The meeting of the Departments Boys State Committee was called to order by Jerry Kelley, Director at 10:00 AM Friday, September 20, 2019 at the Holiday Inn Gateway Center, Flint, Michigan.

Roll Call: Jerry Kelley, Dan McCrary, Garrett Veihi, Tim Hill, Kevin Sherman, Mike Holley (SAL Liaison), and alternates John Burke, Dave Wheeler, and Ken Miller were present with Walter Hanson and Mark Brejcha excused. A quorum is present.

Guests: 13 Present (List attached)

PREVIOUS MINUTES:
- It was moved by Tim Hill and supported by Dan McCrary that the minutes from Winter Conference February 16, 2019 Boys State Committee be approved. Motion Carried

ELECTION OF VICE-DIRECTOR AND SECRETARY-TREASURER
- Motion by Garrett Veihi and seconded by Mike Holley that Dan McCreary be the Vice-Director and John Burke be the Secretary/Treasurer. Motion Carried

OLD BUSINESS:
1. Motion by Tim Hill and seconded by Kevin Sherman that we attend college nights during the 2019-2020 school year. Motion Carried
2. Motion by Mike Holley and seconded by Kevin Sherman that the Boys State Marketing Plan (which is attached) be approved and submitted to the Marketing Committee. Motion Carried
3. Motion by Tim Hill and seconded by Dan McCrary that the Boys State Committee, working with the District Boys State Chairs and our Marketing Department, promote the idea that each American Legion Post and SAL Squadron have a Boys State Chair that will promote the Boys State Program in their Post and community. Motion Carried

NEW BUSINESS:
1. Motion by Dan McCrary and seconded by Garrett Veihi that we do not use the Tri-fold brochures we used in the past and that we just use the two-page flyer which will also be available as a tri-fold. Motion Carried
2. Motion by Kevin Sherman and second by Garrett Veihl that we have challenge coins again for 2020. **Motion Carried**

3. Motion by Dan McCravy and seconded by Tim Hill that the application for Boys State 2020 be approved with corrections. **Motion Carried**

4. Motion by Mike Holey and seconded by Dan McCravy that we hold our 2nd annual Boys State Golf Outing on September 17, 2020. **Motion Carried**

5. Motion by Mike Holey and seconded by Dan McCravy that: Girls State be invited to make this a Boys State/Girls State Golf Outing. **Motion Carried**

**FOR THE GOOD OF BOYS STATE:**

1. Training presentation Saturday morning
2. Plans are being set in motion to have Veterans from The Grand Rapids Veterans Home visit Boys State in 2020.

**ADJOURNMENT**

There being no further business to come before this committee, it was moved by Garrett Veihl and seconded by Dan McCravy that the meeting be adjourned at 11:02 AM. **Motion Carried**

Respectfully Submitted

Jerry J. Kelley, Chairman/Director
MARKETING IDEAS 2019-2020 FOR BOYS STATE:

1. Promote the Boys State Program
   a. Web Site
      i. Updated by end of October
         1. Hand Book Updated
         2. Dates
         3. Application
   b. News outlets
   c. Legion Posts - With about 70 Posts sponsoring delegates in 2019 we need to get the word out to "ALL" of our Posts and SAL Squadrons

2. Posters for Schools
   a. Department to create several versions that can be printed off at home. An 8.5 x 11 in and a 8.5 x 14 in. version, make available by mid-end of October to be taken to schools or included in the October/November mailing to the schools.

3. Mailings to Posts and SAL (November and February) and Schools (Copies of all Boys State mailings, news releases, emails, etc., should be sent to Boys State Director, the Boys State Committee and District Chairs).

4. Section of October MI Legionnaire with the programs of the Legion to have extra copies.

5. Emails using our data base of 2019 attendees for all Legion Youth Programs - Oratorical, Scholarships, Student Trooper, Shooting Sports

6. Emails to counselors, and administrators that we received contact information at conferences, college fairs and delegate applications.

7. School College Nights
   a. Share Dates with Committee and District Chairs
   b. Who will go where?

8. Grand Valley State
   a. Contact GVSU for assistance in getting information to local newspapers and TV about opening Boys State being there starting June 14.
   b. Combined news release with GVSU about "Opening Ceremony" and "Closing Ceremony"

10. Info on Boys State for District Commanders at Fall Conference
11. Contact Nat’l Guard and Reservists for their Boys and Girls to attend BS/JS

12. School mailings (Copies should also be sent to Boys State Committee Members)
   a. Full mailing in October
   b. Letter to Post and Squadrons about the school mailing so they can follow up with the schools to confirm the schools have received the mailing and to establish a contact person
   c. Postcard about Oratorical and Teacher of the year out end of October.
   d. Postcard out about Student trooper and Boys State in January and March

13. Added Ideas:
   a. Based on the fact that 70 Legion Post sponsored one or more Delegates to Boys State, we need to market our Boys State Program to “OUR” American Legion Posts and SALs.
      i. Therefore, we would like District Commanders to appoint a Boys State Chair for their District. With the idea being the Chair will reach out to every Post in their District and encourage them to sponsor at least one Delegate to Boys State.

14. A special fundraising project on September 17, 2020 will be the 2nd Annual Boys State Golf Outing.
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