**QAC Council Meeting Agenda 19 October 2020**

**Purpose:**

- Update & inform the Council & other members in attendance.

- Reading/distribution of July Council Meeting minutes: Melanie

- Fiscal Report: Ron

- Committee Reports

- Review 2020-2021 Chapter goals.

**July Council Meeting Minutes** – Melanie

**Fiscal Report** - Ron

**Committee Reports:**

**- Membership Committee** (Bob):

 1. Review current membership count (Steve)

 2. Discuss strategies/objectives to increase membership (Bob)

a. How did two emails from Phil to previous paying members work?

 b. Mailout Plan

 c. Other Ideas?

- **Activity Committee** (John):

1. Review 2020-2021 Chapter Year Activity Calendar & Budget

 a. Plan for USMC Birthday Celebration during 6 November breakfast meeting

 2. Army vs Navy Watch Party update (Nancy& John)

 3. Wounded Warrior Regiment meeting summary (John & Phil)

 4. Discuss potential service projects

- **Blue & Gold Officer LNO** (Jim):

**Old Business:**

- Submitted Distinguished Chapter Award – Awaiting results from the USNA Alumni Association

- Submitted Annual Report for QAC Chapter year June 2019 – May 2020 to Joe Fagan

- 2020-2021 communication plan update (Phil)

- Review 2020-2021 Chapter Goals

1. **Continue to Grow the Chapter Membership** – Last year, the Membership Committee implemented a great Membership Campaign that resulted in an increase in membership by over 40 members. This was a great achievement. My goal is to increase membership by another 50%. Why? The answer is simple. Membership dues allow the Leadership team and Chapter to provide outstanding outreach programs and activities that positively promote the Naval Academy. Our Chapter members answered the call during the 2019-2020 Membership Campaign and I believe we have more members in the Quantico area that will answer the call during our 2020-2021 Membership Campaign. You will receive more information from me about this topic after I am meet with the Membership Committee. Thank you for your support in this endeavor.

2. **Improve QAC Branding and Increase Fundraising Activities** - Last year, the QAC did an excellent job of raising scholarship funds for the Naval Academy Summer Programs through the Run to Honor (RTH) Remembrance Run. The RTH Remembrance Run committee sold T-shirts emblazoned with the Chapter logo. The Chapter also donated to two veteran and service member-themed non-profit organizations: the Semper Fi Fund and the Sgt Mac Foundation. We strongly encouraged distribution of the Chapter’s business cards and the Chapter’s trifold that describes what the Chapter does and why that might be of importance to local alumni. We will continue to appeal to the altruistic, service-oriented personalities typical of Academy graduates and maintain our theme of **“It’s not what you get, it’s what we give that matters,” focusing on the intangible benefits of Chapter membership.** These accomplishments contributed to Chapter “branding.” We will develop other opportunities to improve our “Branding Campaign” that will include establishing an online store where we can buy clothing and other items displaying our Chapter Logo.

3. **Increase Member Participation in QAC Activities/Events** - Last year we had several activities for members to participate in or lead. The activities included, but were not limited to the monthly Guest Speaker breakfast series, watch parties for Army vs Navy sporting events at The Basic School and other locations spread throughout the Quantico area, RTH Remembrance Run, battle field tour, wine tasting, participation in the Quantico National Cemetery’s annual wreath laying and retrieval in December and February, respectively and participation in the flag-raising event at the Quantico National Cemetery during May. The goal is to increase the number of participants at these and other events.

4**. Establish a Creative Communication Plan** - Nancy implemented a very effective communication plan last year and used as many available tools and communications means as possible to convey news about QAC activities to members. I will continue to communicate Chapter news to members though our website, emails, Facebook page, letters, LinkedIn, face-to-face meetings etc. I will also explore new media options such as Lifesize, Skype, Zoom, Microsoft Teams that will provide options to replace face-to-face meetings if the COVID-19 restrictions continue to prevent members from meeting face-to-face at Chapter events (i.e., hosting guest speakers during monthly breakfasts, etc.).

5. **Have Fun** - Last year, Nancy kept things fun. She constantly reminded Chapter Officers, Board Advisors and activity leads that we were all volunteers striving toward commons goals of promoting the Naval Academy through actions, not words. Nobody ever felt like they were on an island by themselves. Members always rallied to support activity leads. I will encourage more members to participate in activities and to have fun when doing so.

**New Business:**

- Discuss activities that may be candidates for virtual events (i.e., Battlefield Lectures by JD)

**Around the Virtual World:**

**Action Items:**