

Gregorio Esparza Alamo Descendants (GEAD)

Bi-Annual Meeting Minutes (virtual)

Date: February 22, 2026

Time: 2:00 p.m.

Attendees: Jessica Pineda, Bill Guzman, Claudette Jenks, JoAnn Cerda, Eloise Garza, Alisa Rodriguez, Dolly Morales, Elaine Guzman, Gracie Paul, Lorrie Acuna, Seana Towler, Rosa Toscano

Welcome and Introductions

Jessica Pineda welcomed attendees and introduced the organization's officers.

Membership Renewals

Jessica reminded members to renew their GEAD membership to support ongoing initiatives and organizational operations.

Memberships are due Jan 1 – February 28th after which member will become inactive.

- Moved to Zeffy to save on processing fees also issue membership cards online.
- Now updated on our membership page and through this link. <https://www.zeffy.com/en-US/ticketing/gregorio-esparza-alamo-descendantss-memberships>
- Zeffy automatically defaults the Zeffy contribution on the payment page to 17% to support Zeffy for non-profits. You can always turn this off.

Treasurer's Report

JoAnn Cerda reported a current account balance of \$4,412.

Seana Towler reported a fundraising account balance of \$7,969.83, with no expenses since December 15.

Raffle Fundraiser Summary

- Tickets sold for \$20 each, with approximately 200 tickets sold
- Approximately \$1,900 raised, with minimal expenses
- Prizes included a \$1,000 gift card to Amazon or HEB as the grand prize and a donated \$50 gift card as a secondary prize. There were two winners drawn.
- The fundraiser was successful, participation was driven primarily by seven active sellers.

Lessons Learned and Future Planning

- Future raffles should begin earlier, with planning in September and ticket sales running October through December.
- Consider lowering ticket prices and offering multiple prizes to increase participation
- Clearly communicate fundraising goals and intended use of funds
- Confirm nonprofit fundraising requirements and compliance

Reunion Opportunities

Discussion: Only reunion-related merchandise will be sold at reunion events. Alisa Rodriguez volunteered to assist with managing the GEAD merchandise site. She also suggested sponsorship opportunities, early table purchases, and presales to increase revenue.

Key discussion items:

- Jessica shared upcoming events, including Dawn at the Alamo, and discussed improving communication and outreach.
- Alisa recommended website updates; Jessica and Alisa will review and update website.
- Members will receive a 20% discount on reunion registration.
- GEAD will host an informational table at the reunion; volunteers are needed

Reunion Hospitality Bags

GEAD will donate hospitality bags for the reunion.

- Estimated budget: \$500–\$700
- Quantity: 250 bags
- Preferred specifications:
 - Size: 12.5" x 11" x 4"
 - Laminated material preferred
 - Color options discussed: red or blue with white lettering
- JoAnn Cerda obtained vendor information from Armadillo Advertising and will provide details to Claudette Jenks, who is leading the Hospitality Committee
- Claudette is awaiting final logo approval before ordering

Family Workbook update publication

The committee approved reprinting 100 family workbooks.

- Cost: \$734.10 total (\$7.34 per book)
- Retail price: \$20 per book
- Estimated fundraising revenue: approximately \$1,266
- Additional copies will be sold through the GEAD website.

Family Photo Project

Jessica Pineda and Eloise Garza are leading the Family Photo Project, which will be available for purchase at the reunion.

- Submissions were initially due in December.
- Jessica will send a reminder to members.
- Photo submissions are needed by April 30, 2026 to have available for reunion.
- JoAnn emphasized the importance of archiving historical materials.
 - Either by email or submissions site:
<https://gregorioesparzaalamodescendants.org/family-project>

Bylaws Amendments

Following consultation with David Towler, committee received recommendations to update the association's bylaws.

- The association will need a committee to review and propose revisions and is seeking volunteers.
- Final amendments will be presented for a vote at the next meeting in September.

Outreach Initiatives

Proposed Outreach Efforts

- Host a webinar to guide members on applying to heritage and lineage organizations.
 - Claudette recommended recording the webinar and publish them on the GEAD website.
- Develop a member directory organized by state or location
- Esparza Elementary donation
 - Increase youth engagement, including outreach to Esparza Elementary School
 - Continue annual donations to Esparza Elementary; Jessica will coordinate with school leadership
- Scholarship Program

Members expressed strong interest in establishing a scholarship program.

 - A Scholarship Committee will be formed
 - Volunteers are needed to lead and assist with planning, implementation, and fundraising. Committee will need to create application process and eligibility. Interested volunteers should contact <email>.

Closing

Jessica and officers thanked attendees for their participation and contributions.
Meeting adjourned at 3:23 PM.