

KCGBC Executive Board Meeting October 8th, 2020

The virtual meeting was called to order by Executive Director, Charnae Ware at **9:10 AM**. In-Person Attendees were: Charnae Ware, William Kent, Karen Henderson, and Carolyn Tigner. Dial-In Participants were Sharon Baker, and Jason Cooper.

INTRODUCTION & MINUTES

Charnae welcomed everyone back for the first in-person meeting since March and went over the expected Agenda for today's meeting. Everyone gave a quick personal update since the last time we met, then the conversation segued into the financial report with William. A motion for the approval of August 6th's Virtual Meeting will be approved at the next board meeting.

Financial Report

William started off by reviewing the balance budget and explaining the difference from last year to this year without the Mildred Miller Grant. He then went into more in-depth conversation on the Profit and Loss report, explaining the loss from COVID and how important it is to raise more funds to balance the red margin.

William also explained how his hand surgery and hospitalization interrupted his usual sponsorship letter push for the Golf Tournament, and his disappointment in the lack of response from the sponsorships that were requested for Help the Hooch. Charnae gave a recap on the businesses who did give, which were EMC Engineering, and Barge Media. William requested the addresses and plans to send them a personal thank you letter for contributing to Help the Hooch.

Charnae briefly discusses the Peachy Clean & Green Campaign, and how it will be intertwined with fundraising efforts. More details on fundraising options would be discussed later and Charnae transitioned the conversation to Membership.

Membership Drive

Charnae presented a new plan to restructure the way we present membership drives to secure more regular funding throughout the year. Membership incentives, and membership levels were proposed as amendments to the current process. Charnae gave an example of calendars being given to each member that donates. Carolyn suggested a sturdy water bottle or bag instead due to calendars becoming outdated. Charnae then showed some of the marketing mock-ups that have been sent through the promotional company she has been working with. She explained that items such as water bottles, custom pens, and t-shirts can be given based off the tier donated. For example, members who donate \$250 and up receives a KCB tote bag with a water bottle inside, etc. This could encourage a higher yield of donations and give the members a sense of gratitude once they donate.

Karen suggested a donation tier similar to Trees Columbus, where each level includes a different commitment to the environment. Charnaë agreed, adding that there needs to be an annual and monthly option for all members to donate on a consistent basis. Karen then asked if we had a postcard that we could send out with those options on the back. Tawana, Charnaë's assistant, grabbed the mock-up version of a postcard she created in the past and passed it around for everyone to view. Carolyn and Karen gave edit suggestions to make it more about giving and meeting our donation goal.

The postcard along with a letter is set to be sent out as we prepare for the last membership drive of the year.

Fundraising

October is Breast Cancer Awareness month, and Charnaë has been looking for a way KCBC can tie in the cause with recycling and sustainability. Bra Recycling was presented as one of the projects she researched where women can simply donate their gently used bra wear to raise awareness and keep textiles out of the landfill. Charnaë gave her thoughts on how this would be a great project to help us partner with healthcare organizations such as Piedmont and St. Francis, creating more of an opportunity to connect on future projects for KCBC.

Charnaë then transitioned the conversation into the numerous fundraising ideas that was given at the last board meeting and over the course of the last two months. Giving Tuesday, and GA Gives are upcoming national fundraising days, and Charnaë explained how she has already completed profiles for those dates. They then resumed going down the fundraising list, and William suggested that we narrow it down by picking the most feasible ones that can be executed before the end of the year. Carolyn suggested that at every single event we need to have a donation option. This then brought up the idea that we still need to make it clear to the public that KCBC is not funded through the government. Karen suggested that Charnaë uses her CCGTV Earth Notes segment to incorporate a message on how we depend on the citizen's donations to carry out our mission. Charnaë and William agreed, and also discussed working with Peggy Taylor from WRBL and including the message into the upcoming litter campaign.

Carolyn then suggested that Commissioners can help with fundraising purposes as well. Karen agreed, stating all Commissioners should have a minimum donation amount given and that this should be mandatory in order to become a member. Carolyn then suggested that \$100 be the minimum, and that it should be pushed to receive by December 31st. All parties present agreed to these terms moving forward. Karen, and Carolyn both then proceeded to get their checkbooks out and donate their amounts.

Concluding fundraising topics, Charnaë asked that everyone send a project, date, and month that we can complete by the end of this year.

Help the Hooch & Household Hazardous Waste Report

William asked for an update on Help the Hooch, which helped segue the next topic of the overall report from October 3rd. Charnae gave the numbers of participants for both events and highlighted the results from the litter tally reports. Cigarettes was the number one thing found from all volunteers, and Charnae explained that we needed to revisit the cigarette bud grant for the near future. Tawana then gave an update on the volunteer experience report that gave mostly positive reviews across the board of how much fun participants had during this event. The only complaint that was given was participants not wanting the food options that were presented, which were hotdogs. William and Charnae discussed that not having a watershed festival gave participants too early of a window to come retrieve food. This caused the hotdogs to be cold, and it left a lot of food leftover to be donated. Provisions for next year will need to take place to provide a better ending experience for all volunteers.

Charnae stated that she will include all reports in the final email with minutes.

Grant Update

Charnae passed around the official letter given from the Mildred Miller Fort Foundation regarding our status with the Mildred Miller Grant. Charnae then explained the letter that stated they will not be giving the \$35,000 requested but will be giving a match offer of \$17,500 instead. The stipulations of the match offer is that KCGBC has to raise at minimum of \$10,000 to get the grant approved.

William went into more detail, explaining that Mildred Miller have been lenient with our organization over the years due to the grants really being provided as a stepping stool versus a sustainer. The goal of the foundation is to help non-profits become self-sufficient organizations.

Charnae then explained that we technically have the \$10,000 already in our account to meet the minimum requirements. However, the main goal is to not touch that money and to be able to raise an additional \$10k apart from the current budget. Carolyn suggested that the new Commissioner requirements of donating \$100 will help and that all commissioners can reach out to their colleagues for an additional \$100. William stated that he will work on a letter that helps us get the word out about meeting the donation requirements.

Charnae reminds everyone of the Strategic Plan created earlier in the year and how fundraising was at the forefront. She stated that the plan will be sent out again to review and edit as needed.

New Board Members

William asked for more commitment from the current board members, and to start looking into adding more people to be part of the KCGBC executive board. William plans to reach out to all board members and to ask them to nominate at least one person that they feel would fit into the organization and be committed to the cause.

Karen suggested we look into the city employees as potential members as well.

Jason asked if there were rules on location, or if the person could serve if they did not live in Muscogee County. William answered that for the KCGB executive board, there were no limits.

New Business

Charnae recently met with the new Executive Director of Public Works, Michael Criddle, on the plans for KCBC and making the organization a central communication point for all things related to recycling and sustainability within the city. He was very enthused and interested in helping KCBC become more integrated with CCG.

Charnae then suggested that all new projects, and suggested revisions to bylaws be presented to city council for approval and support.

Charnae then gave a brief update on shoe recycling, reminding everyone where to take their gently worn shoes and to please ask their jobs and organizations to donate.

Conclusion:

William reiterated what needed to be completed before the next meeting with KCBC Commissioners:

- Dates for New Fundraisers
- Potential New Members
- Membership levels

Adjourned

Charnae asked that any additional questions, concerns, and suggestions be emailed to her for further discussion. The meeting was adjourned at 10:12 am.