

INFORMAL NOTES ON #542 MCL MEETING, September 12, '23

Gary Gahan (new SVC) announced to me (Ajutant) that there was no need for taking the formal minutes of the meeting. Following that directive, these are the notes I nevertheless made on the course of the meeting.

18:37 start of the meeting.

Present (there may have been more): Gary Gahan, Eric Anthony, Kevin Brown, Paul Coutu, Denis Mitchel, Joseph Duquette, Joey Duquette. Joe Petralito, Marge Romano, A.J. Hebert, Pauly Laabe, Chris Peirce, Michelle Vanvalkenberg. (Jo Zurwell, #542 Webmaster, had asked to be excused from this meeting)

13 total present.

There was some discussion prior to the meeting on possible interface with the Marine Reserve Unit, B Co., Ist Batt. 25 Reg. for mutual benefit (fundraising, recruitment). Gary formed a committee of 4 (names not noted here) to explore this. The committee consists of detachment personnel with connections to the Reserve unit that would facilitate developing our relation to them.

A unit party was the focus of the discussion. \$20K is available from Eversource for such events. Key persons to approach in the reserve unit are:

- 1st Sgt. Eisenhower;
- 1st Sgt. Ritter;
- Major Hall

FUNDRAISING

Discussion of Fundraising at Market Basket & Bass Pro on November 11th

- Sell tickets for drawing / QR codes? For wooden flag (thanks Denis!)
- 3 hour shifts
- State Liquor Stores available and willing; but we lack staffing to man these

HOUSEKEEPING

Clean up MCL #542 roster:

- Who's active?
- Who died?
- Who moved?
- Seasonals (Snowbirds)?

DISBURSEMENT (CHARITY) ITEM SUGGESTION

Marge Romano wants to look into DENTAL benefits for all veterans. The VA does not provide this; but private organizations can help close this gap. She knows people in Delta Dental, eg., her former boss, Tom Raffio:

- We, #542, should be helping veterans who need this.
- Kevin Brown makes the motion that Marge talk to her former boss about this, and report results to us.

FUNDRAISING

Gary Gahan: We should, for fundraising, auction items such as seats at Fishercats baseball games.

MISC. HOUSEKEEPING

Marge Romano, who for 4 years has edited the Oorah Newsletter on the website, felt slighted (respect for chain of command?) that the configuration of that newsletter was summarily changed without consulting or informing her: name change, format change etc. She only learned of the changes by an email by Gary putting them into effect -- would like to be involved in that decision making in the future.

New media (social media) PR person for #542? Suggested in discussion: Mike Martioski (sp?). He does promotions and organizes events.

Ron Jones is the new Junior Vice Chair of #542.

Introduction of new member of #542: Jesse Stufflebeam.

Meeting concluded informally about 20:00.

---- Notes taken by Adjutant Eric Anthony

Webmaster and Social Media Manager
Board Report for
September 12, 2023, GSD 542 Meeting

Communications:

September Bulletin Email: The first Bulletin email “Commandant’s Corner” was sent out on September 1st via Constant Contact. The Bulletin will be sent on the first of the month to communicate information with the members and potential members about upcoming events in the next month and other information that the Commandant needs and or wants to share with the detachment. If any officer or member has something to add to the Bulletin, please email the Commandant and he will forward to me.

This first Bulletin was sent out to **964** email addresses on September 1st with **233** people that opened it, and it was resent on September 6th for those that did not open it from the first email with an additional **30** people opening it.

We had **16** bounced email addresses. These are addresses that for a variety of reasons Constant Contact was not able to deliver the email to. These were addressed and fixed as needed. This is normal and will happen from time to time.

The open rate was **27.7%** with a click rate of **0.9%**. I would estimate that this lower end of an open rate is due to the fact that a large majority of the email addresses we have are from the old email marketing system and those people may no longer be interested in the detachment and have not yet unsubscribed. It is our hope that this number as well as the click rate will increase over time. I believe that the click rate was on the lower side for this email, because a lot of these messages were already communicated at different times to the membership and the people did not feel the need to read again. I do anticipate this number increasing with future bulletins.

Of those who clicked on something on the email (click rate) we had **7** clicks on the Second Quarter Oorah Newsletter, **2** clicks on the Building Dreams for Marines, and **1** click on the Duquette Fishing segment.

The Bulletin was also shared on Facebook and Instagram, where the post reached 57 people with 13 engagements with the post with either reaction, comment, or share of the post. By adding it to Facebook, when the link is opened for the email, it opens in a browser window and the person has the option to join the email distribution list for future emails.

Website:

The contact us page has been updated with the detachment main email address of granitestatemarines542@gmail.com as before it only instructed people to go to our Facebook page to contact us. This email is monitored by me.

A new page was added to the website for a blog called Commandant’s Corner, this title was selected to keep the language and the messaging consistent with the Bulletin and the Newsletter. This is where topics of interest to the Commandant will be posted and most likely added to the Bulletin and or the Newsletter depending on the topic.

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.

I have created a Google Analytics GA4 account for the Granite State Detachment website. GA4 shows how visitors to our website are using the site. Since the last Board meeting on August 8th to September 6th, when this report was run, we have had **45** users to site. With **26** people finding it directly by typing in the URL web address directly, **10** people finding the site via organic searches on a Google Search, **3** people visiting via a referral (which is from a link on another website to our site), and **2** people found via an organic social media search.

The top page views were as follows:

Main home page – 46

Detachment Officers – 10

Events Calendar – 9

Protected – Meeting Minutes – 9

Membership – 8

Resources – 8

Building Dreams for Marines blog post – 7

Google Search Console was also set up for the detachment website. This shows how the website is performing on Google and in its search results. I am working with the information to make sure that most if not all the pages of the website are "crawled" by the Google bots that search websites for valid pages to put the results of our site up when someone does a search in Google. This is a work in progress.

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