

**Granite State Marine Corps League Detachment #542**  
**Meeting** November 14<sup>th</sup> **,2023 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 type="checkbox"/>            | Ex. <input type="checkbox"/>            | Abs. <input type="checkbox"/> |
| Judge Advoc:   | Chris Peirce           | Pr. <input type="checkbox"/>            | Ex. <input checked="" 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 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  | 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:** None present; **Associates:** Pauly Labbe; **Guests:** none present

**Senior Vice Commandant: (Michelle Vanvalkenberg)**

NTR

**Paymasters Report: (Vacant)**

See Paymaster Report attached

**Chaplains Report: (Joe Duquette)**

John Petralito: sick with bad cough;

Gerry Tanguay: unable to walk

**Quartermaster: (John Petrilito)**

NTR

**Webmasters Report: (Jo Zurwell)**

Photos of #542 officers are now posted online. New “Ring Central” # is 603 919 1775. We can now do video conferencing with the website; take messages and route calls within the organization. All detachment information including meeting times, events, news, etc. will be posted on the website. Also, QR codes can be displayed on the website.

Gary: Business cards are available with QR codes on the back of the card taking you directly to our website.

Dan F.: I saw one person who took a photo of that QR code at one of our fundraising events.

Gary: QR codes are very useful in modern (youth) culture. The message needs to grab your attention; contact should be made 7-8 times to really register and be acted on.

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

(Webmaster cont'd)

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.

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

The fundraiser form with a QR code when scanned brings the viewer to “Pennies for Pounds” (weightlifting Vet charity) the raised funds of which go to Homeland Heroes. This group I selected because of my personal experience with their effectiveness and care. This fundraiser will be in Hanson MA on Dec. 10<sup>th</sup>. This charity is tied to weightlifting and there are options for different weights (corresponding pennies to pounds lifted). All money raised goes to Julie Weymoth, 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 (eg., Mass. Iron Barbell Club in Hansen MA); and to process payments with a “stripe”. Mike can incorporate livestream of their activities (homeless care etc.). Alex Ormond’s Gym is hosting a weightlifting event for this.

Gary G. --- we can match the amount raised with MCL #542 funds.

Mike M. – We should prepare certificates of appreciation and challenge coins. Mike explained that challenge coins have particular significance in the power-lifting world.

Gary G. --- this could be a model for other fundraising; and information captures can be re-used in future for other events (eg., raising funds for Boy Scouts)

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

Click or tap here to enter text.

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

Click or tap here to enter text.

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

Click or tap here to enter text.

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

Click or tap here to enter text.

### **Donations outbound:**

Click or tap here to enter text.

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

Jesus Pescado was the \$100 gift certificate winner (for his \$20 donation) from our Market Basket 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.

**Other business:**

A list of events submitted with these minutes: (Kevin B.) --- Dec. 12 is the next MCL #542 meeting date; Dec. 2<sup>nd</sup> steering committee (Manchester Library, see below-); Dec. 3 joint installation ceremony; Nov. 25<sup>th</sup> (Sat.) is the “funday” Breakfast (Airport Diner). On Thanksgiving Gary will be representing us at the Veterans Home in Tilton NH.

There will be a meeting on December 2<sup>nd</sup> at the Manchester Library 9:00 -13:45 to discuss the direction of the detachment. Each officer should come prepared to present a definition of their position.

**20:10 ---**

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

**Next meeting date announced:        December 12<sup>th</sup>, 2023**

--- Eric Anthony, Detachment Adjutant

## Financial Recap for MCL#542 meeting November 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 restructure 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

November 14, 2023, GSD 542 Meeting

**Communications:**

November Bulletin Email: The “Commandant’s Corner” Bulletin was sent out on November 6<sup>th</sup>. It was sent later than the first of the month so that a Tuesday meeting reminder could be added to it instead of having to send an additional reminder email a few days later. 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 does not seem to have worked on this email, but I did capture that three people used the button to say they were coming. Gary Gahan, Jo Zurwell, and Mike Martioski.

November 6<sup>th</sup> Bulletin Email Statistics Compared to September numbers

|   | September  | October  | November   |
|---|--|--|--|
| Email sent to email address             | 962  | 915  | 900  |
| Email opened by                         | 263  | 220  | 229  |
| Email Open Rate                         | 27.7%  | 24.2%  | 25.2%  |
| Click Rate                              | 0.9%   | 1.2%   | 0.9%   |
| Top Clicked items                       | 7- 2 <sup>nd</sup> Quarter Oorah Newsletter, 2 -Building Dreams for Marines, and 1 - Duquette Fishing segment. | 2 – Brewfest, 2- Main GSD page,1 – Building Dreams for Marines | 3 -Response to the meeting; 3- Official Marines Birthday Message; 2 – Joint Installation |
| Posted on Facebook – reached            | 57   | 48   | 58   |
| With Facebook Engagements               | 13   | 3  | 6  |
| Overall Facebook Reached (past 28 days) |  | 492  | 1046   |
| Overall FB Engagements (Past 28 days)   |  | 243  | 296  |
| New Followers                           |  | 2  | 5  |

**Website:**

I have swapped out the calendar of events on the Events page to a new calendar that allows a user to view the events in different views as well as a button to subscribe to the calendar. So when you subscribe it will link the our calendar to their personal calendar, and when an update or addition is made to the calendar it will update the personal calendar automatically.

I will need headshots of each officer for the officer’s page for the website.

I am still waiting on Chris to find a way to transfer over the GoDaddy account from his to ours.

Google Analytics GA4 numbers for October 16-November 12<sup>th</sup>.

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

The top landing page views were as follows:

|                              | 9/7-<br>10/2 | 10/16-<br>11/12 |
|------------------------------|--------------|-----------------|
| Main Home page               | 59           | 169             |
| 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              |
| Contact Us                   |              | 19              |
| Events                       |              | 17              |
| Membership                   |              | 17              |

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