



MEETING MINUTES — POST 70

Meeting was held 02/12/2024. Ten members were present and one guest, Bill Donovan, SAL Finance Officer.

The meeting was called to order at 7:00 by the Commander. Opening ceremonial tasks were done. Adjutant acting as Chaplain gave an opening prayer, followed by the Pledge of Allegiance. Recitation of the Preamble was done by all present.

Roll Call of Officers. All Officers were present, except the Second Vice and Service Officer who were excused. First Vice is open as is Chaplain.

Minutes of the January meeting were read and accepted.

New Members: Ernie announced that a new member, Warren Bennett, was present and welcomed him. There were 11 new members announced. A motion was made to accept them, seconded, and passed. We are now at 100% for 2024.

Website: The Website Status Report had been distributed to those present prior to the meeting. Everyone had time to read it and there were no issues requiring discussion. Ernie added that he had Web Statistics reports printed separately. A copy of all will be attached to these Minutes when they are posted on MEMBERS ONLY. Renewal of our contract with Cathie will be discussed at the March meeting.

Financial Officer Reports: The reports were read and accepted.

Post Service Officer's Report: There was no report.

Old Business:

Roof: The Commander now has two bids for replacing the roof. Leaks have been repaired, and the estimate is that the existing roof can last another five years. The bids are in the \$100K-120K range.



New Business:

Dogs Allowed? We are getting signs for the entrances that read “SERVICE DOGS ONLY”.

Queen of Hearts. There have been lots of comments made – pro and con -- about keeping the cap on our present game. Open discussion ensued and all sides were heard. Guest Bill Donovan shared comments he received asking why Zoom/Facebook live coverage can’t be used so people do not have to come to the drawings. Consensus was that it would not be allowed by law. The Commander announced that he has ordered “NO PARKING” signs to address possible complaints by neighbors. He also announced that he will have Guest Book attendants at each entrance to make sure all who enter are Members or have signed in appropriately. Motion was made by the Commander to keep the cap on this and future games, seconded, and passed. But if the occasion arises, membership can vote to remove the cap within one week notice. The issue can be raised again after solutions to remaining complaints are in place.

Officer Nominations: Nominations are in March and we need to start planning. April 8 will be the Nominations and Elections. Installations will be later in April, as determined by District 3.

Resuscitators: We are looking for a supplier and when they are installed, training of personnel will be required and determined in the future. We will ask the Fire Department for guidance.

Draft Beer? We are expecting bids and scope-of-project information. It is unclear what we need right now.

Acting Chaplain Ernie made a closing prayer. The Commander adjourned the meeting at 8:19 p.m.

Respectfully submitted,

Ernest Henry, Adjutant

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WEBSITE CONTENT MANAGEMENT STATUS REPORT

February 12, 2024

Contract Status: From January 9, 2024 to February 12, 2024 under our Phase 2 Contract, I have performed 2.83 hours of work — all of it within scope of our contract. We have one more month before our contract expires on March 15. I will be submitting a renewal proposal to your Commander and Adjutant for discussion at your March 11 meeting.

Email Communications: The Post70NH@gmail.com email account continues to generate activity. From January 9 to February 12, there were 14 website-generated incoming emails as follows:

- 3 – Membership Applications
- 3 - Post 70 Events
- 1 - Veterans Services
- 6 – Advertising/Marketing Inquiries
- 1 -- Hall Rental

I continue to check it manually at least twice a day then follow up with Ernie and/or Traci as appropriate.

Program Group Support. I continue to welcome opportunities to provide website and document support to the Post, AUX, SAL, and the ALR whenever requested. Most recently, there has been an issue with the AUX Treasurer and Membership matters. I reached out to Kelly and she and I met to discuss if I could help. She was very receptive and gracious, but has not scheduled another meeting.

Newsletter: The Q2 2024 Newsletter is coming up soon. I hope it will be added to our new contract. If so, there will be two weeks' time to produce and post it.

Internet Search Issue: Last week it was reported that people using either voice-control or keyboard looking for “American Legion Seabrook” are being incorrectly connected to our former web address (post70nh.com). The domain continued to be paid for (\$29/month) for a year after our new one went online, but it expired January 12 and the domain registrar/owner is trying to sell it, which is standard procedure in the business. We now have placed a statement on WHAT’S HAPPENING explaining to everyone, have printed up more cards with post70nh.org on them for distribution in the Canteen, and are watching the address to see if it can be inexpensively taken off the market. They value it at \$500+ in an auction they hold routinely for

Website Updates and Document Rescue for Small Businesses

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such retired domains. Sooner or later, it will fade away we are told by LegionSites.com, our new website host. Can hardly wait!

Internet Statistics: Speaking of internet searches, I just recently explored Google Analytics, a much-disparaged (by my techie friends) product of Google developed to track user traffic on the Google Chrome search engine. The negative impressions are true: the free version is hard to access, difficult to learn, complicated to program for the even the simple info we want, next to impossible to print out (teeny tiny print) in report form, and they keep changing it to fit their needs, not ours. With that said, I signed our site up for the free version on January 7 and have been producing some weekly reports you may find interesting. They are attached to this report. Your feedback is welcomed!

I continue to try to make your website better and take pride in the work I do for you.

Respectfully,

Cathie Clark

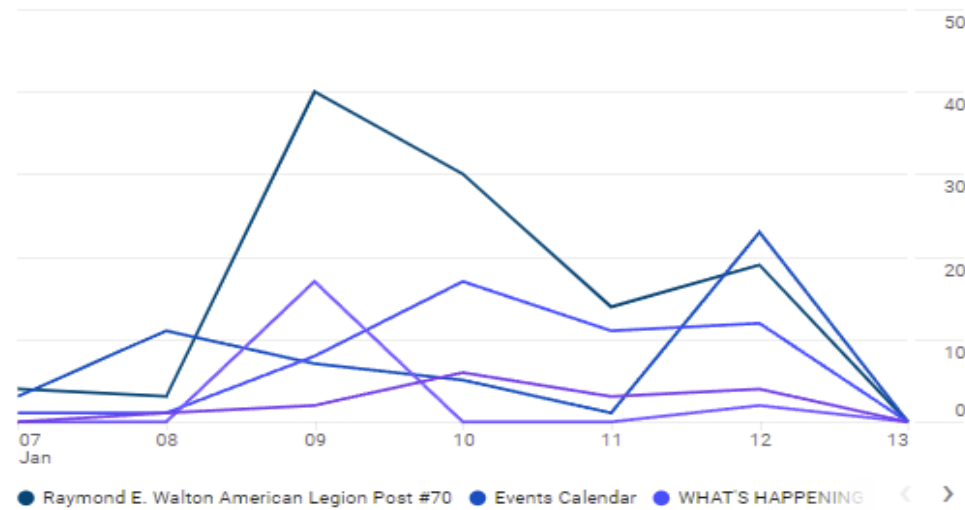
CATHIE M CLARK CONSULTING LLC
Seabrook Legion Activity Log - January 9, 2024 to February 12, 2024

Journal Type	Subject	Start Date	Start Time	Duration	Detail
Task	Phase 2 - Site Updates -	1/9/2024	4:00:00 PM	15	CHAPTER 70 RIDERS – Update Officers listing from handwritten draft. Replaced two officers, reordered list as shown, and changed Meeting time from 7 to 6 pm.
Task	Phase 2 - Site Updates -	1/11/2024	3:00:00 PM	5	WHAT’S HAPPENING – Add acknowledgement and thank-you to O’Brien’s for donation.
Task	Phase 2 - Site Updates -	1/11/2024	6:00:00 AM	10	WHAT’S HAPPENING – Upload JPG file of GhostRiderz appearance on January 13. Create PDF of image. Add link to PDF on Band Listing. SPECIAL EVENTS – Upload JPG of GhostRiderz flyer. Remove NYE flyer.
Task	Phase 2 - Site Updates -	1/14/2024	4:30:00 PM	30	MEMBERS ONLY: Post Corrected November and December Minutes.
Document	Phase 2 - Site Updates -	1/14/2024	1:00:00 PM	30	MEMBERS ONLY: Correct November and December Minutes to reflect First VP absences therein.
Task	Phase 2 - Site Updates -	1/17/2024	5:00:00 AM	10	WHAT’S HAPPENING – Update Meat Raffle (remove District Meeting stuff), Update Band Listing for January 20 to North Shore Junction.
Task	Phase 2 - Site Updates -	1/30/2024	5:00:00 AM	10	WHAT’S HAPPENING – Update Meat Raffle to AUX, (remove Winter Conference Meeting stuff), Update Band Listing for Feb 3 to Granite State Rockers.
Task	Phase 2 - Site Updates -	2/1/2024	11:00:00 AM	30	BOYS STATE: Updated page with link to 2024 Application Form. WHAT’S HAPPENING: Sat with Ernie and wrote promotional text for BOYS STATE and SCHOLARSHIPS items
Task	Phase 2 - Site Updates -	2/6/2024	7:30:00 PM	15	SPECIAL EVENTS – Re-activate page and locate in menu under EVENTS CALENDAR. Populate with 3 PDF and JPG flyers: Fogg Benefit, Valentine’s Dance, and White Elephant Bazaar.

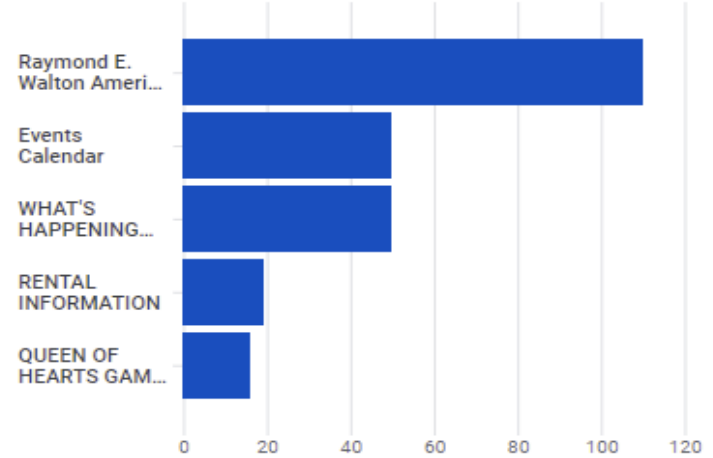
CATHIE M CLARK CONSULTING LLC
Seabrook Legion Activity Log - January 9, 2024 to February 12, 2024

Journal Type	Subject	Start Date	Start Time	Duration	Detail
Task	Phase 2 - Site Updates -	2/6/2024	7:30:00 PM	10	WHAT'S HAPPENING – Update Meat Raffle to SAL, (remove NEWSLETTER announcement), Update Band Listing for Feb 10 to Ghost Riderz. Sent email asking for Valentine's flyer.
Task	Phase 2 - Site Updates -	2/12/2024	5:00:00 AM	5	WHAT'S HAPPENING – Update Meat Raffle to AUX, Update Band Listing for Feb 17 to Frank Crivello C3 (with FB link). SPECIAL EVENTS – Remove past events (Valentine's Dance and Fogg Benefit.
				170	Minutes
				2.83	Hours

Views by Page title and screen name over time



Views by Page title and screen name



Report - GoogleAnalytics
 # Account: American Legion Post 70 NH
 # Property: Post70NH.org

All Users
 # Start date: January 7, 2024
 # End date: January 13, 2024

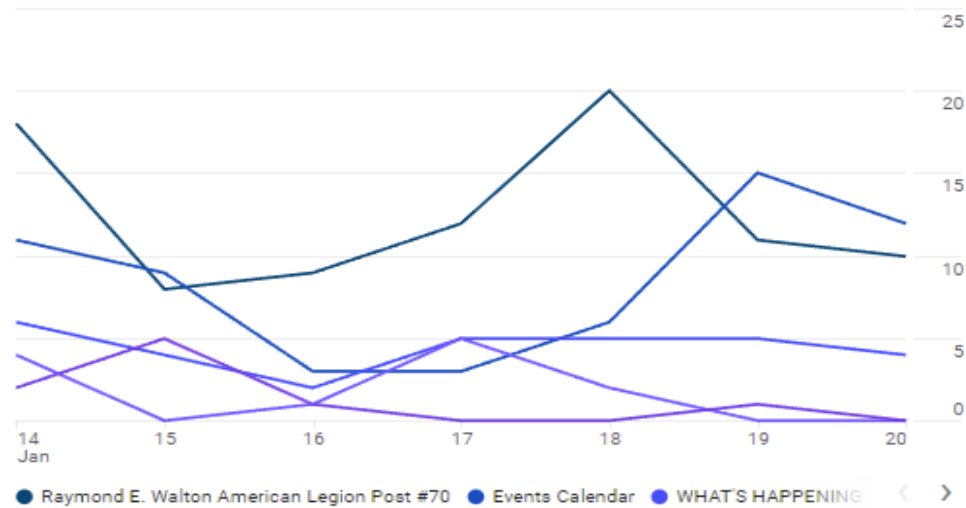
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Raymond E. Walton American Legion Post #70	110	53	2.1	40.6	380
Events Calendar	50	20	2.5	30.7	106
WHAT'S HAPPENING AT POST 70	50	32	1.6	55.5	116
RENTAL INFORMATION	19	3	6.3	43.3	40
QUEEN OF HEARTS GAME - INFO	16	15	1.1	33.2	41
CHAPTER 70 RIDERS	6	3	2.0	69.7	14
FLAG ETIQUETTE	5	4	1.3	101.3	14
POST 70 MEMBERS ONLY	5	3	1.7	93.0	9
SPECIAL EVENTS	5	4	1.3	12.8	14
POST 70 MEMBERSHIP MATTERS	4	3	1.3	28	10
POST 70 OFFICER ELECTIONS 2023-24	4	1	4	58	9
CONTACT US	2	2	1	9	7

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 Google Analytics
 Post70NH.org Website -- Week1-2024

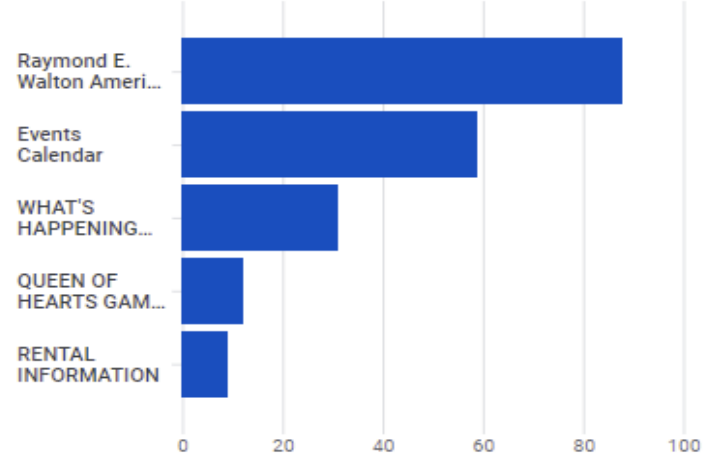
Membership Application	2	2	1	104	8
POST 70 CANTEEN	2	2	1	27	4
POST 70 MEMBERSHIP APPLICATION	2	2	1	18	6
POST 70 MEMBERSHIP REQUIREMENTS	2	2	1	82.5	6
BOYS STATE	1	1	1	11	2
Events Listing	1	1	1	41	2
NEWSLETTER	1	1	1	18	3
POST 70 MEMBERSHIP DEMAND	1	1	1	2	2
POST OFFICERS	1	1	1	7	2
Resource Rentals	1	1	1	43	3
SCHOLARSHIPS	1	1	1	20	3
STATE HEADQUARTERS	1	1	1	8	7
WHY JOIN	1	1	1	2	2

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Views by Page title and screen name over time



Views by Page title and screen name



Report - GoogleAnalytics
 # Account: American Legion Post 70 NH
 # Property: Post70NH.org

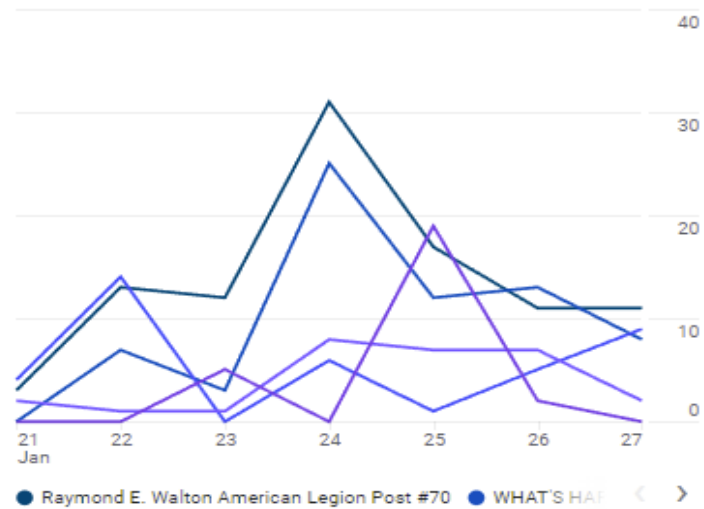
All Users
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 # End date: January 20, 2024

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Raymond E. Walton American Legion Post #70	88	50	1.76	23.04	287
Events Calendar	59	20	2.95	43.6	114
WHAT'S HAPPENING AT POST 70	31	22	1.4	44.8	77
QUEEN OF HEARTS GAME - INFO	12	10	1.2	45.3	33
RENTAL INFORMATION	9	5	1.8	20.2	17
POST 70 MEMBERS ONLY	8	6	1.3	6.7	11
POST 70 MEMBERSHIP DEMAND	7	3	2.3	32.3	17
SPECIAL EVENTS	6	6	1.0	3.2	15
POST 70 AUXILIARY UNIT	5	4	1.25	19	10
NEWSLETTER	4	4	1	20	11
POST 70 CANTEEN	4	3	1.3	15	8

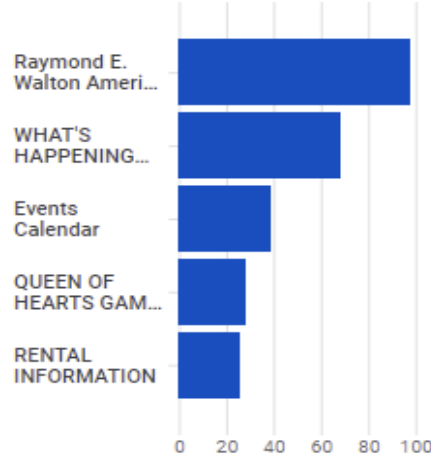
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 Google Analytics
 Post70NH.org Website -- Week3-2024

Page title and screen name	Views	Users	Average		Event count
			Views per user	engagement time	
POST 70 SAL SQUADRON	4	4	1	18.25	11
POST OFFICERS	4	4	1	11	11
Resource Rentals	4	2	2	11.5	11
STATE HEADQUARTERS	4	4	1	6	16
CONTACT US	3	3	1	3.7	6
FLAG ETIQUETTE	3	3	1	0	7
AUXILIARY	2	2	1	0	5
CHAPTER 70 RIDERS	2	2	1	47.5	5
POST 70 MEMBERSHIP MATTERS	2	1	2	70	4
POST 70 OFFICER ELECTIONS 2023-24	2	2	1	39.5	5
POST LOCATION	2	2	1	20	6
SCHOLARSHIPS	2	2	1	10.5	8
Application Submission	1	1	1	649	2
BASEBALL	1	1	1	12	3
BENEFITS	1	1	1	0	3
BOYS STATE	1	1	1	0	3
GOVERNMENT WEBSITES	1	1	1	0	1
MEMBERSHIP REQUIREMENTS	1	1	1	0	3
Membership Application	1	1	1	138	7
NATIONAL HEADQUARTERS	1	1	1	0	3
POST 70 FEEDBACK	1	1	1	5	2
POW/MIA MISSING MAN TABLE	1	1	1	23	2
SONS OF LEGION	1	1	1	0	3
WHY JOIN	1	1	1	0	3
Total Hits this week	279				

Views by Page title and screen name over time



Views by Page title and screen name



Report - GoogleAnalytics
 # Account: American Legion Post 70 NH
 # Property: Post70NH.org

All Users
 # Start date: January 21, 2024
 # End date: January 27, 2024

Page title and screen name	Views	Users	Views per user	Average engagement time	Event count
Raymond E. Walton American Legion Post #70	98	60	1.6	31.5	333
WHAT'S HAPPENING AT POST 70	68	37	1.8	80.2	179
Events Calendar	39	18	2.2	35.4	84
QUEEN OF HEARTS GAME - INFO	28	23	1.2	113.7	73
RENTAL INFORMATION	26	5	5.2	117.2	58
POST 70 MEMBERS ONLY	13	6	2.2	28.5	23
POST 70 CANTEEN	7	6	1.2	39.8	15
POST 70 MEMBERSHIP DEMAND	7	3	2.3	36.7	14
Resource Rentals	7	4	1.8	33.5	18
POST 70 AUXILIARY UNIT	5	5	1.0	24.6	17
STATE HEADQUARTERS	5	4	1.3	20.0	20

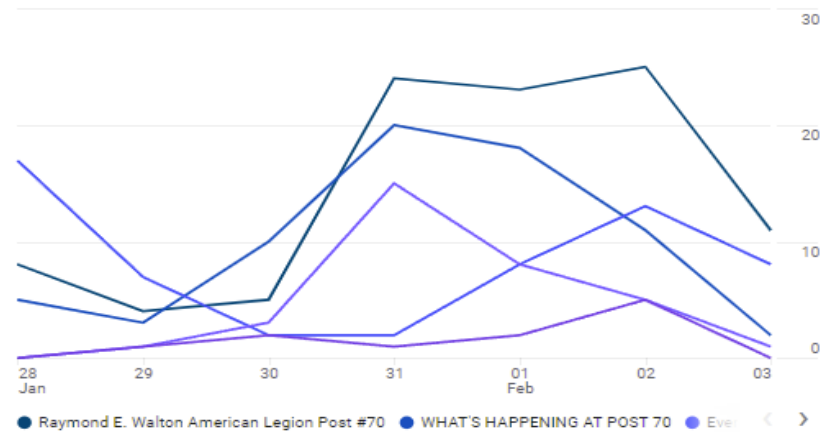
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 Google Analytics
 Post70NH.org Website -- Week4-2024

Page title and screen name	Views	Users	Views per user	Average engagement time	Event count
NEWSLETTER	4	3	1.3	33.0	8
Membership Application	3	2	1.5	71.0	10
POST 70 MEMBERSHIP REQUIREMENTS	3	2	1.5	30.0	7
POST LOCATION	3	2	1.5	9.0	7
CONTACT US	2	2	1.0	8.5	4
WHY JOIN	2	2	1.0	70.5	6
AUXILIARY	1	1	1.0	58.0	2
Application Submission	1	1	1.0	123.0	3
CHAPTER 70 RIDERS	1	1	1.0	26.0	2
FLAG ETIQUETTE	1	1	1.0	87.0	3
MEMBERSHIP REQUIREMENTS	1	1	1.0	69.0	3
POST 70 MEMBERSHIP APPLICATION	1	1	1.0	2.0	2
POST 70 OFFICER ELECTIONS 2023-24	1	1	1.0	0.0	1
POST 70 SAL SQUADRON	1	1	1.0	22.0	5
POW/MIA MISSING MAN TABLE	1	1	1.0	81.0	2
SCHOLARSHIPS	1	1	1.0	13.0	3

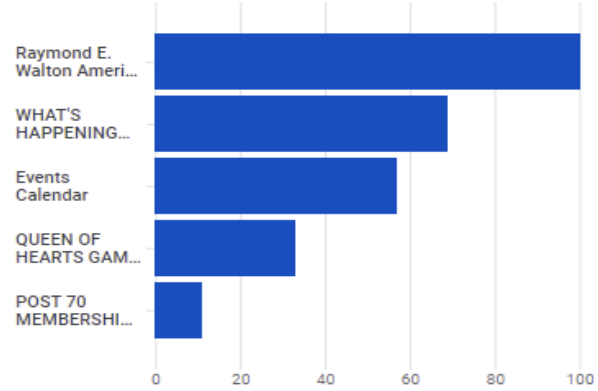
330

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 Google Analytics
 Post70NH.org Website -- Week5-2024

Views by Page title and screen name over time



Views by Page title and screen name



Report - GoogleAnalytics

Account: American Legion Post 70 NH

Property: Post70NH.org

All Users

Start date:

January 28, 2024

End date:

February 3, 2024

Page title and screen name	Views	Users	Views per user	Average engagement	
				time	Event count
Raymond E. Walton American Legion Post #70	100	59	1.7	34.3	339
WHAT'S HAPPENING AT POST 70	69	40	1.7	49.7	181
Events Calendar	57	25	2.3	60.2	121
QUEEN OF HEARTS GAME - INFO	33	23	1.4	53.7	84
POST 70 MEMBERSHIP REQUIREMENTS	11	8	1.4	64.9	28
POST 70 OFFICER ELECTIONS 2023-24	11	4	2.8	31.5	23
Membership Application	7	3	2.3	68.3	16
POST 70 MEMBERSHIP DEMAND	7	4	1.8	9.0	13
CONTACT US	6	4	1.5	113.0	16
POST 70 MEMBERS ONLY	6	5	1.2	1.8	10
NEWSLETTER	4	3	1.3	17.3	8

CATHIE M CLARK CONSULTING LLC
 Google Analytics
 Post70NH.org Website -- Week5-2024

Page title and screen name	Views			Average engagement	Event count
	Views	Users	per user	time	
POST 70 CANTEEN	4	3	1.3	75.0	10
POST 70 SAL SQUADRON	4	2	2.0	44.0	12
AUXILIARY	3	2	1.5	29.5	11
POST 70 AUXILIARY UNIT	3	2	1.5	42.0	7
POST 70 MEMBERSHIP APPLICATION	3	3	1.0	14.3	7
POST OFFICERS	3	3	1.0	30.7	7
WHY JOIN	3	1	3.0	87.0	7
POST 70 MEMBERSHIP MATTERS	2	2	1.0	68.0	6
RENTAL INFORMATION	2	2	1.0	28.0	10
STATE HEADQUARTERS	2	2	1.0	227.5	10
BOYS STATE	1	1	1.0	27.0	2
CHAPTER 70 RIDERS	1	1	1.0	37.0	2
FLAG ETIQUETTE	1	1	1.0	0.0	1
LEGION RIDERS	1	1	1.0	0.0	1
POST LOCATION	1	0	0.0	0.0	2
SCHOLARSHIPS	1	1	1.0	15.0	3
SONS OF LEGION	1	1	1.0	0.0	2

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