

Minutes of Grosse Pointe North High School Class of 1971 50th Reunion Committee Meeting

June 27, 2021

The meeting was called to order at approximately 7:05 p.m. via Zoom. Attending via Zoom were: Judy Barton MacGuidwin, Pam Killebrew Alessandro, Nancy LeRoy Burk, Carol Appleton Holloway, and Roger Ulmer. Don DeLaura, Jack Barbier, Scott Beever and Bob Reaser were not in attendance.

OUTREACH/COMMUNICATIONS

Nancy provided an update of responses so far (as well as a nice Excel spreadsheet):

- 334 emails sent
- 102 replies
 - 40 no
 - 7 maybe (plus one maybe guest) = 8
 - 55 yes (plus 24 guests = 79)
- Grand Total potentially coming $79 + 8 = 87$

Judy needs Excel spreadsheets of all classmates in order to set up the MaiChimp outreach program. It can be used for a variety of purposes.

Pam will contact Debi Arnold to help notify West Coast classmates of the reunion plans.

The team discussed buying the alumni listing from Publishing Concepts, Inc., which has been reaching out to all alumni to update information. The organization offers several packages; there is a digital-by-decade version for \$80, so we may possibly buy that. It will probably not be helpful this year, but may assist us in future years.

VENUE/LOCATION

The committee discussed keepsakes/mementos for the event. Pam's nephew, who creates tiles, coasters, etc. would need a design in either .eps or .pdf format, otherwise the design must be retraced, adding cost. Pam will send the Norsemen head and Norsemen crest designs to Judy for reformatting. Nancy mentioned that at her husband's reunion, ceramic trivets were provided just to the graduates at a cost of \$5 each. Later in the meeting, we discussed having a photo booth; the pictures and plastic holders could be considered the keepsake. Cost for a photo booth is approximately \$500 (vs. estimated \$1500 for produced keepsakes). We might need two photo booths, depending on attendance.

Nametags were discussed. Pam is looking into the cost of lanyards with plastic holders for nametags. After the meeting, Nancy emailed that her husband had made the nametags for our 45th reunion, and he still had the file saved on his computer. Reusing that file where possible will help save costs.

Don had borrowed audio equipment for our 45th reunion. We will need to ask GPYC what audio and video equipment is available in the ballroom. Don may be asked to assist again.

The team discussed decorations for the event. Carol has inquired about using the Norsemen and Alumni banners from the school system, but has not received a response yet. We are thinking of having balloons and possibly flowers on the tables.

We are thinking of asking attendees to complete a short survey as they check in to the GPYC, with results to be a fun contest. Questions will be simple, such as who has the most children, who has been married the longest, etc. A drink ticket will be offered to the winners of each question.

We will ask Pam's sister, Nancy's husband, and Sue Gallego's husband to volunteer to serve as hosts/hostesses at the check-in table.

It is important to note that the attire will be business casual. The GPYC prefers no denim.

TREASURY/FUNDING

We have met the amount of donations that the anonymous donor would match (yay!).

Nancy applied for a debit/ATM card with the bank where the reunion account is held. This will enable us to make after-hours deposits, if necessary.

It was suggested that we reach out to donors to see if they agree with publicizing their names in hopes that it might encourage others to donate.

TICKET PRICE

The team discussed the various expenses and arrived at a ticket price of \$45 each if purchased by August 1, and \$55 each if purchased after August 1. We can accept Venmo and Google Pay as well as paper checks mailed to Nancy's home. Nancy later emailed that our website can accept Visa and MasterCard credit cards for a \$5 fee. She suggested that we could post the prices as \$45 if paid by Venmo, Google Pay or check and \$50 if paid by credit card (by August 1), and \$55 if paid by Venmo, Google Pay or check and \$60 if paid by credit card after August 1. Tickets must still be purchased prior to the event. This will help ensure a final headcount.

As tickets are purchased via the website, purchaser's name will show up as attending. Perhaps this will encourage others to attend, if they see names of people they would like to see.

ACCOMMODATIONS

Scott emailed rate information for Courtyard by Marriott Hotel in downtown Detroit. They will hold 15 rooms with king-size beds at a price of \$155/night for a single, and \$165/night for a double. Scott later emailed that Holiday Inn prices and rooms were about the same. We should just pick a number of rooms and reserve them. We can probably add rooms later, but the cost might be more.

WEBSITE

The website renewal cost is \$449 for five years, including the domain price. Currently, our website is active through October 11, 2021.

AFTERPARTY

Jack emailed the team asking for ideas regarding a pre- or after-party event, such as a picnic, bar get-together, park, someone's backyard, etc. The team will discuss further.

COMPARISON EVENTS

Grosse Pointe South High School's class of 1971 50th reunion is set for September 25, 2021 at the Assumption Greek Cultural Center in St. Clair Shores. Don provided their email advertisement showing their plans and other events taking place during that weekend. We can utilize their ad as examples of how to enhance our reunion.

ADVERTISING

Carol contacted the Grosse Pointe News and the Grosse Pointe Times to inquire about advertising the event. GP News has not yet responded; GP Times said to complete a form on their website. Carol will follow up. Carol also emailed the school system about borrowing the banners, advertising on the Parcels electronic sign, and possibly conducting a tour of the school for alumni. Carol will follow up.

The team discussed having a printed program. Nancy polled the donors regarding publicizing their names; 7 people said ok, 1 said no, and 1 didn't respond. More discussion needed.

OTHER

Judy needs a list of people to interview regarding articles to be published in the Grosse Pointe News. It was suggested to poll the classmate list to see who would like to be featured. Perhaps this can be accomplished via the MailChimp program.

ACTION ITEMS

- Pam to check costs for lanyards, nametags, photo booths
- Pam to get in touch with West Coast classmates
- Pam to send GPN designs to Judy for reformatting
- Carol to follow up with Grosse Pointe News and Grosse Pointe Times to advertise the reunion, as well as on the Parcels electronic sign

- Judy to research classmates to write articles about classmates for the GP News
- Judy and Nancy to develop a MailChimp e-blast
- All to research other activities/locations for pre- or post-reunion get-togethers

The meeting was adjourned at approximately 8:22 p.m. The next meeting will be Monday, July 19, 2021 at 7:00 p.m.

Respectfully submitted,
Carol (Appleton) Holloway
Secretary