

**Granite State Marine Corps League Detachment #542**  
**Meeting** January 9<sup>th</sup> **,2024 at 18:37 -- 6:37 pm**

**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:	<b>Vacant</b>	Pr. <input type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
QuarterMaster:	John Petralito	Pr. <input type="checkbox"/>	Ex. <input checked="" 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	<b>Vacant</b>	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:** David Duquette; Mike Berry

### **Other Regular Members:**

Jerry Tanguay; Tom Escandon

**Associates:** Pauly Labbe; Joey Duquette

**Guests:** none present

**Reading of Minutes from last meeting:** A motion was made by Mike Martiowski to approve the minutes from the December 14, 2023, meeting. The motion was seconded by Paul Coutu and passed unanimously.

**Traveling Officers:** Gary Gahan, Mike Martioski, and Eric Anthony attended a meeting with the Sgt.Major of the Marine Corps. Apparently he did not accept their offer of membership in the Granite State Detachment...

**New Members:** two new members were introduced and sworn-in as regular members: **David Duquette** and **Michael (Mike) Berry**

### **Old Business Carried-Over from December 12, 2023:**

--**Michelle and Gary:** Michelle reported on her plan to try to get Bass Pro Shop committed in time for President's Day. The four locations discussed in December have all been written letters, and Michelle will follow up. We do not yet have Bass Pro Shops dates.

--**Gary:** Gary informed us that the cost of the insurance on the storage area will be added to the monthly rent charged by Bluebird Storage:

--**Paymaster Report:** In December, the following payments were authorized:

----\$650 for new Challenge Coin for Scouts: this has NOT been done yet.

Plan is to order 200 coins

----\$250 to each of Operation Delta Dogs, Inc., **and** Building Dreams for Marines. These two payments have been made.

----Christmas gift for Sue Scioscio was a \$200 VISA gift card with no restrictions on where to redeem the card

--**FUNday raffle** format. Despite the request to fully discuss whether we continue the same approach for the FUNday raffle, Gary commented that he thinks it should be the same. He did say that he would like to have a rotating M.C. on Saturdays to allow him to interface more with the membership. He tried to arm-twist several people to take that over and was not successful.

## **January reports:**

### **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 4<sup>th</sup> of July

August 24 – 25: prior to Labor Day

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

Letters have been sent and Michelle is waiting for confirmation.

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

No written Paymaster Report was provided.

Gary reported there is \$15,704 on hand, of which \$1,000 is committed to the Scholarship effort, being the net of the raffle from the Saturday FUNday raffle. This was won by Gary Gahan who donated the winnings to the Diekman Scholarship effort, but this time this sum is to be used on a trade school, or a skill training program.

### **Judge Advocate Report: (Chris Peirce)**

Chris reported on the We Will Remember project that a 15 year old named Connor is running to make dog tags honoring all Marines who have died in combat. We have enough time to get tags for the Marines who died in Beirut, in time for the upcoming Quad State meeting. A motion was made by Gary Gahan and seconded by Michelle Vanvalkenburg to commit \$300 to this effort. It passed unanimously.

It is noted that We Will Remember is a qualified 501c3 non-profit charity. (see attached)

Chris also spoke about Suicide Prevention Coalitions, and the Partnership for Public Health. This is a joint project between the VA, the Partnership for Public Health, and the State of New Hampshire. There are eight coalitions around the state; Judge Advocate Peirce pointed out that the Manchester coalition is reaching out to organizations such as the Marine Corps League to join the coalition. Part of Chris' report was that the reported number of 22 suicides per day for veterans apparently is not accurate, and the actual number is much higher.

**Chaplains Report: (Joe Duquette)**

Joe reported that Ellen PETRALITO has an RSV infection and is hospitalized.

**Quartermaster: (John Petralito)**

No report; John was absent due to the illness of his wife Ellen

**Webmasters Report: (Jo Zurwell)**

See attached Webmaster and Social Media Manager report

Jo's verbal report is that "...everything is plugging along well..."

**Media Liaison Report: (Mike Martioski)**

Mike reported the following items:

--registration opens March 1<sup>st</sup>....

--Events Calendar will soon be on the website

--The Detachment may be able to have a presence in Manchester's St. Patrick's Parade

---Channel 8 (public TV) may make available 52 half-hour (30 minute) time slots for a fee of only \$100. The content must be controlled and non-political. Dan Fedor moved that Mike pursue this, seconded by Kevin Brown; passed unanimously.

---CHUNKY's movie may let us stream any movie we might choose, with a 25 person minimum; food and beverages must be purchased from the theater.

---Bowling: Yankee Lanes on Valley Street in Manchester may offer groups 2 hours of bowling for \$10/person, includes shoe rental. There will be a 'group' requirement, minimum not yet determined

---"Operation Mercury" was discussed, a 5 km. hike designed to "...break the silence and stigma of mental health." Mike will gather further information and report to the group

---the band Recycled Percussion was discussed. Gary suggested that we attempt to connect with them for a potential fund raising option. This band is very philanthropic

### **Scouting Report: (Dan Fedor)**

--**Dan Fedor**; reported on the two Courts of Honor that were scheduled for Dec.30, 2023. Dan and Joe Duquette handled one Court of Honor, while Gary Gahan handled the other.

### **Marine for Life: (Vacant)**

### **Correspondence: (Commandant, et al)**

Gary did read a thank you card from Homeland Heroes Foundation thanking us for our donation from the money raised via Mike Martioski's Pennies for Pounds fundraiser.

### **Donations inbound: (Paymaster, commandant, et al)**

None reported other than the winnings of the FUNday raffle by Gary Gahan

### **Donations outbound:**

None reported

### **Awards: (Commandant, et al)**

### **Honor Details: (Jim Ambrose)**

As Jim Ambrose did not attend, this question about the frequency of his reporting for the award of the Ceremonial Guard Ribbon will be continued until the February Detachment meeting.

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

The Application dates for our Scholarships need to be updated

Current due date: must be post-marked by May 30<sup>th</sup>

Should be postmarked by April 30<sup>th</sup>, which will give us more ability to reach final decisions on Scholarships by May 15<sup>th</sup>.

**Other business:**

A list of coming events is hereby submitted with these minutes:

--- February 13<sup>th</sup> is the next MCL #542 meeting date; location is still to be determined depending on what happens with the Manchester ELK's Lodge, and their creditor, also depending on the Board of Directors of the American Canadian Genealogical Society (ACGS)

--- January 27<sup>th</sup> (Sat.) is the "FUNday" Breakfast (Airport Diner).

**20.00 hours (8.00 p.m.) ---**

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

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

Webmaster and Social Media Manager

Board Report for

January 9, 2024, GSD 542 Meeting

**Communications:**

Oorah Newsletter for Q4 2023 was published and sent to all via Contant Contact on 1/1/24. This was sent to 881 address and opened by 353 addresses, with an open rate of 40.6%, and a click rate of 1.3%. The open rate is great and the click rate is a little low because there was not a lot in the newsletter that needed to be clicked on, perhaps next time more can be added to website and linked back to newsletter to see this number rise.

January Bulletin Email: The “Commandant’s Corner” Bulletin was sent out on January 5<sup>th</sup> . 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 three people clicked on the button; Gary Gahan, and Kevin Brown saying can make it, and Paul Janes saying not able to make it. I had put a message on this segment that if they replied to the announcement of the new location for the Tuesday meeting, they need not reply to this one. As for the special email that went out to announce the location for the January meeting, there were 14 replies, 8 yes I’ll be there, 3 maybe, 3 I can’t make it.

January 5<sup>th</sup> Bulletin Email Statistics Compared to December numbers

	<b>November</b>	<b>December</b>	<b>January</b>
Email sent to email address	900	892	862
Email opened by	229	234	198
Email Open Rate	25.2%	26.5%	23.2%
Click Rate	0.9%	0.6%	1.2%
Top Clicked items	3 -Response to the meeting; 3- Official Marines Birthday Message; 2 – Joint Installation	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
Posted on Facebook – reached	58	36	43
With Facebook Engagements	6	4	4
Overall Facebook Reached (past 28 days)	1046 (may not be accurate looked at wrong #)	341	296
Overall FB Engagements (Past 28 days)	296	141	131
New Followers	5	4	2

**Website:**

Homeland Heroes Foundation has been added to our “Those We Serve” page as well as our resources page. Created a blog post for the “Pennies for Pounds” fundraiser. Created a blog post for the Semper Fi Magazine for the current issue as well as access to past issues. Recreated the application for membership in a new plugin as the old plugin form builder kept crashing the website.

Google Analytics GA4 numbers for December 11<sup>th</sup> – January 7<sup>th</sup> 2024

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

The top landing page views were as follows:

	9/7- 10/2	10/16- 11/12	11/13- 12/10	12/11- 1/7/24
Main Home page	59	169	210	124
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	13
Contact Us		19		
Events		17	28	8
Membership		17	26	25
Pennies for Pounds			35	2
Detachment Officers			26	16
News and Events				14

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