

DA³ BOARD MEETING MINUTES

Meeting Date: Monday, March 6, 2023
Location: In-person and online
Participants: Mike Jasinski
Brendan Lovett
Jeff Miller
Quanzelle Wyatt
Justin Crawford
Bennett Seacrist
Rick Wolf

Meeting begins at 19:14.

New Business

Webinar

- No one attended. Better marketing will take place for next event to help insure better attendance.

Marketing and Social Media

- Using Metricool with our social media accounts will allow us to get a better handle on the content we provide through our social media. This will allow us to provide better content at a faster rate. Will also allow us to quickly update all of our social media apps at one time instead of having to do each one individually. Better promotion of our events, and the DA³ itself, is paramount!
- Mike will help with the posting of content on social media.
- Quanzelle will set up a meeting with the other DA³ board members to train us how to use the tool and will also create a content marketing plan.

Events / Plans

Bros & Beers

- The event was a rousing success!

Professional Networking

- Next professional networking events will be scheduled in April, August, or September.
- It's not an issue to have no networking events during the summer. If we focus on social events during the summer, we can use those events to drum up interest in the networking, and other, events during the fall and winter months.

Paintball

- The event's target date is May 20, 2023 at Hell's Survivors in Pickney.
- Discount of about \$25-\$30/person if the party prepays. It needs to be a large party however and 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. A big supply of cash is needed to set this up and the treasury can't afford it. The better idea is to have the brothers show up and pay when they get there.
- Cost: Flat rate for the entire day (10:00 – 18:00), which will be between \$75 - \$100. This does **NOT** include the paint balls. It is possible to purchase a large number of balls that can be split amongst the brothers who pitch in. This is a great way to mitigate the cost of the balls.
- Promotion will begin Mid-March.
- 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.

- The picnic area can also be used by those who aren't unable to, or don't want to, play paintball. Promotion should include this as well so those who can't play know they can still show up and fellowship with their brothers.
- See if there's a way to turn it into a fundraiser of some kind. Can we get some DA³ t-shirts, or other merch, to sell?
 - While the goal of our events shouldn't be to make money, we should always look for ways to bring in money. There are costs to running everything and the money needs to come from somewhere.
- It might be wise to contact Hell's Survivors and inquire if we can rent out the entire location for the day.

War Room

- June 20, 2023
- Goal – build a brother database for all Michigan chapters. We have pretty good data for HK, not sure about other chapters
- Contact info, social, big bro, little bro, etc.
- Long term idea is to increase turnout and the DA³ network that we can offer.
 - We need to create activities that appeal to as many brothers as possible. What Xers like me like could be completely different from our Millennial or Zoomer brothers. However, there are always activities that all of us should enjoy doing.
- A quick and simple way of getting an idea of what brothers would like to do can be through surveys on our Facebook page.
- We need to pinpoint brothers from each chapter who can help us kick up interest in the DA³ and our events.
- Should we have more “flagship events” or keep the number lower and have more smaller ones all throughout a larger geographical area to allow for more attendance from brothers all across the state.

3rd Annual Sailor's Pub Crawl

- July 15, 2023 in Hamtramck. The list of bars is to be determined.
- Mike will start posting on social media in mid-May to promote
- This has always been a good, well-attended event.

Brotherhood Hike

- October 14, 2023, location to be determined

Bond Eternal

- November 12, 2023
- The past few years we've lost a number of brothers so it would be good to have a bond eternal ceremony for them this year. Not only will it allow us to honor our brothers but it can help us build rapport with those chapters who've lost brothers recently.

Founder's Day Dinner

- December 9, 2023 (target date) – location to be determined
- Open menu
- Everyone pays a flat fee.
- Fee is lost if someone is a no-show.
- Open menu this time to accommodate people with specific diet requests or limitations

Golf Outing

- August 19, 2023 at the Hilltop or Eagle Crest golf course
- Brendan – Work w/ Rick Wolf, Rob Hammel, Justin Crawford, Benjie Vista, & Chris Simmons
- Goal is to generate revenue & awareness – biggest event of the year
- Need to stress that nongolfers can attend and have a great time, too.

Finances

Founders' Day '22

- Brendan has been paid back the \$1406 he was owed after last year's Founder's Day dinner.
- The account has a balance of \$209, which is close to the "freeze" account limit. Justin suggested that account spending be frozen until we're able to get more money into the account. We need to figure out ways of getting more funds into the account so we can use it to fund DA³ events and such.

Meeting concludes at 20:40, followed by the Triangle. Next meeting on Monday 05/02 at 19:00.

YITBOS

Bennett Seacrist HK '90

DA³ Secretary