

TBDBITL ALUMNI CLUB, INC.
Board of Governors
January 18, 2021

Call to Order: A regular meeting of the Board of Governors, TBDBITL Alumni Club, Inc., was held via ZOOM virtual media, on January 18, 2021. The meeting commenced at 7:03 pm with President Zacke Naughton presiding.

Board Members in attendance: Sam Antenucci, Lindsay Conkel, Sean DeLong, Jack Elson, TJ Hersch, Kent Hutchinson, Michelle Jackson, Phil Kirkendall, Alex Nicolozakes, Allison Pallard, Kevin Smith, Jill Stemley, and Melissa Trahyn.

Past Presidents and Committee Chairs in attendance: Erick Alden, Doug Behn, Pete Boriin, Pat Campbell, Greg Daniel, Sarah Diemand, Ron Donnell, Dr. Paul Droste, Dan Eck, Clay Finken, Beth Giffin, Brian Golden, Shelley Graf, Sara Lawhon, Derrick Mills, Sydney Reik, and Heather Phillips Smith.

Members and Committee Chairs notifying not able to attend: Craig Little and Mark Lowe.

Guests: Dave Carwile and Gina Lawhon.

Adoption of Agenda: A motion was made to adopt the agenda; **motion carried by unanimous consent.**

Adoption of Minutes: A motion was made by Mr. Hutchinson to adopt the minutes from the Board Meeting on January 18; the motion was seconded by Dr. Droste; **motion carried.**

President's Remarks.

- 1) President Naughton wished the members a happy Martin Luther King Day, and expressed gratitude for all that are participating in the meeting this evening. Events are still "to be determined" for live participation related to the pandemic.
- 2) He also shared about the deaths of two of our valued alumni members: Past President Jules Duga and Anthony Violi.
- 3) The digital Skull Session was held at the end of November. Dr. Hoch, Miss Reik, and Mr. Drouillard hosted the successful event, with over 40 alumni participating.
- 4) There remains a committee chair vacancy for the Active Band as Mr. Donnell has stepped down from the position. President Naughton thanked him for all his years of service. Two members have agreed to help lead the group: Miss Giffin and Mr. Doug Behnke. More members are invited to participate and assist-if interested, please contact President Naughton.
- 5) March 11th is the next event, the OSUMB trivia night. Please sign up via the link that President Naughton sent, and if you'd like to help, let him know.
- 6) There is hope to have another, new social gathering-if anyone would like to try and create this, please let him know.

OSUMB Report. No report.

OSUAA Report. See attachment for the report. President Naughton shared that with the work of our club over the past 6-7 months since the OSUAA fiscal year began, we have already achieved the Scarlet status for this calendar year. Congratulations to our club for being able to still support and assist our students during a challenging pandemic.

Committee Reports.

1. Awards. Miss Pallard reported that she, President Naughton and Mr. Montgomery were able to brainstorm about how to use our current awards and move further with new ideas. There is potential to use other OSU awards and possibly tying in our alumni professional accomplishments that can highlight our members. There will be a proposal for voting at the March meeting.
2. Family Events. Ms. Diemand reported that the family event will still be held on January 31 at 2:00 pm. There will be a special guest who will read during a story time. There also will be crafts and movement activities. This gathering is for ages 4 through 10. If this is successful, another event could be planned and opened up to more participants.
3. Finance. See the attachment. Mr. Kirkendall stated that there is not much change since our last meeting 2 months ago. As a reminder, if anyone requires reimbursement, please send information to Mr. Kirkendall's work email (not the "treasurer" email) and include the following: your name, address and phone number. This will help him with the process.
4. Strategic Plan. See the attachment. Mr. Smith reported a key statement is 'how do we involve more people and create new opportunities that are not all playing events?'. Outcomes are identified. Mr. Elson stated there are two topics to address: what are our goals for 2021, as well as identifying changes to make sure critical success factors are in place to do the things we want to do. They will have goals to propose at the March board meeting.
5. Pizza Party. See attachment. Miss Graf reported that the party was successful. She reviewed what was included in the created gift packet given to the students and staff. A thank you note was received from the band staff. Next year's date is not known at this time.

Old Business. No reports.

New Business.

1. TBDBITL Time Capsule. Miss Gina Lawhon reported that she has stopped soliciting information for the time capsule, but contributions will still be accepted. Two videos were shared as examples to illustrate a group contribution, and a single member's contribution. Videos can still be sent to : timecapsule@tbdbitl.com.
2. Outbound Communication Update. See attachment/slides that were presented. Ms. Trahyn reviewed her slides and how they connect with the Strategic Plan. She created a LinkedIn page and she has posted on Facebook, where "Throwback Thursday" has been successful. There have been 125 people that have connected so far on the LinkedIn page. She suggested that we promote and tag our band friends, where we will have more engagement of others. This is in alignment with the goals of the Awards and Strategic Plan committees.
1. Committee Structure Proposal. President Naughton and Vice President Hersch have been discussing what the immediate and future needs of our organization will be if we are trying to reach some of the goals of the Strategic Plan. One item that became evident is making sure our organization is structured appropriately to pursue those higher order goals. There is work to be done, but it is within our reach. Some members may be called upon to participate in a meeting and dialogue more together. There will be more information to present and discuss at the next board meeting in March.

ANNOUNCEMENTS.

1. Miss Graf reminded all that there is still time to donate to the Script Ohio Club.
2. Mr. Rupp requested that if anyone has items to submit to the newsletter, to send them by the end of January.

ADJOURNMENT. A motion was made by Mr. Smith to adjourn. The motion was seconded by Mr. Behn; **motion was carried unanimously.**

NEXT MEETING: Monday, March 8, 2021, at 7:00 pm via ZOOM virtual media.

Respectfully submitted,
Michelle Ruess Jackson, Secretary

Alumni Association News and Information – January 2021

Reminder - Suspension of all in-person events until further notice

<https://alumnigroups.osu.edu/groups/2020/03/coronavirus-updates/>

- **Upcoming Leadership Symposium Series**

- January 26 – Club and Society collaboration – webinar, registration is open
- February 9 – Fireside Chat with Dr. James Moore and Larry Williamson from the Office of Diversity and Inclusion
- March 9 – Advancement Communications Update Webinar
- April 6 – Fireside Chat with Dr. Melissa Shivers, VP for Student Life
- For complete information - <https://alumnigroups.osu.edu/groups/event/symposium-series/>

- **Dinner for 12 Buckeyes moves to Networking for 12 Buckeyes**

[RSVP Networking for 12 Buckeyes Monday, February 8, 2021](#)

[RSVP Networking for 12 Buckeyes Monday, April 5, 2021](#)

- **Association Sponsored or Unit Sponsored Programming**

- January 27 – New Albany Center for Civil Discourse and Debate, 7pm
 - Need to indicate if you wish to participate. Email was sent to Presidents
- February 8 – Start of Buckeye Love
 - Engage your alumni via social media on what they love about Ohio State or how they met their love of their life through Ohio State, use the #buckeyelove
- February 17 – International Random Acts of Kindness Day
 - Promote on Social Media
- Upcoming Virtual - <https://www.osu.edu/alumni/activities-and-events/virtual-engagement.html>
- Upcoming Events - <https://www.osu.edu/alumni/activities-and-events/events/>

- **Scholarship fundraising mask opportunity**

Stay safe, show your Buckeye Pride and fundraise for your scholarship fund. The alumni association is selling masks in an effort to fundraise for student assistance. We're excited to share that there is an exclusive opportunity for club and society groups to fundraise too. For each mask purchase, \$4 will go to your group's scholarship fund. [Learn more](#)

- **Virtual Programming Support**

Thank you for your continued efforts to help keep Buckeyes connected and engaged throughout the world. Our Society Liaisons are here to support and [guide your efforts](#) with continued virtual programming and alternative fundraising ideas. You must submit your request for Zoom assistance at a **minimum of 30 days** before your scheduled event through Workfront.

- **Club and society event guidance**

As we adjust to the profound changes, we are experiencing due to COVID-19, please follow these guidelines regarding club and society activities. [Read Guidelines](#)

- **Peer review! Virtual programming testimonials**

Club and society leaders share their thoughts about hosting virtual events. [See what they are saying](#)

- **Virtual event ideas and best practices**

We are finding new ways to connect with our fellow Buckeyes. We have included some ideas here for Category 1 events, which provide continued engagement as we prioritize safety. [Get started](#)

- **Virtual Event Accessibility Recommendations-CarmenZoom**

The university recently released the [digital accessibility policy](#) which requires captioning of live online events unless the event has an approved [Accommodation-based exception](#) request. Virtual events

hosted through CarmenZoom will now need to be promoted at least 2 weeks in advance in order to give attendees sufficient time to review the communication, register, indicate an accommodation need, and for a live captioning vendor to be booked. As a result, we recommend that you assume at least a 4-week lead time in planning virtual events. Please work with your society liaison to secure a vendor to provide live captions or to submit an exception.

Repeat Reminders

Join the Buckeye Room - <https://www.osu.edu/alumni/communities/the-buckeye-room.html>

Join Alumni Fire (Mentoring Web Platform) – www.osu.alumnifire.com



TBDBITL Alumni Club, Inc. Financial Report
Board of Governors meeting – January 18, 2021

EXECUTIVE SUMMARY

- There has not been a lot of financial activity over the past two months.
- Net income is \$5k negative in 2020, which we knew was going to happen after approving the endowment contribution at the last meeting.
- Overall cash is still in a good position heading into next year.
- Reimbursement note – to use our Huntington Bill pay system, I need an address and a phone number, so please include both when submitting reimbursement requests. Also, please send these to my email: phil@accountingfrontier.com.

Financial Reports included in the Agenda (as of 12/31/2020)

1. Year-to-date income statement 2020
2. Income Statement by department
3. Balance Sheet as of 12/31/2020

Current pledges on record:

	Existing Pledge		Additional Pledge
December 31, 2016	\$50,000 PAID 12/8/16		
December 31, 2017	\$50,000 PAID 12/29/17	June 30, 2017	\$40,000
December 31, 2018	\$50,000 PAID 12/31/18	June 30, 2018	\$40,000
December 31, 2019	\$50,000 PAID 01/28/20	June 30, 2019	\$40,000
December 31, 2020	\$50,000 PAID \$5,000 11/19/20	June 30, 2020	\$40,000
		June 30, 2021	\$40,000

Balance Sheet

TBDBITL Alumni Club, Inc.

As of December 31, 2020

DEC 31, 2020 DEC 31, 2019

Assets

Current Assets

Cash and Cash Equivalents

First Financial Bank - Checking	-	54,238
First Financial Bank MMK	-	87,770
Huntington Checking	6,525	-
Huntington M/M Savings	74,103	-
Total Cash and Cash Equivalents	80,628	142,008

Accounts Receivable	-	650
US Postal Service - Postage	3,000	3,007
Total Current Assets	83,628	145,665

Total Assets **83,628** **145,665**

Liabilities and Equity

Liabilities

Current Liabilities

Accounts Payable	152	57,136
Total Current Liabilities	152	57,136

Total Liabilities **152** **57,136**

Equity

Current Year Earnings	(5,053)	(17,086)
Opening Bal Equity	54,019	54,019
Retained Earnings	34,509	51,595
Total Equity	83,476	88,529

Total Liabilities and Equity **83,628** **145,665**

Income Statement

TBDBITL Alumni Club, Inc.

For the year ended December 31, 2020

	2020	2019
Income		
Donations	14,392	3,792
Endowment Income	815	774
Golf Income	7,699	14,155
Instrument Rentals	-	1,920
Interest income	172	549
Membership Dues	14,100	17,250
Miscellaneous	1,566	360
Performances	1,500	43,420
Registrations	-	8,645
Reimbursements	1,142	-
Reunion Food	-	3,200
Sales to Members	1,639	6,835
Tickets	-	55,860
Trips	-	44
Total Income	43,024	156,804
Gross Profit	43,024	156,804
Operating Expenses		
Administrative	939	-
Archives	4,356	981
Awards	122	1,182
Bank fee:Merchant Fees	1,059	2,468
Contribution to Endowment Fund	5,000	50,000
Donation	1,122	3,700
Dues & Subscriptions	472	-
Flowers	-	330
Gifts	1,395	4,744
Golf	6,639	16,524
Instrument Fees	-	2,600
Insurance & Bonds	2,486	2,712
Mailling & Postage	3,025	10,339
Meals Expense	11,250	1,809
Merchandise	-	3,050
Parking	87	2,252
Parties	1,636	7,890
Printing & Copying	7,650	538
Refund:Reunion	-	70
Safety	-	573
Supplies	764	-
Supplies:Reunion	-	236

Income Statement

	2020	2019
Tax Prep	75	75
Tickets Expense	-	56,000
Transportation	-	4,673
Trip Expense	-	1,145
Total Operating Expenses	48,077	173,889
Operating Income	(5,053)	(17,086)
Net Income	(5,053)	(17,086)

Income Statement

TBDBITL Alumni Club, Inc.

For the year ended December 31, 2020

	ACTIVE BAND	GOLF OUTING	HYPER-ACTIVE BAND	REUNION GAME	SCRIPT OHIO CLUB	TBDBITL CLUB	TOTAL
Income							
Donations - Adopt-a-Row	-	-	-	-	-	12,245	12,245
Donations - Other	-	-	-	-	-	2,147	2,147
Endowment Income	-	-	-	-	-	815	815
Golf Income							
Golf income	-	7,699	-	-	-	-	7,699
Total Golf Income	-	7,699	-	-	-	-	7,699
Membership Dues	-	-	-	-	-	14,100	14,100
Miscellaneous	-	-	-	-	-	1,566	1,566
Performances	-	-	1,500	-	-	-	1,500
Sales to Members	-	985	-	-	-	654	1,639
Interest income	-	-	-	-	-	172	172
Reimbursements	-	250	-	-	-	892	1,142
Total Income	-	8,934	1,500	-	-	32,590	43,024
Gross Profit	-	8,934	1,500	-	-	32,590	43,024
Operating Expenses							
Administrative	-	-	-	-	850	89	939
Archives	-	-	-	-	-	4,356	4,356
Awards	-	-	-	-	-	122	122
Bank fees							
Bank fee: Merchant Fees	-	57	-	-	-	1,003	1,059
Total Bank fees	-	57	-	-	-	1,003	1,059
Contribution to Endowment Fund	-	-	-	-	-	5,000	5,000
Donation	-	-	1,122	-	-	-	1,122
Dues & Subscriptions	-	-	-	-	-	472	472
Gifts							
Gifts	-	-	-	-	-	1,395	1,395
Total Gifts	-	-	-	-	-	1,395	1,395
Golf							
Golf: Food & Drink	-	220	-	-	-	-	220
Golf: Gifts	-	1,950	-	-	-	-	1,950

Income Statement

	ACTIVE BAND	GOLF OUTING	HYPER-ACTIVE BAND	REUNION GAME	SCRIPT OHIO CLUB	TBDBITL CLUB	TOTAL
Golf:Greens Fees	-	4,469	-	-	-	-	4,469
Total Golf	-	6,639	-	-	-	-	6,639
Insurance & Bonds	-	-	-	-	-	2,486	2,486
Mailing & Postage							
Mailing & Postage	-	-	-	-	25	221	247
Mailing & Postage:Script Ohio Club	-	-	-	-	1,239	185	1,423
Mailing & Postage:TBDBI TLetter	-	-	-	-	-	1,355	1,355
Total Mailing & Postage	-	-	-	-	1,264	1,761	3,025
Meals Expense	-	-	-	-	-	11,250	11,250
Parking	87	-	-	-	-	-	87
Parties							
Parties	-	-	-	-	-	136	136
Parties:Pizza - Food	-	-	-	-	-	1,500	1,500
Total Parties	-	-	-	-	-	1,636	1,636
Printing & Copying							
Printing & Copying:Board of Governors	-	-	-	-	-	30	30
Printing & Copying:Script Ohio Club	-	-	-	-	2,228	-	2,228
Printing & Copying:TBDBI TLetter	-	-	-	-	-	5,392	5,392
Total Printing & Copying	-	-	-	-	2,228	5,422	7,650
Supplies	-	-	680	-	-	84	764
Tax Prep	-	-	-	-	-	75	75
Total Operating Expenses	87	6,696	1,802	-	4,342	35,150	48,077
Operating Income	(87)	2,238	(302)	-	(4,342)	(2,560)	(5,053)
Net Income	(87)	2,238	(302)	-	(4,342)	(2,560)	(5,053)

TBDBITL CLUB STRATEGIC PLAN

(Five Year Vision, Outcomes, Initiatives)

STRATEGIC OUTLOOK:

We envision a future in the next five years during which the Buckeye Nation will continue to grow and expand throughout the land, and the enthusiasm and spirit for the men and women of the Scarlet and Gray will be as strong as ever if not more so.

MISSION:

- to promote increasing engagement and closer fellowship among the Alumni of The Ohio State University Marching Band and The Ohio State University.
- to promote the advancement of the interests of The Ohio State University Marching Band and The Ohio State University, and
- to promote and support the mission of The Ohio State University Alumni Association, Inc.

VISION:

Over the next 5 years, we will increase the number of dues paying members with an emphasis on two categories: 1.) previously non-dues paying alumni and 2.) dues paying alumni who have stopped renewing (non-retained). The overall dues paying membership of the TBDBITL Alumni Club membership should increase by 25% (based on 2019, pre-covid standard numbers) over the next five years, or by 5% each year.

In doing so, we will seek to develop closer fellowship among the MBA and MBM**, we will look to support the evolution of the OSUMB/MBM as well as the TBDBITL Alumni Club/MBA. We will achieve the following outcomes:*

STRATEGIC OUTCOMES:

- 1.) Memberships: Increased number of memberships
- 2.) Value: Increased value and benefits for being a dues-paying member.
- 3.) Networking: Increased fraternal/social/collaboration opportunities among the TBDBITL alumni network and dues-paying membership
- 4.) Communications: Increased communication with a focus on content marketing, alternative streams/forms of communication, and enhanced quality of communication

STRATEGIC INITIATIVES: *We will cultivate greater appreciation, support, and connection between the MBM and MBA by generating more opportunities through our core and value-added initiatives:*

1. Perform: playing and marching that generates the spirit and enthusiasm for The Best Damn Fans in the Land and perpetuating the traditions of OSU and OSUMB
2. Support: perpetuate and grow programs to assist and support the OSUMB and the MBM during the Fall band/football season.
3. Connect: continue current programs and foster new initiatives which build social and professional relationships between the MBA and the MBM, generating stronger connections, community, and communications

CORE VALUES: *In all that we do as members of The TBDBITL Club, we strive to think and act according to these values that make us great and achieve success:*

Tradition
Excellence
Fraternity
Spirit
Philanthropy
Drive

Pizza Party 2020

Zacke Naughton, President of the TBDBITL Board of Governors and I worked with Dr. Hoch to come up with a date for the pizza party. It was held on Friday November 20th, 2020 at the end of the marching band practice session on the band practice field. At the last board meeting I showed the packets that were put together for each band member, band directors and administrative staff which came up to 252 packets per Dr. Hoch. In the packets were a TBDBITL notebook, voucher for one large up to 5 topping pizza from Papa John's (I worked with the marketing person at Papa Johns and purchased the vouchers for \$6.00 per voucher for \$1500 total.) We also enclosed a TBDBITL sticker decal and a letter explaining the pizza party 2020 to the students. We made sure the students knew this was from the TBDBITL Alumni. All packets were sealed and in large boxes. Zacke Naughton, TJ Hersch, Susan Scharenberg and myself met at the bandroom and Wes Clarke picked us up in the golf cart to get the boxes out to the practice field. Thanks to Susan Scharenberg who was willing to take photos of the event. At the end of band practice, Dr. Hoch let me explain to the students about the packets -- each squad leader came up and picked up the packets for their row and all packets were passed out within 10 minutes. The students were very excited and appreciative. After the packets were passed out we sang Carmen Ohio with the marching band maintaining social distancing and I had the honor of giving the OH at the end of practice. I received a very nice thank you note from the marching band students and staff.

I will be working with the Drake Union to set a date for the 2021 pizza party in hopes we will be able to meet in person at that time.

Shelley Graf
Pizza Party Chair
1/26/2021



Outbound Communication

MELISSA TRAHYN

TBDBITL ALUMNI CLUB BOARD OF GOVERNORS MEETING

JANUARY 18, 2021



Rationale

- Engagement
- Presence
- Communication
- Reaching a larger audience



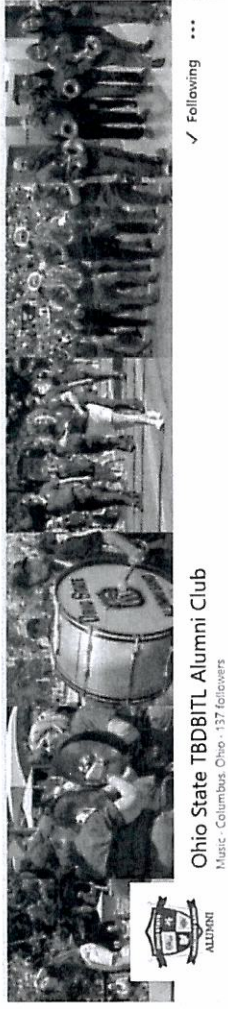
What's been done

In December:

- TBDBITL Alumni Club LinkedIn page created
- Weekly/regular posting on the LinkedIn page and the public Facebook page starting 12/3/20
 - LinkedIn = 16 posts
 - Facebook = 19 posts
 - Biggest engagement on both sites: "throwback Thursday" posts



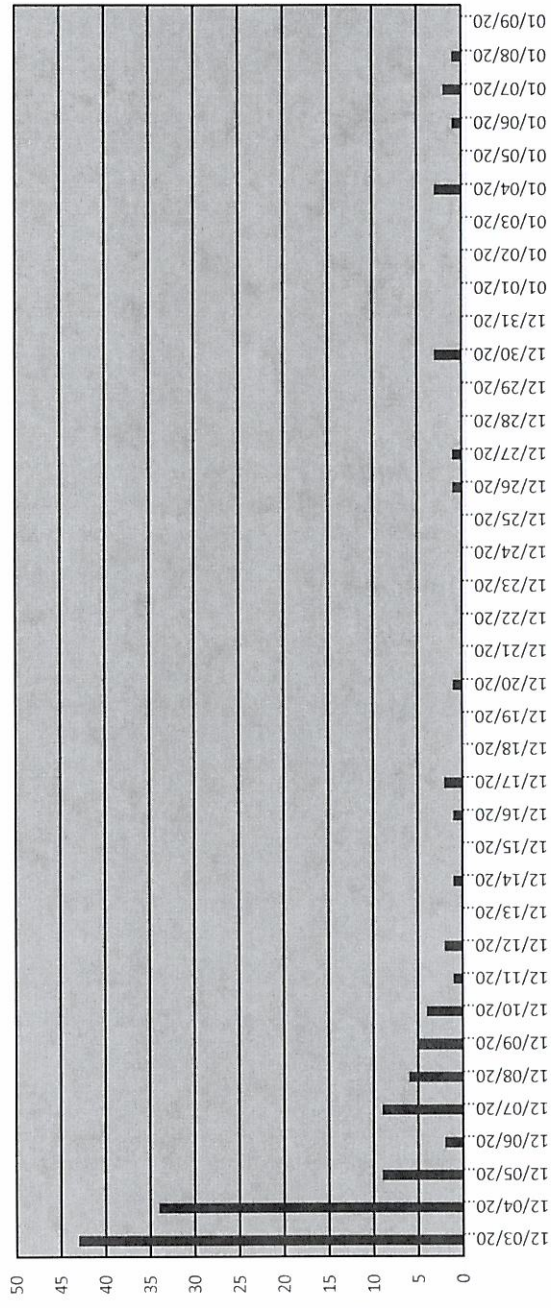
LinkedIn Analytics



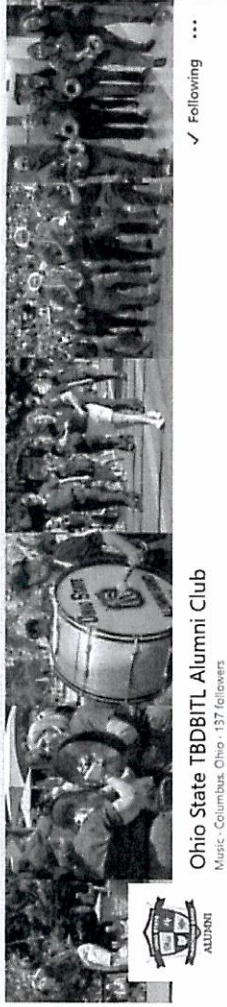
Total number of followers between 12/3/20 and 1/17/21 = 143

- December 2020 = 125
- January 2021 = 18

Total followers

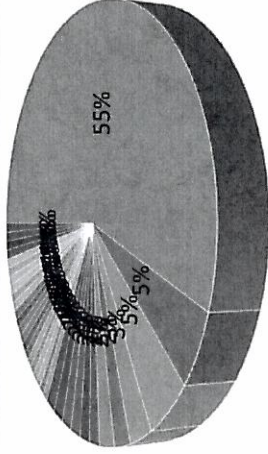


LinkedIn Analytics



Engagement by Location

- Columbus, OH = 55%
- Other Locations (34) = 45%

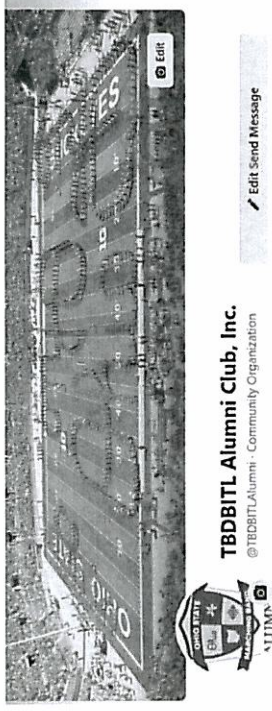


- Columbus, Ohio Area
- Greater Chicago Area
- Dayton, Ohio Area
- Greater Los Angeles Area
- Washington D.C. Metro Area
- Greater Detroit Area
- Fort Myers, Florida Area
- Charlotte, North Carolina Area
- Canton, Ohio Area
- Hawaiian Islands
- Myrtle Beach, South Carolina Area
- Baltimore, Maryland Area
- Greater Denver Area
- Bowling Green Area, KY
- Toledo, Ohio Area
- Charleston, West Virginia Area

- Cleveland/Akron, Ohio Area
- Indianapolis, Indiana Area
- Cincinnati, Ohio Area
- Greater Seattle Area
- Greater Philadelphia Area
- Greater Boston Area
- Greater Memphis Area
- Fargo, North Dakota Area
- Louisville, Kentucky Area
- Orlando, Florida Area
- Greater New York City Area
- Dallas/Fort Worth Area
- Vancouver, Canada Area
- Raleigh-Durham, North Carolina Area
- Harrisburg, Pennsylvania Area
- Greater St. Louis Area



Facebook Analytics



Total number of Likes and Followers added between 12/3/2020 and 1/17/2021:

- Likes = 41
- Total page Likes = 636
- Followers = 45
- Total Followers = 656



Like vs. Follower

- **Like** = Person who has chosen to be a fan of your page
- **Follower** = person who has chosen to see updates posted by page on his/her news feed

Someone who “likes” your page can choose to “unfollow” you. The account will still register the like, but the user will not see content.

“Likes are good but followers are better.”

What's next?

- Promote the pages on your Facebook or LinkedIn newsfeed to your network – this will be seen by your friends and then they may like/follow our pages – tag band alumni for more visibility and engagement by the audience we're targeting
- Reviewing which posts are receiving the most engagement and commit to making similar posts
 - Right now, Throwback Thursdays are the most popular with photos from past events
 - TBT Post on 12/16 about Eugene Weigel's 1937 formation garnered
 - Facebook: 746 engagements with 78 Reactions and 42 post clicks / LinkedIn: 295 Impressions
 - TBT post on 12/31 about Bowl game garnered
 - Facebook: 583 engagements with 61 Reactions and 60 post clicks / LinkedIn: 377 Impressions



- Approximately 30 TBT posts planned for 2021

Takeaway: Between now and March I'd like to coalesce these thoughts into a more concrete communication strategy

309538 TBDBITL – Script Ohio Fund

\$101,251.13 available

\$18.00 Current month gifts (will be transferred in the first week of next month, the foundation is no longer holding these for 180 days)

607138 TBDBITL Scholarship Fund

Endowment principal balance: \$1,073,640.63

Available balance: \$31,326.08

607139 TBDBITL Script Ohio

Endowment principal balance: \$137,245.29

Available balance: \$893.48

641802 Dot the “I” Marching Band

Endowment principal balance: \$1,142,469.39

Available balance: \$210,412.68

647693 Woods TBDBITL MB Fd

Endowment principal balance: \$131,297.42

Available balance: \$27,009.56

647698 100% TBDBITL Endowed Scholarship

Endowment principal balance: \$618,428.11

Available balance: \$23,448.81



Script Ohio Club Updates

Script Ohio Mailing Information (Q4 2020)

- 4467 TBDBITL members
- 1541 non-TBDBITL members (ie former Script Ohio Club members)
- 193 donors to the Script Ohio funds and \$22,774

Script Ohio Advertising (Page 5):

https://issuu.com/columbusdispatch/docs/columbusmonthly_giving2021/1?ff&showOtherPublicationsAsSuggestions=true