

Executive Board Meeting Minutes  
October 17, 2017  
5:30pm

Board Members Present: Mike Webster, Ryan Royse, Lee Coates, Staci Hunt Ramsey  
Chair Members Present: Doug Penix, Patsy Fegenbush, Catherine Willis, Matthew Hafley, Alecia Hunt, Melony Stambaugh

Ryan Royse called the meeting to order.

Focus on communications- Charms provides standard flow of communications. Ryan asked board to talk through opinions about the usage of Charms. Patsy Fegenbush said Charms shouldn't be only source of information. Lee Coates pointed out if an email or text goes through Charms we know it goes to everyone. Stuff can come through Charms first and then be cross-posted on other social media. We know there are some elements of Charms that aren't as user-friendly (i.e. syncing the calendar), but overall we know that it has the potential to reach everybody, as opposed to a particular group that uses a particular social media outlet. Ryan is in the process of putting together a social media team comprised of parents and students; we will continue to use these outlets too, but Charms will continue to be the primary mode of communication.

We will be organizing Charms trainings; all of the executive board/committee chairs will have access to the Charms functionalities needed to do their jobs. Doug Penix brought up that people don't cognitantly go into Charms to ask questions, but rather they go to Facebook as an easy default. Ryan Royse asked the board for opinions about the texting aspect of Charms. All felt it was a good go-to. Discussion of using different modes of communication ensued; though Charms will remain primary, we will be open to utilizing different, subsequent modes of communication when called for.

Additionally, Charms has good support via financial entities; we will be changing credit card companies soon to use one that directly integrates with Charms- it will streamline our billing and payment processes.

More discussion ensued regarding Periscope as a social media outlet; per Mr. Craig- he did not want RTOB live broadcast due to copyright issues. It is OK to record on your own but not as the Ryle Band. We cannot record as an organization due to the risk of copyright infringements.

Ryan Royse mentioned that Mr. Craig is looking into whether we can march the full halftime show during the football playoffs.

Alecia Hunt motioned to close the meeting. Mike Webster seconded. Meeting adjourned.