

Granite State Marine Corps League

Meeting **Oct 10**, 2023 at 1830

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

Roll Call of Officers and Appointed Positions:

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

New Members and guest: (Kevin Brown)

Pauly Labbe, Marge Romano, Joey Duquette, Jim Ambrose

Senior Vice Commandant: (Michelle Vanvalkenberg)

Organizing the Nov. 11 fundraising at Market Basket and Bass Pro, Hookset and Bedford locations. Slots are open: first come, first serve. Wooden flag raffle, \$20 donations qualify for drawing. The drawing will be on Nov. 12th. Gary asked if we should promote this in advance?

Paymasters Report: (Vacant)

See attached report.

Chaplains Report: (Joe Duquette)

Joey Tanguay still sick. Eric Anthony thanks the Chaplain and Detachment for prayers and support on his mother's condition and hospitalization: mom is fine now.

Quartermaster: (John Petrilito)

Nothing to Report

Webmasters Report: (Jo Zurwell)

(see report) Email RSVPs: 7 responses for the first time. Chris Alberdine would like to transfer the website to us. Cost to maintain it would be \$215.44 for 3 years.

Media Liaison Report: (Mike Martioski)

Mike reached out local and regional news outlets including NBC Boston, WMUR NH, Manchester Patch, Union Leader, City of Manchester Calendar of Events. All required advance notice (ideally a month: note for future events PR) Mike said maybe he will also

Scouting Report: (Dan Fedor)

October 14 is an Eagle Scout induction ceremony. Dan invites any interested to join him in it. The Eagle Scout must have a self constructed project to qualify. Eagle Scout certificate and medal are presented at thi ceremony. Perhaps for future ES events we could come up

Marine for Life: (Vacant)

NTR

Correspondence: (Commandant, et al)

NTR

Donations inbound: (Paymaster, commandant, et al)

NTR

Donations outbound:

NTR

Awards: (Commandant, et al)

NTR

Honor Details: (Jim Ambrose)

Run for the Fallen: Gold Star Families line the route.

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

It should be noted there is no required proof (presumably of enrollment or completion). Scholarship applications could be shared with the 27 area schools. All member's children and grandchildren are eligible as well as other veterans. We should have a Scholarship Application that is fillable online, along with the ability to upload the required documentation (when we decide what that is? -- F A)

Other business:

Quad State Convention in Nashua April 19-21, 2024.. Kevin Brown and Mike Martioski volunteered for representing us at this event. Nov 10th Ball in Franklin. Brigade Luncheon in Concord, Nov 10. Pauly no longer has a car: needs shopping rides (contact her 603 622 5493). Marge has certificate forms and jackets for awards.

Jo is working on setting up a general phone number for the detachment, 603 area #, \$25/month, with several officer lines as well with Ring Central. A motion was made by Paul Coutu for this purpose, 2nded by Dan Fedor, and passed unanimously.

Marge Romano reminds us of the Wreath Placement Dec 2nd (Karen Thurston, Blue Star Mothers in charge). Particularly for deceased #542 member Paul Sorensen to have a wreath: Marge made the motion, Paul Peirce 2nded, motion approved unanimously. Marge Romano purposed \$600 to fund an Honor Flight Guardian? --- Cmdr. Gary Gahan tabled the motion for later consideration.

Kevin Brown inquires about the "Fun Day" raffle for \$1000, the actual amount currently stands at around \$300? Gary pointed out we still have a couple of months to go to fill that out. KB also brought up the difficulty of contacting/finding members for the purpose of keeping our member list active and connected; he will be asking some of us to make phone calls to help with this.

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

20:30 --- Next meeting date announced: Nov 14th 2023.

Financial Recap for MCL#542 meeting October 10, 2023

Available checking account balance as of October 10, 2023. \$14,837.77

Expenses since last meeting September 12, 2023

National MCL – renewal dues	\$160.00
Dept of NH renewal dues	\$. 40.00

Bluebird Storage	\$129.00
Jo Zurwell - web site maintenance	\$200.00
Constant Contact	\$. 48.50
Kevin Brown – life member patches	\$25.24

Total	\$562.74
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Restricted fund balance from Charitable Gaming. \$13,630.01

NET available for other expenses \$1,207.67

Webmaster and Social Media Manager

Board Report for

October 10, 2023, GSD 542 Meeting

Communications:

October Bulletin Email: The “Commandant’s Corner” Bulletin was sent out on October 6th. 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.

Add this this month is a RSVP block for the Tuesday meeting to allow people to let us know ahead of time if they will be able to attend the meeting or not. This will be used for the breakfast’s reminder email as well.

October 6th Bulletin Email Statistics Compared to September numbers

	September	October
Email sent to email address	962	915
Email opened by	263	220
Email Open Rate	27.7%	24.2%
Click Rate	0.9%	1.2%
Top Clicked items	7- 2 nd Quarter Oorah Newsletter, 2 -Building Dreams for Marines, and 1 - Duquette Fishing segment.	2 – Brewfest, 2- Main GSD page,1 – Building Dreams for Marines
Posted on Facebook – reached	57	48
With Facebook Engagements	13	3
Overall Facebook Reached (past 28 days)		492
Overall FB Engagements (Past 28 days)		243
New Followers		2

Website:

Updates were made to the history page to reflect changes about Rene Gagnon that needed to be corrected. Also, updates were made to the Those We Serve page to remove the contact for Pease Greeters as he has passed away as well as update the website address that had recently changed. Links for all the organizations on the page have been added to each image for that organization so if someone clicks the image it will bring them to the organization website.

As stated in the September report; “the officer’s page is under construction, but I will need new pictures of all the current officers. Each position has its own email address already set up which will be added to the website next to the person so that if a person needs to contact someone directly, they can do so.

These are “ghost” email addresses, which means that there is no mailbox to view, each address is forwarded to a personal email address for the officer in the post. The email addresses on the roster will be used, unless the officer contacts me directly at the detachment email address listed above, with a preferred alternative email address.” Since I was not able to be at the September meeting, I was not able to talk about this and get pictures, so it is my hope to do this in October during the meeting or after.

Google Analytics GA4 numbers for September 7th to October 2nd:

Total Website Users	88
Direct Find -typing in URL	63
Organic Search	15
Referral (link on another site to ours)	5
Organic Social Media search	3

The top landing page views were as follows:

Main Home page	59
Copper Door Hosts Fox	10
Military Historical Tours	8
Health Care for Veterans	7
Seacoast Veterans Conference	7
Run for the Fallen NH Inc	5
Marine Corps Ball	4

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