

Granite State Marine Corps League Detachment #542
Meeting December 12th **,2023 at 1832**

Opening Ceremony: Commandant, Sgt-at-Arms, Chaplain

Roll Call of Officers and Appointed Positions:

Commandant:	Gary Gahan	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Sr Vice Cmndt:	Michelle Vanvalkenburg	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Jr Vice Cmndt:	Mike Martioski	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Judge Advoc:	Chris Peirce	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Jr Past Cmndt:	B J Byers	Pr. <input type="checkbox"/>	Ex. <input checked="" type="checkbox"/>	Abs. <input type="checkbox"/>
Adjutant:	Eric Anthony	Pr. <input type="checkbox"/>	Ex. <input checked="" type="checkbox"/>	Abs. <input type="checkbox"/>
Chaplain:	Joe Duquette	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Paymaster:	Vacant	Pr. <input type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Quarter Mstr:	John Petrilito	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Sgt at Arms:	Paul Coutu	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Webmaster:	Jo Zurwell	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Media Liaison:	Mike Martioski	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Scouting:	Dan Fedor	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Marine 4 Life	Vacant	Pr. <input type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Aide De Camp:	Kevin Brown	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>

New Members, Associates and guests:

New members: GySgt. Tom Escandon
Tom Mannion (Candidate);

Other Regular Members:

Jerry Tanguay

Associates: Pauly Labbe; Ellen Petrolito; Joey Duquette

Guests: none present

Reading of Minutes from last meeting: A motion was made to approve the minutes from the November 14, 2023, meeting. The motion was seconded by Ellen Petrolito and passed unanimously.

Senior Vice Commandant: (Michelle Vanvalkenberg)

Between Michelle and Gary, five proposed fundraising dates were discussed:

President's Day at Bass Pro Shops

May 18 – 19: prior to Memorial Day at 3 Market Basket locations

June 29 -30: prior to 4th of July

August 24 – 25: prior to Labor Day

November 9 – 10; Marine Corps birthday and Veteran's Day

Paymasters Report: (Vacant) (covered this month by Gary Gahan)

See Paymaster Report attached. Gary reported there is a checking account balance of \$17,598.45. Gary reported Market Basket fundraising resulted in \$3,471.00. He reported 4 expenses during the month (with two spelling errors): Bluebird Storage, Crown Trophy, payment to Jo Zurwell, and purchase of small flags for Market Basket fundraising efforts, purchased from Dep't of New Hampshire. Gary's report also included a summary of "Restricted Funds" of \$14,326.98, leaving the Detachment with \$3,271.47, Net, available for other expenses. The bulk of these Restricted Funds came from Charitable Gaming; \$13,630.00. See Attached Report, complete with spelling errors.

Gary also informed the meeting about the demand by Bluebird Storage and steps that were taken to see if we already have coverage via MCL Inc. and their League-

wide policy with RUST Insurance. The Net on that is we do NOT have coverage for goods in a storage venue such as Bluebird Storage, and Gary will follow up.

Chaplains Report: (Joe Duquette)

Ron Jones has informed us that he will start re-attending Detachment meetings in 2024, following the loss of his wife.

We have learned that two members are deceased: William Gibbons and Charles Clough.

Quartermaster: (John Petrilito)

No report

Webmasters Report: (Jo Zurwell)

See attached Webmaster and Social Media Manager report

Jo has explained that to replace the list of contact names and information for the high schools in NH, in our region, that is no longer available for the scholarship program, it will take her an estimated 7.5 hours to complete the look up of information and create the database of email addresses and names needed to be able to send out the scholarship information to the high schools via email in 2024. Kevin B. made a motion to approve the sum of \$175 for Jo to do this work; Dan 2nd and it was approved unanimously.

Gary G. --- the website should make it clear that trade schools are included for MCL scholarship purposes, not just 4 year colleges.

Jo also remembered that there was a motion to bring donations by the Manchester Expeditionary Brigade to Operation Delta/Devil Dogs and to Building Dreams for Marines up to \$1,000 each, adding \$250 to each of the two donations by Manchester Expeditionary Brigade. Gary moved that we donate \$250 to both

Operation Delta/Devil Dog and to Building Dreams for Marines. The motion was seconded (by whom is unknown) and passed unanimously.

Media Liaison Report: (Mike Martioski)

Mike Martioski reported on the recent fundraiser using a QR code which when scanned brings the viewer to “Pennies for Pounds” (weightlifting Vet charity) the raised funds of which go to Homeland Heroes. This group he selected because of his personal experience with their effectiveness and care. This fundraiser was held in Hanson MA on Dec. 10th. This charity is tied to weightlifting and there are options for different weights (corresponding pennies to pounds lifted). All money raised goes to Julie Weymouth, head of the organization. She, in turn, connects to vets with needs, for example, furniture, food, toys for kids etc.

It is a 501 C-3 non-profit organization that takes monetary donations and hard goods (in-kind donations). The important part is to distribute flyers to businesses and stores (e.g., Mass. Iron Barbell Club in Hansen MA); and to process payments with a “swipe”. Mike can incorporate livestream of their activities (homeless care etc.). Alexander Omand Gym is hosting a weightlifting event for this.

Mike also talked about setting up a “Muster Day” to get all hands on deck and a calendar of community events that he wants to use to recruit new members. The muster day is the result of his conversations with all the members when he called them and asked why they are not coming to meetings anymore. Mike also discussed creating visiting teams to check in with detachment members who can’t make it to meetings for various reasons. There was also a discussion about bringing the ‘Pennies for Pounds’ funds raised to an even \$2500 which was under \$300 to do so by GSD, Mike has the actual numbers.

Scouting Report: (Dan Fedor)

There will be two Courts of Honor; December 30th at 12:20 and 12:30; Dan has arranged for 2 of the 5 who usually do this work to cover the COH’s

Dan and Gary have been working on the design of a new challenge coin to be given to new Eagle Scouts. After discussion, Joe Duquette made a motion for \$650 funding for this project; it was seconded by Paul Coutou, and passed unanimously.

Marine for Life: (Vacant)

Click or tap here to enter text.

Correspondence: (Commandant, et al)

None reported

Donations inbound: (Paymaster, commandant, et al)

Click or tap here to enter text.

Donations outbound:

Jo Zurwell discussed creating a committee for Outbound Donations. This committee would be responsible for collecting requests from members or Board members for donations to various organizations. The committee would then vet the information provided and present it at the next Detachment meeting for approval or denial based on their findings. Jo also shared with the meeting a list of detachment historical donations that Gary supplied others. She had the numbers in a spreadsheet and showed how we have split our donations over the past three years; Marine organizations received 17.48%, Veteran's organizations received 36.57%, and Community organizations and scholarships received 45.95%. There were a couple of organizations that I remembered from this year that Gary did not include, Run to Home Base, and Homeland Heroes Foundation, so these numbers are not part of the calculations. This committee would also generate a budget of how to divide up the available funds for donations for each year by percentage as we don't know how much we will have available at any given time. Which would then be reviewed and approved by the full Board. There was no motion to make this committee, or whether that can be done by the Commandant on his own authority or whether a By-Laws amendment might be needed.

Awards: (Commandant, et al)

Kevin Brown briefly discussed his idea for working with MCL-HQ to authorize a new ribbon award for community service that might also include fundraising.

Honor Details: (Jim Ambrose)

Click or tap here to enter text.

Scholarship committee: (Gary Gahan, Kevin Brown, Dan Fedor)

A database for schools in the region does not exist; but Jo Z. did some research finding that 37 schools of higher learning are in our region, 5 in Manchester. (Jo Z. :) the process is to find the websites of schools with contact information of their guidance counselors; then give the counselors our Scholarship application, put links to us (#542 site) their websites.

It was announced that the Scholarship Committee would next meet at Panera Restaurant in Bedford on Dec. 18th at 09:00. Regretfully, committee member Kevin Brown totally spaced-out and missed this meeting.

Other business:

Gary raised and discussed the idea of giving a \$200 gift, whether a check or a gift card, to **Sue Sciascia** as a way of thanking her for all her good work at the Saturday meetings this year. Dan Fedor moved that we reserve \$200 for this effort; motion Seconded by Paul Coutou; passed unanimously.

A list of events SHOULD HAVE BEEN submitted with these minutes:

--- January 9th, 2024, is the next MCL #542 meeting date;

--- Dec. 30th (Sat.) is the “funday” Breakfast (Airport Diner), with the year-end raffle drawing.

19:53 (7:53 p.m.) ---

Closing Ceremony: (Commandant, Sgt-at-Arms, Senior VC, Chaplain)

Next meeting date announced: January 9th, 2024

---witlessly submitted by Kevin Brown, on behalf of honorable Eric Anthony,
Detachment Adjutant

Financial Recap for MCL#542 meeting December 12, 2023

Available checking account balance as of December 12, 2023 \$17598.45

Income from Market Basket Fundraising event \$3471.00

Expenses since last meeting November 14, 2023

Bluebird storage	\$129.00 **
Crow trophy	\$. 99.24
Jo Zurewell	\$618.75
Dept NH – flags	\$329.25

Total \$1,176.24

Restricted funds:

Charitable gaming	\$13,630.01 ***
Balance of funds from Marine Corps ball	\$. 596.97
Donation to M. Martioski fund raising	\$ 100.00

Total restricted \$14,326.98

Net available for other expenses \$3,271.47

** due to increase by \$12/month January 2024 for property insurance

*** I will go back and restruck donations that have come in since receipt of the charitable gaming funds that would have been for uses allowed.

Webmaster and Social Media Manager

Board Report for

December 12, 2023, GSD 542 Meeting

Communications:

December Bulletin Email: The “Commandant’s Corner” Bulletin was sent out on December 6th . If any officer or member has something to add to the Bulletin, please email the Commandant and he will forward it to me.

The response (RSVP) segment of the email showed that two people clicked on the button; Jo Zurwell, and Mike Martioski.

December 6th Bulletin Email Statistics Compared to September numbers

	October	November	December
Email sent to email address	915	900	892
Email opened by	220	229	234
Email Open Rate	24.2%	25.2%	26.5%
Click Rate	1.2%	0.9%	0.6%
Top Clicked items	2 – Brewfest, 2- Main GSD page,1 – Building Dreams for Marines	3 -Response to the meeting; 3- Official Marines Birthday Message; 2 – Joint Installation	2- Response to meeting and 1 – to the Main GSD website
Posted on Facebook – reached	48	58	36
With Facebook Engagements	3	6	4
Overall Facebook Reached (past 28 days)	492	1046 (may not be accurate looked at wrong #)	341
Overall FB Engagements (Past 28 days)	243	296	141
New Followers	2	5	4

Website:

The detachment officers page is now up to date with the current group of officers and appointed with contact email forwards set up and pictures.

I have worked with Chris with the transition from the old GoDaddy account to our own. Everything is now transitioned and seems to be working correctly.

Google Analytics GA4 numbers for October 16-November 12th.

	9/7/- 10/2	10/16- 11/12	11/13- 12/10
Total Website Users	88	227	174
Direct Find -typing in URL	63	139	160
Organic Search	15	161	59
Referral (link on another site to ours)	5	10	14
Organic Social Media search	3	2	16

The top landing page views were as follows:

	9/7- 10/2	10/16- 11/12	11/13- 12/10
Main Home page	59	169	210
Copper Door Hosts Fox	10	0	
Military Historical Tours	8	0	
Health Care for Veterans	7	0	
Seacoast Veterans Conference	7	0	
Run for the Fallen NH Inc	8	0	
Marine Corps Ball	7	120	
Those We Serve		32	24
Contact Us		19	
Events		17	28
Membership		17	26
Pennies for Pounds			35
Detachment Officers			26

Please let me know if you have any questions or if there is any information that you would like to see from these Google tools that was not supplied above.

Respectfully Submitted

Jo Zurwell, #238602

Webmaster & Social Media Manager