

UM VPAC Conference Call

1/8/17

Attendees: Teresa, Eve, Kay, Robby, Lauren, Amanda, Kiwi, Fish, Ashley

- Administration (Robby):
 - We have a little bit of money. What do we need to do?
 - § Vintage voyage - \$200/night
 - We could cover the victory party (Jan 21 @10pm, Tavern)
 - Get volunteers for the PJ Party
 - Teresa will send Robby email reminder to sort out budget for Vintage Voyage and PJ Party
 - § No new update on drape
 - § Website is expiring, need to renew now
 - § Kiwi is donating 25% of sales to VPAC
 - Ashley: We can market on the FB page and highlight new items
 - Kiwi will send Ashley pictures and descriptions
 - Kiwi will donate a Vintage Voyage decal
- Communications (Ashley):
 - We are actively working on the Cow Tail Quarterly
 - § CN edition will include:
 - schedule
 - spotlight on Ms. Pam (Kay will have ready by 1-31)
 - Fundraising plug:
 - "If every Vintage Purple gave \$x, we could do Y."
 - Give current raised amount and new goal
 - Life events spot?
 - Throwback to old shows?
 - 37, 47, 77, and 87 were all PVs.
 - College Night email
 - § Room block
 - § Make it sound more familiar wince we are more established now
 - § Highlight returning events
 - § Include Kiwi's contributions
 - § Kay: include a fundraising plug
 - § Amanda: Friday night dinner – either food truck or Eclipse, will have a decision in day or two
 - Website
 - § Need to do renewal for the website
 - § Last year was \$89 to start up
 - 1 year extension - \$19.95
 - 2 year extension - \$33.97
 - 5 year extension - \$75.80
 - YES to 5 year, new renewal date 1/3/22

- Sign up genius
 - § Need to use for Alumni dinner Jan 28 at Student Retreat
 - § Go back to Italian food
- Social Media
 - § We need someone to live update during CN weekend "Cow Tail Correspondant"
 - Fish will help.
 - § Would UM let us post 20 second clip of the show? Post announcement?
- Membership
 - No current updates
 - We need to reach out to Alice and see if she wants to continue
- Operations (Kay):
 - Use Asana app to organize all action items
 - § Need to set up a fresh UM VPAC account
 - Extra calls: (7pm)
 - § Jan 22
 - § Jan 29
 - § Feb 5
- Special Events (Amanda):
 - Will place catering order with Panera this week
 - § Kay and Robby will talk to the leaders about the kids letting alumni go first in line
 - Food truck dinner option or Eclipse
 - Portia Mason will help with Special Events this year
 - Work Session Thursday afternoon for bags.
 - § Amanda will get programs
 - § Kay will get Alabamians
 - § Teresa will make pin bows
 - § Kay will bring safety pins to Teresa at Alumni Dinner

UM VPAC Conference Call

1/22/17

Attendees: Lauren, Robby, Amanda, Teresa, Eve, Ashley, Kerry

- Administration (Robby):
 - From Kay: Alumni Dinner will be held in Reynolds
 - We are good budget wise with approximately \$1800
 - Expenses/Income:
 - § \$150 on website
 - § 2 \$100 donations from Donley and Leah
 - § Eve should not have to purchase paper for newsletter
 - We should have \$1000 after Vintage Voyage, Brunch, and newsletter
- Communications (Ashley/Eve):
 - Newsletter
 - § Front page CN 37 spotlight
 - § 2nd page spotlight on Ms. Pam
 - § Fundraising spot with breakdown of budget and needs
 - Thank donors
 - Send names of all cash donors to Ashley by Friday 1/27
 - § Cut off for any and all submissions is 1/27
 - § Fold copies at work session
 - Emails going well
 - § One member was upset by not being removed quickly enough
 - § Food sign up is being received well
 - Social Media
 - § Facebook is going great
 - § Will put out another call for food for alumni dinner to fill missing items
 - § VPs will need to look at FB and Twitter for real time updates CN weekend, not the website
 - § Portia will not be able to come to CN this year, so she cannot be our live update person
 - Ashley will put out a call for help
 - Website (Lauren)
 - § Redesigned and reorganized the website to be more functional, have more visual appeal
 - § Added YouTube videos
 - § We need people to add videos, messages, pictures, etc to the FB group to keep the feed on the website fresh.
 - § Please take a look and give feedback
 - § We can add a fundraising spot to the website
 - § Reason for cost difference:
 - \$75 is for 5 years of using domain
 - \$89/year needed to use website features
 - § Ashley has a copy of the side song and will send it to Lauren to put on the website

- Robby wants to ask Marion for permission first
- Special Events (Amanda):
 - Friday dinner will be at Eclipse
 - Work Session Thursday 6-9 pm
 - Need to order Panera Brunch
 - § Robby will cover
 - § Teresa will pick up
 - § Give earlier pick up time to avoid being late
 - Secured room for Saturday night
- Operations:
 - No current updates
- Membership:
 - No current updates

UM VPAC Conference Call

1/29/17

Attendees: Kiwi, Teresa, Lauren, Fish, Eve, Ashley, Robby, Amanda

- Communications
 - Cow Tail Quarterly (Eve):
 - § All submissions have been received
 - Pam spotlight, list of donors, side song lyrics
 - Need Kiwi's ad
 - Website (Lauren):
 - § Traffic is up thanks to Ashley's direction
 - § Take down sign up for food button
 - § New member to help Ashley, no new helper for Amanda yet
 - Amanda: We need to have a discussion on what to do when a member wants to step down but no one steps up to take their place.
 - Social Media (Ashley):
 - § Amanda Currie graduated in December and wants to be full volunteer.
 - She has a degree in communications
 - Said friends didn't know how to become involved and is going to help get younger VPs involved.
 - She will handle Twitter for CN weekend
 - § Removed one member per request.
- Administration (Robby):
 - Account is the same as last call
 - Got a new spreadsheet
 - Will send new donors to Eve tomorrow
 - Robby will call Panera with his card on Friday
- Operations (Teresa):
 - No new updates
- Kiwi/Swag:
 - Presale orders are slow
 - Ashley will send email and make another post
 - Has been in touch with Giselle, Eliah, and David Pohler
- Special Events (Amanda):
 - Panera pick up at 8:30
 - § Includes 5 gallons of coffee
 - Dinner at Eclipse
 - § We could purchase some platters ahead of time
 - Will call and ask about conference room Thursday
 - Teresa will touch base with Kay and Robby about getting with leaders on the Alumni Brunch to make sure that the alumni go through the line first.

UM VPAC Conference Call

6/4/17

Attendees: Robby, Kay, Teresa, Lauren, Amanda, Fish, Eve, Brett Bell

- Communications (Eve/Lauren/Brett):
 - Brett and Clarke Stackhouse are taking over the newsletter
 - Eve will do copy editing
- Special Events (Amanda)
 - Still need someone to step up and take over
 - § Portia expressed interest but may not have the time
 - § Biggest responsibilities:
 - Welcome bags
 - Hotel room block
 - Fish can help
 - Brunch
 - Friday dinner
- Administration (Robby)
 - \$1800 in account
 - § Eve will email invoice for printing via email
 - Need to keep a balance of \$1000 for operating costs each year
- Operations (Kay/Teresa):
 - Brett/Clark can send a message to Teresa regarding who/when they need content for the newsletter and Teresa will send out reminders
 - Kay says we did a great job bringing in sizeable donations
 - Robby: We can begin fundraising for the drape now (\$6300)
 - § Kay and Teresa will work on campaign
- Next call in August

UM VPAC Conference Call

9/10/17

Attendees: Robby, Eve, Teresa

- Founder's Day, Oct 12
 - Do we want a presence there?
 - § No booths/tents this year
 - Teresa can go but needs to know what ways we could contribute.
 - Eve will talk to Tracy
 - § Maybe this could be a recruitment event for us?
- Next call Oct 1

UM VPAC Conference Call

11/5/17

Attendees: Eve, Robby, Kay, Brett, Teresa, Ashley

- Communications (Ashley):
 - Newsletter
 - § Want to do historical piece for CN weekend edition
 - Look at “8” years with victories
 - Need a call with communications committee
 - § Teresa met with leaders for interview and sent Brett the content
 - § We can do a new year/holiday edition
 - Need room block information by 12/1 to advertise
 - Please send text to Ashley when checking the VPAC email
 - We need another social media helper
 - Working on checking new website traffic
 - Kay: Are we going to send an email with rooms, ticket sales, donations, etc?
 - § Eve: we will work on getting room block and get with Tracy on things to send out
- Administration (Robby):
 - We do not have a firm budget update
 - Pam’s recurring donation covered Vintage Voyage
 - How much could we cut down on Brunch costs?
 - § Charge \$5?
 - § Donation bucket?
 - YES!
 - Ashley: Are we doing a welcome dinner?
 - § We really need a new Special Events Coordinator as Amanda wants to step down.
 - Could we make task specific positions?
 - § Where would we have the dinner?
 - Eclipse closed
 - Tavern can’t do special events like ours
 - Teresa will check on Joe’s Italian special events room
- Operations (Kay):
 - Need info for drape fundraiser from UM
 - § Can UM create a flyer?
 - § Estimated cost is \$6300
 - How much do we already have? How much do we still need?
 - How will we keep up with donations?
 - Will the golds be involved?
 - Will CN be in the new fine arts center? If so, do we still need to raise money for the drape?
 - § Table fundraiser discussion until Robby can get answers.
 - How can we get more volunteers?

- § Ask specific VP's to grow committess?
 - No
- § Can we post on UM Purple Family?
 - Yes, we already do
- § Let's make specific job postings to put on social media
- Robby: Kay, can you do alumni dinner?
 - § Kay: No
 - § Ashley: What if we dipped into the pool of former leaders to get help?
 - § Eve: What is involved?
 - Sign up genius
 - Tables
 - Tote of supplies
 - Reminders
 - § Eve and Teresa can do it
 - Teresa will get dates from leaders