

Granite State Marine Corps League Detachment #542

Meeting **March 12**, 2023 at 1830

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

Roll Call of Officers and Appointed Positions:

Commandant:	Gary Gahan	Pr. <input type="checkbox"/>	Ex. <input checked="" 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 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:	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 type="checkbox"/>	Ex. <input type="checkbox"/>	Abs. <input type="checkbox"/>
Marine 4 Life	Vacant	Pr. <input type="checkbox"/>	Ex. <input checked="" 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 and guests: (Kevin Brown)

We welcome Michael Berry, Thomas Escandon, Rich Dubois, Marge Romano and Joey Duquette.

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Senior Vice Commandant: (Michelle Vanvalkenberg)

Michelle reported on progress with our various fundraising sites and some details of those

- By April we should be giving specific notice to Market Basket as to our intentions and particulars using that fundraising site.
- **Chris** pointed out that only one person was really needed for coverage of Bass Pro or Market Basket.
- **Michelle**: good to have two people because one can watch the money.
- **Kevin**: sometimes it is good to have someone at the back door to catch escaping “fugitives”.
- **Michelle**: once we get close to April, we will know more; right now we don’t have a truck. In April we will have a better idea of what we can do.
- **Michelle** passed the sign up form around for everyone to see how the coverage stood.
- **Joe Petralito**: we do not have enough equipment to cover all sites
- **Michelle**: whoever will be Commandant (not me) will have to decide how we realistically consolidate for the sites we can cover given the equipment we have. Storage unit etc.
- **Marge** complained about sound quality (attending on Zoom)
- **Chris**: we MUST have those small flags (there was general agreement about the popularity, particularly with kids)

Paymasters Report: (Vacant)

We currently have \$19,325.98 on hand; with \$7,536.94 restricted (scholarships?)

Although this post is now vacant Chris Peirce volunteered to occupy this post if accepted (see below: he was appointed by the Acting Commandant). And, before the meeting there was some discussion of the job description which would include:

- Banking
- Dues
- Bookkeeping
- Taxes (990 IRS form filings)

- Notice of officers elections
- Donations accounting

Kevin raised the question: who will be the #542 liason with NH gaming (one of our contributors)?

Chaplains Report: (Joe Duquette)

Joe reports:

- Gary Gahan has a serious heart that may require surgery; new valve.
- Pauly Labbe is the CMC Hospital with A-fib. (603 860 2326);
- Ellen Petralito has ongoing respiratory issues;
- Dan Fedor is still in a brace (mobility) as is his wife (Eric); he likes phone calls.
- **Pat Anthony** wanted to know who would have everybody's email?
- **Eric:** I have the roster (has all emails phone #s)
- **Marge** again pointed out that she could not hear through the Zoom connection. Can hear those closest to microphone (could hear Mike very well).

Quartermaster: (John Petrilito)

- **Mike** talked about difficulties he had entering the Bluebird storage facility, noting that he did finally get in with his thumb prints (new security system). We may have to get in through their management. Mike visited there yesterday; went to floor and unit. Red square in front of unit takes your thumb print. We should have multiple people registered for backup. Need to assign specific people to do this. Maybe someone close to Gary can find out more about this.
- **Paul Coutu:** we cleaned out the Elks (former meeting site) and moved it all into Bluebird Storage.
- **Eric** promised to coordinate with Gary on our trailer to be moved to (Auburn) property and stored there.

Webmasters Report: (Jo Zurwell)

Click or tap here to enter text.

Media Liaison Report: (Mike Martioski)

Mike: Remember Josh McElvin? He's going to set me up with some guys before the next big event in June --- the hike; he will help get the word out there mediawise. Some issues with WMUR. Also we are on "The Patch". I did an interview "Semper Fi for 2 Show", now at old bus terminal on Grant St. Also 3 part interview: I will re-edit it and put it out to Joe when ready.

- **Chris:** (unintelligible)
- **Mike:** Do you have the contact info on those guys in Hollis? Like to get in touch with Delta Dog down there.
- Any contact ideas, let me know.

Scouting Report: (Dan Fedor)

NTR

Marine for Life: (Vacant)

NTR

Correspondence: (Commandant, et al)

- **Michelle:** I don't have anything on correspondence, does anybody else?
- **Joe D.** The VA has set up a full health program for veterans at Brady Sullivan Tower, (?) Elm St. With a VA card you can go in use the gym, they have meditation, yoga, music, photography, all kinds of stuff.
- **Mike:** do you have that as a PDF? Email it to me?

Donations inbound: (Paymaster, commandant, et al)

NTR

Donations outbound:

NTR

Awards: (Commandant, et al)

NTR

Honor Details: (Jim Ambrose)

- **Kevin:** There was an (obituary) item in the Union Leader on retired Marine Reserve Colonel Walter Gallo. Monday March 18th interment in Boscowen. Served 27 years. I knew him as a trustee at the Bedford Library. Not a member of any Marine Corps organizations so the funeral directors were going to give him a generic ceremony. I called Jim Coursin one of the two guys who sets up firing details for Marines. So there will be a firing detail for Col. Gallo. What stunned me in the huge obituary, nearly 3/4s of a page, was the column on the side listing relatives, and the number of kinfolk who were Marines, ranks all the way down to PFC.
- **Jo:** I posted it on our facebook page.

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

Jo: Everything is on the website. Will try to make it more interactive, post acknowledgements of those who have received scholarships.

Other business:

- **Michelle:** Gary will be stepping down.
- **Pat:** Would it be appropriate to have some sort of appreciation for Gary?

- **Chris:** at the moment there are some angry feelings; don't know if he would join us for cake.
- **Kevin:** Charitable donation in his name is one of the things we could do.
- **Michelle:** He promised to help me move stuff for fundraising.
- **Eric:** I have a truck and talked to Gary about moving an MCL trailer to be parked on my property.

Michelle: any other business?

- **Chris:** Posts of Commandant, Junior Vice is open, Paymaster
- **Joe P.:** Associates cannot hold office.
- **Mike:** When commandant cannot perform duties, according to the by-laws Sr. Vice takes over, has all authority (appointments) of Commandant.
- Michelle: I cannot hold on to this forever. I would absolutely appoint you (Chris as Paymaster)
- Kevin: Somebody is going to have to figure out how to deal with the NH Charitable Gaming Commission.
- Chris: job descriptions for each post.
- Pat: we should do something for Gary to show that we care.
- Marge: what is being discussed (bad Zoom sound)?
- Mike: we are discussing doing something for Gary recognizing the time he has put in and the efforts he has made.
- Mike: This will all be transcribed and sent out.
- (discussion of technical sound difficulties, improvements)
- Marge I have known Gary for 16 years, he has put a lot of time into the Granite State Detachment, it is very fitting that he be acknowledged by all the members for all the time and effort, sometimes using his personal finances for the detachment. I think it is a wonderful idea, a very positive idea, and I think he deserves it. Gary and I have been friends, I could call Gary out when I didn't agree with him and he always knew where I stood. Gary does things outside of the detachment. I have a neighbor who had a husband, poisoned by Agent Orange, he helped her get VA benefits.
- **Kevin:** I will volunteer to contact him about this donation.
- Marge: he was awarded the member of the year. Donation to a charity in his name
- Michelle: we will definitely be doing something in recognition.

Michelle: other business?

- **Mike:** Chunky's movie successful
- **Chris:** other proposed by law changes. As Judge Advocate I would like to read through them, consider. Some are quite valid to conform with National. One year elections, changing our election time frame. The detachment has a Post Office Box, so a personal address is not used. Two people should have a key probably the Adjutant and the Commandant.
- **Joe P. :** Paymaster should have a key because checks do go in and that's important to catch those and respond.
- **Chris:** Should be someone local. Meeting times (proposed amendment) Is this the best time? --- we can gather the data.
- **Jo:** CAGS open on Saturday mornings; so NOT available for MCL meetings at that time.
- **Paul:** 18:30 here for next meeting? (Yes)
- **Michelle:** we need enough people (2/3rds in favor) to vote on these.
- **Chris:** you can vote by Zoom

Michelle: other business?

- **Mike:** St. Patrick's Parade 24th. Have truck. Meet at Salmon & Elm St. encourage people to come. Wear cover as uniform.

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

Next meeting date announced: April 9th, 2024, 18:30 [Click or tap here to enter text.](#)

Webmaster and Social Media Manager

Board Report for

March 12, 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. As a reminder 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.

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

March 6th Bulletin Email Statistics Compared to December numbers

	January	February	March
Email sent to email address	862	833	799
Email opened by	198	371	348
Email Open Rate	23.2%	44.7%	44.5%
Click Rate	1.2%	2.6%	2.6%
Top Clicked items	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	10-Reply to question of coming to meeting 4- Main website 3- Link to NE Div Newsletter 2-YouTube link for Semper542
Overall Facebook Reached (past 28 days)	296	794	451
Overall FB Engagements (Past 28 days)	131	199	112
New Followers	2	5	0

Website:

The new episodes for Semper 542 have been added to the website page. The changes discussed during the February meeting for the scholarships have been made and new versions of each have been uploaded to the website. The first email was sent out on March 6th to all the high schools guidance councilors and principals for the announcement of the scholarship program for 2024.

Google Analytics GA4 numbers for February 13th, 2024 – March 10,2024

	10/16-11/12	11/13-12/10	12/11 – 1/7/24	1/8-2/12/24	2/13-3/10/24
Total Website Users	227	174	101	243	1257
Direct Find -typing in URL	139	160	52	140	182
Organic Search	161	59	36	89	47
Referral (link on another site to ours)	10	14	12	9	1014*
Organic Social Media search	2	16	1	5	14

*Unsure where our website is placed that we had 1014 visits from that site. Will try to find out.

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	2/13-3/10/24
Main Home page	169	210	124	154	1148
Marine Corps Ball	120				13
Those We Serve	32	24	13		
Contact Us	19			17	
Events	17	28	8	23	31
Membership	17	26	25	14	23
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	
Scholarship page					35
Scholarship Application					33
Casino Nights					16

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