

Granite State Marine Corps League Detachment #542
Meeting February 20, 2024 **, at 1830**

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:	Vacant	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 checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Chaplain:	Joe Duquette	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Paymaster:	Gary Gahan	Pr. <input checked="" 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 type="checkbox"/>	Ex. <input checked="" type="checkbox"/>	Abs. <input type="checkbox"/>
Marine 4 Life	Vacant	Pr. <input type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input checked="" type="checkbox"/>
Aide De Camp:	Kevin Brown	Pr. <input checked="" type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>

The meeting opened with Jo Zurwell's statement « our place here at ACGS, 1 Sundial, rm. 317 (Manchester NH) is offered for as long as needed (by GDS #542) »

New Members and guest: (Kevin Brown)

- We were pleased to include, for the first time, Richard Dubois who is considering membership in the detachment. He attended and actively participated in the meeting via our Ring link.

Senior Vice Commandant: (Michelle Vanvalkenberg)

- See Market Basket and Bass Pro notes: Michelle noted that this raises a lot of money for relatively little effort.
- Sr. Cmdt, Gary Gahan reports that there are 4 locations for Market Basket, one for Bass Pro to sign up for. Bass Pro Slots are on the 18th and 29th of May 9AM-3PM. Market Basket slots are open on May 7th, 8th, 24th and 29th for 12-3PM. Bass Pro has an inside site for us; Market Basket is mostly outside. You are encouraged to pick 2 dates each to fill #542 participation in these fundraisers. There are more details online. Also I encourage everyone to reach out to friends neighbors to help us staff these shifts.
- Kevin: one person per site? I think it works better with at least two.
- Michelle: No, it will be two per site.

Paymasters Report: (Vacant)

NTR

Chaplains Report: (Joe Duquette)

- Joe reports:
 - Gerry Tanguay is down to 135lbs.; but will be discharged from the nursing home soon, Thursday or Friday; looks good like he is getting better.
 - Dan Fedor is doing well in recovery from his fall (both he and his wife now are in braces and mobility is limited);
 - Marge Romano had a knee replacement

Quartermaster: (John Petrilito)

- John: American Legion riders are sponsoring Motorcycle Club “Delta Dog” program; I make a motion to have MCL #542 (also) sponsor this program. I do the photography usually for this. Different donations get different levels of public recognition.
- Gary: (notes) we gave \$1000 last year
- Chris Peirce: \$25K to train one dog. I recommend \$1K - \$1500 at least. It is one of the better programs.
- **Motion to re-sponsor at \$1000 level:**
- **Chris 2nds the motion;**
- **Passed unanimously.**
- Springfield Armory raffle for pistol. \$20 /ticket. If you don’t want the pistol you can have \$600 if you win. Motion that the MCL become a sponsor for this as well. Tickets available now.
- Jo: do you have the art work for those projects? (for posting on web)

Webmasters Report: (Jo Zurwell)

- **See report notes and chart posted online also.**
- **Jo:** Webmaster bulletins will be coming out online (3-4 days before meeting);
- Email list sent out listing top response items, Facebook subscribes: 199 “looks” (not bad) or hits on Facebook & 243 users since September ’23.
- Several ways to enter website for information including referral from other websites.
- Gary: increasing, so that’s good.
- Jo: that’s right.
- New events are listed (eg., Library/ #542 Officers Steering Committee meetings). You can put events on calendar.
- This is open to list new events: contact Jo;

- The Sgt. Mjr. Of the Marine Corps seminar had 16 hits
- Any questions: I am available.

Media Liaison Report: (Mike Martioski)

- 3 mile (fundraising) hike at the Boy Scout camp June 22nd; I will try to get media reporting. Staffing of media outlets is tight; but will try to get them to come. I will send out a link with information about it.
- Let me (Mike) know of events so we can coordinate.
- Texas Roadhouse (S. Willow St. near Hobby Lobby in Manchester): Met with a lady named Aime. Once a month; we pick a night, print flyers, anyone who shows up on that night with that flyer, 10% of the bill goes to us. We can have a table if desired. Can set up a raffle with a donation box. I have an idea for a raffle: hidden shelf (can hide a gun). \$10 tickets would produce a profit. Motion for a vote to get started? Texas Roadhouse would donate food for the hike also (mentioned pulled pork).
- Gary: this would be tied to the food cost for the hike? Anything raised beyond that, goes to us?
- Mike: I print out 100 flyers, some show up tomorrow night ---
- Jo: can we distribute flyers at the tables?
- Mike: I am willing to go to colleges, stick them on windshields.
- Gary: put it on our website?
- Mike: yes, can share it multiple ways
- Mike: is this a motion then? To begin the fundraising aspect with Texas Roadhouse for the hike.
- Gary: who seconds?
- Jo: I do.
- Gary: once we establish this we won't need a motion.
- Movie, Mario Brothers, on the 10th. Not many have signed up: maybe two or three that are in this room.
- Real reason media coverage is hard to get is staffing --- they just don't have the staff.

- With warmer weather home days coming up, as Jr. Vice, let me know.
- Mike's "TV show" --- Mike has 4 shows so far posted on Youtube. Rich (visitor) has enjoyed watching some of them.
 - Interviewed National Commandant Warren Griffin.
 - John Moral, Army and Navy background

--- Could invite him to next meeting?

--- Warriors of 45 North organization: John would like to talk, present his program for this charity. Made E7 twice (Army and Navy ranks). Talk about what they do for veterans. I can send a link.

--- Gary: can you coordinate with them to promote #542?

--- Mike: I am visiting other detachments (for coordination efforts)

--- Kevin: suggest you contact MCL NH COO Bob Borke. His job is to bring business into the MCL. Mike will try and contact him.

--- Mike: talked to Reserve Colonel he wants to come to movie.

Scouting Report: (Dan Fedor)

- NTR

Marine for Life: (Vacant)

- NTR

Correspondence: (Commandant, et al)

Gary: Honors Detail ---firing detail requirements, uniform.

Rogers Blood (Navy Cross recipient, twice) name scholarship after him?

Commandant's Scholarship

Kevin: I move we commit \$2500 to Cmdt Diekmann Scholarship; \$1500 to Rogers Blood; amend (confusing and garbled audio, not clear what Gary said --- figures not clear -- E.A.)

--- Gary: we have \$7K & \$11K available.

(John P. makes motion; but sound cuts out)

(Talk of amendment to motion --- very confusing, lots of numbers, not clear who is speaking)

Kevin's Motion passes; but not clear who seconded (I think it was Chris).

Eric: what's the total available? --- Gary \$7K and 11K --- \$15K total.

Jo: what % of that do we want to donate given it must last for the year.

Gary: K.B. (\$4000 total) motion vote; not John's (\$6500)?

12 yays, 2 nays, motion passes.

Motion from Mike on raffle for hidden pistol shelf (hidden locked drawer). \$20 for each ticket (circulated photo of item). Sent out email. Also one that hides shotgun (\$240 value). 3hr shift --- must sell 11 tickets to break even. Kevin 2nds motion.

Gary: can be modified for jewelry? Mike: yes.

--- **motion passes.**

Donations inbound: (Paymaster, commandant, et al)

Click or tap here to enter text.

Donations outbound:

NTR

Awards: (Commandant, et al)

NTR

Honor Details: (Jim Ambrose)

NTR

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

NTR

Other business:

A lot of free-wheeling discussion above --- difficult to catch all the verbiage ---
E.A.

Kevin: We will re-institute Saturday Funday raffles with some \$ going to MCL,
some to individuals (50/50); not carried over. This is the group that needs to make
that decision.

Paul Coutu: all should be disposed in each Sat. event

Michelle: we can determine this in the next meeting.

Gary gave figures in financial report (see report for particulars). Gary **made
motion to accept report; Paul Coutu 2nded. Report was accepted by
unanimous vote.**

Kevin: is the wood flag maker still able to make those flags?

Gary: Kevin is in charge of (administrative details) this.

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

Next meeting date announced: March 12, 2024

--- Eric Anthony, #542 Adjutant

Granite State Detachment 542 Financial Recap 02-20-2024

Cash on hand \$19,864.06

Charitable Gaming Net Income as follows:

May 2023	\$ 4984.90
Aug 2023	\$ 7648.55
Feb 2024	-\$ 6055.49
Total	\$18688.94

2023 Marine Corps Ball

Donation	\$20,000.00
Expenses	\$19763.03
Net left	\$. 236.97

Donations against Charitable Gaming:

Hometown Heroes	\$ 1000.00.
Run to Home Base	\$. 525.00.
VA Pantry	\$. 500.00
Homeland Heroes	\$ 2000.00
Delta Dogs	\$ 250.00
We will remember	\$. 300.00
Building Dreams FM	\$ 1250.00
Scholarships	\$ 6064.00
Total 2023	\$12389.00

Restricted funds balances:

2023 Marine Ball	\$ 236.97
2024 Comdt Schol	\$1000.00
NH Charitable Gaming	\$6299.94
Total	\$7536.94

Expenses :

Ring Central	\$. 33.33
Bluebird Storage	\$ 141.00
Challenge coins	\$ 640.00
Jo Zurwell	\$ 368.75
Constant Contact	\$. 48.50
Total	\$1231.58

Unrestricted fund balance: \$11,152.00

Webmaster and Social Media Manager

Board Report for

February 13, 2024, GSD 542 Meeting

Communications:

Several posts were made throughout the month on social media accounts. These included the daily “On This Day in Military History”, as well as events upcoming or completed, Semper 542 TV episode posting, and VA postings. We now have an active YouTube channel that we house all of the TV episodes and other videos that are too big to house on the website. <https://www.youtube.com/@GSD542MCL> This has been added to the Constant Contact emails that go out as well as added with the other social media icons now at the top of each page of the website.

February Bulletin Email: The “Commandant’s Corner” Bulletin was sent out on February 8th . If any officer or member has something to add to the Bulletin, please email the Commandant and he will forward it to me.

February 8th Bulletin Email Statistics Compared to December numbers

	December	January	February
Email sent to email address	892	862	833
Email opened by	234	198	371
Email Open Rate	26.5%	23.2%	44.7%
Click Rate	0.6%	1.2%	2.6%
Top Clicked items	2- Response to meeting and 1 – to the Main GSD website	4- YouTube video from JVC, 3 – responses to meeting, 2- Membership application, 1- main website, 1- DoNH site	6 – Responses to attending the BOD meeting 4- YouTube video Bowling, 2- Meeting w SgMajor Ruiz 2-YouTube Semper 542 Episode 3
Posted on Facebook – reached	36	43	Sorry forgot to post in social media in Feb.
With Facebook Engagements	4	4	
Overall Facebook Reached (past 28 days)	341	296	794
Overall FB Engagements (Past 28 days)	141	131	199
New Followers	4	2	5

Website:

The events page has been updated with all scheduled upcoming events. New news blog items have been posted since the last report. A new page to display the new Semper 542 TV show episodes has its own page under the menu item Media. Because the files are so large, over a GB for each video, and they are only getting larger with the fancier editing that Mike does with the videos, are being stored on the YouTube channel and a link to it is placed onto the webpage; this will prevent the website from slowing down to a crawl. Again, the social media icon links have been moved from the bottom of each page to the top of each page for better visibility as well as the addition of the icon for YouTube. The new 2024 fillable form on the website has been updated with the changes presented by the Scholarship committee. Updates to the informational page for the scholarships have been completed to include the new Commandant's scholarship. The newsletter sign up form on website has been moved from the bottom of the home page to a sidebar on the right hand side of most of the pages of the website. In the sidebar, I have also added the social media links of Facebook, Instagram, and YouTube, as well as the button to make a donation to GSD.

Google Analytics GA4 numbers for January 8th 2024 – February 12th, 2024

	9/7/- 10/2	10/16- 11/12	11/13- 12/10	12/11 – 1/7/24	1/8- 2/12/24
Total Website Users	88	227	174	101	243
Direct Find -typing in URL	63	139	160	52	140
Organic Search	15	161	59	36	89
Referral (link on another site to ours)	5	10	14	12	9
Organic Social Media search	3	2	16	1	5

The top landing page views were as follows:

	10/16- 11/12	11/13- 12/10	12/11- 1/7/24	1/8 – 2/12/24
Main Home page	169	210	124	154
Marine Corps Ball	120			
Those We Serve	32	24	13	
Contact Us	19			17
Events	17	28	8	23
Membership	17	26	25	14
Pennies for Pounds		35	2	1
Detachment Officers		26	16	6
News and Events			14	
Semper 542				27
Meeting w Sergeant Major Ruis				16
Resources				11

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 were not supplied above.

Respectfully Submitted, Jo Zurwell, #238602, Webmaster & Social Media Manager