

# Granite State Detachment #542

## Marine Corps League

### Detachment Meeting Agenda; meeting date: 8 October 2024

Meeting began at 18:00 hours (6:00 p.m.) A quorum was present. Opening ceremonies were conducted by the Commandant, the Chaplain, and the Sgt. At Arms

#### Officers Present:

Commandant: Gary GAHAN – arrived late  
Sr. Vice: Michelle VANVALKENBURG - Present  
Jr. Vice: -- POSITION VACANT  
Judge Advocate: Chris PEIRCE -- Present  
Jr. Past Commandant: B. J. BYERS – Absent from State; moved  
Paymaster: Marjorie ROMANO -- Present  
Sgt. At Arms: Paul COUTO -- Present  
Chaplain: Joe DUQUETTE -- Present  
Quartermaster: John PETROLITO – Excused; family health conflicts  
Adjutant: Eric ANTHONY – Excused; hospitalized  
Marine for Life: Glen THAYER, Sr. -- Excused  
Web Sgt.: Jo ZURWELL -- Present  
Editor-in-Chief: -- UNKNOWN  
Boy Scout Coordinator: Dan FEDOR -- Hospitalized  
Aide de Camp: Kevin BROWN -- Present

**Members Present:** In addition to those above marked Present, the following members attended:

Joey Duquette; Arthur Kidd; Antwon Scott; Kayley Bass; Paul Janes; Polly Labbe; Mary Ann Diekmann; Michael Bergeron; Kevin Galeaz

#### **Guests at meeting:**

George ROBINSON, o/b McKelvie Middle School, Bedford  
Mike MARTIOWSKI, to report on hospitalizations

Kevin GALEAZ, to report on Naval invitation to Manchester Community College and on current situation at Portsmouth Naval Shipyard, with dearth of qualified shipyard job applicants

**Applications for Membership:**

George ROBINSON

**Swearing-in of New Members:**

Glen THAYER, Sr. -- excused

Michael BERGERON – Sworn In; new member

Antwon SCOTT -- “ “ “

George ROBINSON -- “ “ “ (sworn in by Sr. Vice VanValkenburg)

**Adjutant Report:** Minutes for September meeting were moved for acceptance, seconded and voted on. Minutes from September meeting were approved with unanimity

**Correspondence:** none reported

**Paymaster Report:** Checking balance: \$17,874.37

Outstanding checks not cashed yet: \$2,370

Committed funds: \$7,000

Available funds: \$8,504.37

VENMO. Paymaster is looking into using VENMO, but has to go through PayPal

**Reports of death, sickness and distress:**

**Eric ANTHONY:** visited by Mike MARTIOWSKI; Eric is still in the hospital; has cysts and abscesses on his liver; may be transferred to Massachusetts

**Dan FEDOR:** Quote by Mike MARTIOWSKI “holy ‘phuque’...man is almost non-cognitive; he is on the 8<sup>th</sup> floor at the Elliott Hospital; he is highly medicated

**William A, (“Bill”) ROGERS:** He has blood cancer, now spread to his spleen

**Dennis MITCHELL:** no report

**Antwon SCOTT:** Dental issues

**Gary GAHAN:** issues with spelling and sticking to a time schedule

**Reports of Officers and standing Committees:**

**Awards Committee**

Confusion over MOY Committee; having problems with new DNH Command over the MOY Committee

**City Veterans Council:**

**State Veterans Advisory Committee:**

Chris Peirce reports that he is part of this august group

**Fundraising:**

Commandant GAHAN approved \$500 to the MWR Fund at the request of Kevin GALEAZ

Bass Pro Shop: fundraising effort will be November 7<sup>th</sup> and 9<sup>th</sup>; sign up.

So far, only Paul COUTU and Kevin BROWN

**Membership:**

Renewals: There are 9 reported as still unpaid.

**Newsletter:**

**Public Relations:**

**Scouting Committee:**

Kayley BASS reported on the Corn Maize and dinner scheduled for October 19<sup>th</sup> So far, 22 members have signed up.

Eagle Scout Court of Honor is scheduled for November 17<sup>th</sup>, in Goffstown

**Scholarships:**

Per Jo ZURWELL, notices should be sent out in January

**Veterans (VAVS):** no report

**Bingo:** No report

**Web Sgt. Report:** Per Jo Zurwell, she was not asked for a report. The following information was provided after the meeting:

Since the last meeting, a marketing campaign was created for the Corn Maze outing. An email was sent explaining all the events for the day of the Corn Maze asking people to sign up with Eventbrite, to capture the attendees so we can get a head count. A message was also included in the Oorah! newsletter and at least one or two more reminder emails were sent.

There was no September/October bulletin because of the publication of the September 30th Oorah! Newsletter email that was sent out. The newsletter was sent out to 759 email addresses with a 34.7% email open rate and a 1.2% click rate on something on the email. The newsletter was also posted on the website and the prior issue was moved to the archive page of the website. There was a five-way tie for the leading page that was clicked with 2 clicks each for MCL payment, home page, corn maze, NE Holiday celebration, signup Genius for volunteers.

Also added to the website was the NE Division Holiday Celebration flyer, as well as the handouts from the September meeting from the Vet Center that was turned into a blog post for people to view at their leisure.

**Social Activities:** No report

**Unfinished Business:**

Nothing reported

**New Business:**

McKelvie Middle School Veteran's Day Program; George Robinson

Scheduled November 7<sup>th</sup>; 09:00-11:00. Veterans are sent to each 6<sup>th</sup> grade classroom, and the students ask lots of meaningful questions. Last year “the staff loved it” and the kids liked it also. It is going to be an annual thing on the McKelvie schedule. New Granite State MCL member Robinson (6<sup>th</sup> grade math teacher at McKelvie) will coordinate the scheduling.

**Good of the League:**

**Up-Coming Events:**

**Scheduled Monthly Events:**

**Month-end, no-host breakfast** will be held Saturday 26 October at the Airport Diner on Brown Ave; arrive by 07:45

**Fundraising effort** at Bass Pro Shop on November 7<sup>th</sup> and 9<sup>th</sup>

**Flag Raising at the NH State Capitol** in Concord will be Sunday November 10<sup>th</sup>; arrival at 07:00

**November Detachment meeting** will be held Tuesday 12 November at the American-Canadian Genealogical Society office, 1 Sundial Ave., Suite 317; Manchester. Arrival time to be 18:00 hours (6:00 pm) unless your name is Gahan, and if so, just show up when it is convenient....

**Closing:**

Meeting ended at 20:13 (8:13 pm). Closing ceremonies were conducted by Commandant; Sr. Vice Commandant; and Sergeant at Arms:

**Minutes submitted by:**

Kevin Brown, substituting for ill adjutant

## Webmaster and Social Media Manager

### Board Report for

October 8, 2024, GSD 542 Meeting

#### Communications:

Since the last meeting a marketing campaign was created for the Corn Maze outing. An email was sent out explaining all of the events for the day of the Corn Maze and asked people to sign up with the Eventbrite event that was created to capture the attendee so we can get a head count. A message was also included in the Oorah! newsletter and at least one or two more reminder emails will be sent before event.

There was no September/October bulletin because of the publication of the September 30<sup>th</sup> Oorah! Newsletter email that was sent out. The newsletter was sent out to 759 email addresses with a 34.7% email open rate and a 1.2% click rate on something on the email. The newsletter was also posted on the website and the prior issue was moved to the archive page of the website. There was a five-way tie for the leading page that was clicked with 2 clicks each for MCL payment, home page, corn maze, NE Holiday celebration, signup Genius for volunteers.

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#### Website:

Google Analytics GA4 numbers for September 1 – September 30, 2024

	4/9- 5/14/24	5/15- 6/30/24	7/1- 7/31/24	8/1- 8/30/24	9/1- 9/30/24
Total Website Users	252	173	118	337	116
Direct Find -typing in URL	148	93	68	93	56
Organic Search	81	71	44	49	52
Referral (link on another site to ours)	3	7	6	6	7
Organic Social Media search	20	2	0	8	1

The top landing page views were as follows:

	4/9- 5/14/24	5/15- 6/30/24	7/1- 7/31/24	8/1- 8/31/24	9/1- 9/30/24
Main Home page	133	123	87	89	70
Contact Us		10	5	18	8
Detachment Officers	27	12	9	0	0
Events	17	14	5	17	13
Membership	23	17	11	15	14
Payment Submissions				16	6
Resources	8			0	23

Scholarship page	42	2		0	0
Scholarship Application	73	4		0	0
Semper Fidelis Newsletter			21	24	9

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