

KCBC Commissioner Meeting October 13th, 2020

The meeting was called to order by Executive Director, Charnae Ware at **12:02 PM**. In-Person Attendees were: Charnae Ware, William Kent, Arsburn Rewatkar, Orlean Baulkmon, and Francina Fluker. Dial-In Participants were Sharon Baker, Matt Horne, Dr. Karretta Venable, Dr. William Kendall, Laurie Smithson, Wanda Jenkins, and Sheila Mitchell.

INTRODUCTION

Charnae welcomed everyone back for the first in-person meeting since March and went over the expected Agenda for today's meeting. Notes from the Executive Board Meeting were then discussed, explaining how the main topic of the meeting was fundraising efforts. Charnae explained the delegated tasks given to the board to narrow down all the ideas to feasible events that can be executed by December.

Fundraising

The list of fundraising topics from the previous meeting in August were presented, and the few that were mentioned was:

- Oz's fundraiser idea of a Virtual Gala
- Susan's idea of a Virtual Auction
- Matt's idea for the Facebook Donate Button
- Carolyn's Event Donations Idea
- Beautification Project

Charnae stated that all the ideas would be presented in an excel sheet and sent to all commissioners. From there, she is asking help with narrowing it down to three events that we can execute or to add some events that can be completed by the end of the year.

Other fundraising efforts discussed was improving Membership Drives by adding incentives such as swag bags, calendars, water bottles, and pens.

Charnae then opened the floor for more fundraising suggestions:

- Oz gave a more in-depth overview of how the virtual gala would work, and how our target audience reach would increase around the world. He explained how virtual events breaks the barrier of within your city, but to anyone who has an interest towards sustainability, global efforts, and appreciation for organizations like ours. He also suggested connected with other agencies to collaborate and think broader than just Columbus, GA.
- Suggestions from the phone were given stating that we should tap into our own watershed communities that fight for sustainability as well.

- Laurie gave an idea to connect with alumni associations of this area to make former residents feel like hometown heroes through their dedication to keep their hometown in good standing.
- Wanda also gave examples of making sure we post testimonials and videos on social media to show the community how proud our supporters are and to give recognition for donors. She also suggested a digital annual report be given that highlights what we have done within the community.
- Oz stated for Charnae to connect with Aflac's new head person over sustainability efforts, Katherine Blaze, to see how we can intertwine our efforts for next year.

William explained that the reports are a great idea, but we would have to complete two separate ones for finances and community service. Charnae then explained the current litter survey that has been given to identify districts that need more help than others. The survey will be used as a tool to formulate reports annually for citizens. Augusta's annual report was presented and passed around as an example of what we were looking to accomplish.

Closing out the discussion on fundraising, Charnae opened the floor one last time for questions:

- Karretta asked about social media captions for shoe recycling and if we were implementing the hashtag strategy on social media. Charnae responded explaining that we do have social media kits available for shoe, but we need more participation pushing our efforts moving forward in order for them to garner the attention needed.
- Oz was appointed as the lead for the Virtual Gala efforts, and all commissioners were informed that if they present the idea, they are automatically responsible for bringing it into fruition.
- Sharon asked about the different committees discussed earlier in the year. Charnae responded stating that due to COVID-19 and us not being able to physically meet until now, it has been difficult to start the break-out committee sessions as planned. The committees are still scheduled to start once in-person meetings return to normal.

Help the Hooch & Household Hazardous Waste Report

Charnae gave an update on Help the Hooch, expressing how proud she was on the involvement of volunteers despite us dealing with safety precautions and more. She also explained the Litteratti app in more detail, informing the commissioners that the app allows us to present a visual of areas that have high litter traffic, etc. These visuals are going to be a great asset when presenting our new campaign efforts to the city council and their counterparts.

Fran was present at the Household Hazardous Waste Event and explained that majority of the vehicles were bringing electronics versus hazardous waste. The suggestion of bringing back the electronic disposal day was presented, and Charnae agreed that the electronic waste event is needed and will be added.

Discussion on how the event information was being advertised ensued, and Charnae explained that both digital and physical flyers are always available for commissioners to receive before an event. Charnae stated she understood not everyone is tech savvy, so she encouraged each commissioner to spread the word in the best ways that reaches their individual groups.

Wanda then asked about 311, and if we are able to respond to the illegal dumping reporting feature on their app. Charnae explained that we primarily use the Columbus Recycles App that also has an illegal dumping feature because we have admin rights to that app. Unfortunately, we are not as connected with 311, but we are connected through their new Quality Control Team that reports illegal dumping that they personally see when canvassing. Charnae stated that she will work on connecting the dots between all the apps, so that there is one central app for illegal dumping and reporting.

Peachy Clean & Green Campaign

Charnae explained the new campaign and the plans to launch. The peachy clean and green campaign focuses on litter and recycling awareness within our city. Our current litter survey, illegal dumping reporting, and other city efforts will help us identify the hot litter spots in our area and pinpoint the councilman for that district. The goal is to be able to present a visual to the citizens of Columbus of the current litter issues, and to encourage their leaders in their district to actively participate in making it a cleaner area for the city.

Launching efforts include a commercial with WRBL and working closely to utilize our leftover credits from the Talking Trash Campaign.

Grant Update

Charnae gave an update from the Mildred Miller Fort Foundation regarding our status with the Mildred Miller Grant. Charnae explained that they will be giving us a match offer of \$17,500. The stipulations of the match offer is that KCGBC has to raise at minimum, \$10,000 to get the grant approved.

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. She reiterated the importance of the fundraising ideas discussed earlier, and how confident she was in our ability to make at least \$5k in Membership Drives, and \$5k in Fundraising Efforts.

William further explained the grant, and how a lot of our budget plans were being modified due to us having credits and receiving the grant later than expected to not cover help the hooch expenses.

Charnae gave some examples of the items that would be purchased through the grant, such as educational coloring books for grades k-5, t-shirts, and other swag items for members.

William reminded us to always double check when selling any type of material to make sure it is not connected to the government in any way.

Upcoming Events

Billy gave a quick update on the Award Luncheon, stating that the new date is May 6th, 2020 and will still be located at the CSU Cunningham Center.

Billy suggested that we pick up where we left off, using the same theme and schedule previously discussed. The only modifications stated at the time, was finding a new MC, and planning an alternative in case COVID safety precautions are still very prevalent.

Charnae paused the discussion stating they will have a private meeting first to go over more in-depth details.

Charnae gave information about the upcoming Drive Thru Shred Day event this Saturday at Columbus Technical College from 8:30-11:30am.

Another reminder from the phone line chimed in informing us that it was Amazon Prime Day, and that we have a charity account set up to accept donations through Amazon. Tawana, her assistant, jotted down the information and agree to post on social media later that day.

Conclusion:

Charnae wrapped up the meeting asking if all commissioners could invite at least two people to like the Keep Columbus Beautiful Page and help us get the information out about our community events through word of mouth and sharing.

Adjourned

Charnae asked that any additional questions, concerns, and suggestions be emailed to her for further discussion. The meeting was adjourned at 1:08 PM.