

Minutes for the Mighty Hawkeye Bn Alumni Association Board Meeting

14 APR 2018

Meeting Start Time: 12:30 pm Central (In person, Iowa City, IA)

Directors Present

- ✓ Jeff Borland – '87
- ✓ Brad Cook – '95
- ✓ Dave Deyak - Former PMS
- ✓ Steve Frederick – '69/Former PMS
- ✓ Katie Hanna – '94
- ✓ Dave Lewis – '89
- ✓ Diana Meador – '89
- ✓ Bryce Parker- '10
- ✓ Luke Peters – '89
- ✓ Stew Wallace - '68
- ✓ Melanie Young – '87

Others Present

Zach Buettner-PMS

Walter Prentiss

1. Luke Peters called the meeting to order at 1232 hours.
2. Luke called for any conflicts of interest. No conflicts were noted.
3. Approval of the minutes was tabled for the next minutes as they were not previously distributed for review.
4. Committee Reports:
 - a. Finance Committee:
 - i. Treasurer's Report: Rob Hedgpath noted that the tax documents were signed and the address was changed. He filed all tax documents. No vote was taken since there was not an official treasurer's report and Bryce Parker was not present.
 - b. Strategic Vision Committee:
 - i. Build a World Class Network of Leaders: Brad Cook noted the progress over the last few months included that Zach had scrubbed the mentor pool. This includes 10 people; 3 are 2LTs already. Mentors consist of 10 company grade and 8 field grade. Zach is trying to find the best fit for cadets. Next year, as branch assignments are found out, they will send

out requests for specific branches. Brad stated that they will use people that weren't needed to ask for help with the "Fund Our Opportunities" committee. MS4s have mentors. 17 MS3s need mentors.

- ii. Support & Enhance Department Activities: Jeff Borland discussed crowd funding (not Gofund me). Luke stated that the general fund is not tax deductible where the two accounts with the UI Foundation are tax deductible. Luke stated that it would be best to ask for money 1-2 times per year and not ask for specific events like the mil ball. Zach stated that it would be good to have a visible measure of how we are doing on raising funds. Luke stated that the newsletter would be a good mechanism to show the status of the three accounts. It was also noted that it would be good to have one POC with the UI Foundation, to talk to them and roll it up.
 - 1. A Day of Giving (like UI had this past year) was discussed to do of our own, including matching.
 - 2. Rob mentioned a possible organization that tracks philanthropic ties to Iowa
 - 3. A hyperlink with a DONATE tab on a website was mentioned.
 - iii. Recruit the Next Generation of Leaders: Stu Wallace reported that he talked to Tony and for freshman next year, it looks good. There should be 17-20 sophomores. Zach stated that at a certain point, the recruiting takes care of itself.
 - iv. Promote Our Organization: Melanie Young stated that we need to promote ourselves through branding. She is looking for 1-2 more people to bounce ideas with. She would like to decide on a logo setup and sell items: cup, shirts, etc. It was noted that if we use the Tigerhawk, the UI gets 12% if we use the logo. Rob mentioned that for the coin, a one-time use was allowed because they were not sold. Melanie stated that she thinks we should not use that logo but a more heritage logo. She asked about vendors and Café Press was mentioned. Melanie asked if the AF alum have a program and it was noted that they do not. Melanie will research options for vendors and merchandise.
 - v. Fund Our Opportunities: No change.
- c. Outreach committee:
- i. Newsletter. Katie Hanna mentioned that there was great feedback from the previous newsletter and an April draft was in progress.
 - ii. Alumni found. Luke mentioned that it was stagnant but he could send out another letter out. Walter mentioned perhaps a link to old photos could be setup. Luke stated that yearbooks were scanned online and they are pretty good until the late 60s.

iii. Post Sponsors update. Katie briefed that this is updated from the sponsors she heard back from and will be in the April newsletter.

d. Social Networking: 184 likes for Facebook. Linked in connections were not known.

5. Department Updates:

a. Military Ball takes place tonight, 14 APR.

b. U of Iowa: The University has been extremely generous this year and funded The Bataan Death March group with hotels, airfare, etc. 3 were Army, 2 were AF, and 1 cadre. They placed 15 out of 57 in the ROTC Heavy category. For the Norwegian foot march, 1 cadet will attend.

c. Cadre is doing well. Kirkwood/Coe may increase presence. They may add a position for COE.

d. Commissioning is at Kinnick Stadium in May.

e. A meeting with the UI President discussed a cohort of individuals that came through on the GI Bill. They are losing an opportunity; they're dying out. Contact them to donate to build (or any veterans). Vets weekend dinner/meet cadets. Dave Deyak stated that no one owns cadets on campus. For outreach, we have to understand how the foundation works. Stu stated that he talked to Pete Mathis at football practice this morning. He stated to let him know if there is anything we need. Zach stated that there is a lot of transition.

6. Old Business:

a. Long range calendar planning. Luke stated that we have funds setup. For the 4th year in a row, we have sponsored every cadet for the Mil Ball.

b. Scholarship Award Criteria Development: We can't fund the scholarship/building account from within. Steve, Dave, Dave met for lunch. A scholarship Oversight Criteria sheet was passed out.

c. Website. Rob setup a potential website (www.mhbaa.com) the domain name was created and website started. Content development would be worked further. Cost \$200. Send content to Rob if we go forward with the website.

d. Corporate Solicitation. Show goals. Unveil website.

7. New Business:

a. Open discussion.

i. MHBAA Logo

ii. Wreaths across America. Every DEC on Vets graves a wreath is placed. We would send a blast out to members in JUL. We would make \$5 back to MBHAA on every \$15

- iii. Brad briefed that just over a year ago Strategic Vision Committee set goals. Possibly merge subcommittees now. (Support and enhance + Fund Our Opportunities) Take a look and send feedback to Luke for AUG meeting. Brad will package and send out for review in JUN.
 - iv. Dave Lewis will work with UI Foundation.
8. Other items.
- a. Next Scheduled meetings:
 - i. 5 JUN 18 (changed to 12 JUN 18)
 - ii. 7 AUG 18
9. The meeting was adjourned at 1515, motion by Rob Hedgpeth and a 2nd by Jeff Bourland.

/////Signed/////

Katie Boesen Hanna
Secretary
Mighty Hawkeye Battalion
Army ROTC Alumni Association (MHBA)

MHBAA Calendar

~~3 JAN 17~~ Board Meeting
~~7 FEB 17~~ Board Meeting
~~7 MAR 17~~ Board Meeting
~~4 APR 17~~ Board Meeting
~~22 APR 17~~ Military Ball/Board Meeting
~~2 MAY 17~~ Board Meeting
~~12 MAY 17~~ Spring Commissioning
~~29 MAY 17~~ Memorial Day
~~4 JUL 17~~ Independence Day
~~1 AUG 17~~ Board Meeting
~~21 AUG 17~~ Fall Classes Start
~~14 SEP 17~~ Board Elections
~~2 SEP 17~~ Home Football Game (WY)
~~8 SEP 17~~ Game Ball Run
~~16 SEP 17~~ Home FB Game (N TX)
~~23 SEP 17~~ Home FB Game (PSU)
~~3 OCT 17~~ Board Meeting
~~7 OCT 17~~ Home FB Game (III) HC
~~28 OCT 17~~ Home FB Game (Minn)
~~4 NOV 17~~ Home GB Game (OSU)
~~7 NOV 17~~ Board Meeting
~~11 NOV 17~~ Veteran's Day
~~18 NOV 17~~ Home FB Game (PU)
~~23 NOV 17~~ Thanksgiving
~~5 DEC 17~~ Board Meeting
~~15 DEC 17~~ Winter Commissioning
~~9 JAN 18~~ Board Meeting
~~6 FEB 18~~ Board Meeting
~~6 MAR 18~~ Board Meeting
~~14 APR 18~~ Military Ball/Board Meeting at Union, 12:30 pm
~~o/a 11 MAY 18~~ Spring Commissioning