the face-to-face meetings have occurred at are good, they can get too loud during the meeting.
- We need to increase our social media presence to better promote the DA³ and our upcoming events.
- We need to hold at least one philanthropy event.
 - A good suggestion was holding a "Habitat for Humanity" event. We could sell DA³ shirts to those doing it.
- We need to update the contact information we have. Many email addresses on file, for example, are business addresses and when brothers move on to different employment opportunities, the address he has on file is no longer valid if he goes to a different company.
- We need better Instagram presence given that that's the social media platform more younger brothers will probably be using.

Meeting ended at 20:53, followed by the Triangle. Next meeting is Monday, 03/06 at 19:00.

YITBOS
Bennett Seacrist HK '90
DA³ Secretary