

KCGBC Executive Board Meeting February 4th, 2020

The virtual meeting was called to order by William Kent at **9:03 AM**. Dial-In Participants were Charnae Ware, William Kent, Jeremy Ackles, John Brent, Jason Cooper, Sharon Baker, Elliott Waddell, Susan Gallagher, and Carolyn Tigner.

INTRODUCTION & MINUTES

William welcomed everyone who joined and started the meeting with a quick update and allowed others to give an update on their health, work, etc. The conversation then segued into the financial reports.

FINANCIAL REPORT

Charnae pulled up the P&L Sheets from Ann McNeer, and William proceeded to review the financials, starting with the current operating balance of \$19,407.00. This includes the Miller Grant, which gave KCGCB \$17,500.00. This gives us the opportunity to move forward with the Peachy Clean and Green Litter Campaign.

The membership drive contributions were \$2,641.64 for 2020, and we have plans to do another push in May. William explained that the Golf Tournament this year will be earlier this year, and the proceeds will go towards KCGBC initiatives instead of solely Help the Hooch. William expressed the need of support from the Board to help find sponsors, and participants for this year's event. Jason volunteered to be on the Golf Committee, and suggested we start comparing calendars with other organizations to see when their Golf Tournament was, so that we do not overlap dates. A separate meeting on the logistics of the Golf Tournament will be scheduled.

Charnae then opened the Balance Sheet for review on the share screen. William went over the opening numbers again, stating that the goal for the Golf Tournament is to raise an additional 15-20k, however, he needs new ideas for fundraisers to sustain us throughout the year.

The next item on the agenda was about the new implemented budget. Charnae proposed a budget template that will be the new way the organization separates the City Funds and KCBC Expenditures. It will be able to show us plain and clear what we are spending, and the different budgets set for each committee and event. All budgets are waiting to be confirmed after the first set of committee meetings.

Charnae explained that the membership drive needs to have an incentive this year as mentioned in the previous meeting. There can be a budget set just for incentives to show appreciation to our KCBC members and to encourage more involvement. Charnae also explained about corporate foundation and government grants that she will be applying for this year for more funds.

Keep Columbus Beautiful will also become a partner with the MLK Trails in the Adopt-A-Spot program, encouraging donations for that as well. Special Events such as the MLK Serve-A-Thon, and the upcoming Arbor Day will start having set budgets to stay under within the new budget planning.

William asked Charnae if she has spoken to Kyle or Michael Criddle about the budget, and if they were going to be giving an increase of support in that area. Charnae stated that she has met with them, and they confirmed that KCBC would have an increase in budget from the city for advertising purposes due to their upcoming recycling changes.

John suggested graphics to incorporate with money fundraising so that citizens can understand our goal and how they can help us reach it. Charnae agreed and stated we have had similar success in the past when showing the shoe meter to encourage more shoe donations.

Jason asked about a previous grant Ms. Gloria knew about that included \$10k set aside within the city budget for recycling education and programs.

Charnae stated that she was unaware of the grant and has not heard anything about it since being in the position. She plans to follow up with Ms. Gloria to learn more about it, and to see if it is still available. John stated that she needed to ask for SEPS, EPA Grant to help narrow down her search.

STRATEGIC PLANNING INITIATIVES

KCBC is officially in launch mode for Peachy Clean & Green Litter Campaign! Charnae explained the steps we will take and how the grant money will be used:

- Phase 1- Litter Survey that focuses on different districts. Only 40 responses so far, needing a lot more. Please take the litter survey if you have not already, Tawana will send the link along with the minutes.
 - The Litter Survey will advertise for two months on WRBL & WTVM
 - PSA with the Mayor and City Councilman on CCGTV
 - Digital Ads and Litter Commercial produced by WTVM
- Columbus Litter League- This will be the first project under the litter campaign that includes leadership from the different councilman for a community clean-up in each district on March 6th, the start of the Great American Clean-Up.
 - Please Register for your District, a link will be sent out from Tawana.

Charnae then asked for support from the board on February 9th at City Council as she presents the Columbus Litter League information, and the other recycling initiatives we have planned with the litter campaign.

Carolyn asked if the council members were aware of the Columbus Litter League, and if they were on board with the clean-up. Charnae stated that they all have confirmed, and the meeting

on Tuesday is just a presentation of all our initiatives so that citizens are aware of the changes we are implementing to fix the litter problem in Columbus.

From there, Charnae pulled up the drafts of the litter campaigns that Tawana has been working on to give everyone a visual of what we will be putting out in the media.

William praised Charnae for her hard work with the litter campaign and explained how hard it has been over the years to get the council to understand the litter problem in our community. Having the opportunity to get them on board while their attention is vital, and he is glad Charnae is getting the chance to do so.

John stated about a couple he knows who cleans their subdivision all the time, and how we need to have something to recognize these individuals in our community. Charnae agreed stating she will either come up with a certificate or figure out a way to honor these individuals.

NEW MEMBERSHIP PLAN

Continuing the agenda, Charnae asked for more free ideas to give members as incentives. Carolyn suggested giving them public recognition on our website and social media outlets. William suggested that we connect the campaign with the membership drive and allow the councilmen to become members as well as anyone who donated the litter campaign. Charnae loved these ideas and stated she will also look into adding it a membership link on our website and looking into the budget to provide shirts for over \$100 donations and maybe a bumper sticker for \$50 donations. Carolyn suggested masks and that it should be cloth based for sustainability.

2021 PROJECTS AND PROGRAMS OVERVIEW

Charnae gave an update about the recent Grease & Pharmaceutical Drive, stating that 250 Gallons of grease was collected. Unfortunately, no Pharmaceuticals was collected at this event. William asked Charnae to please explain further, and Charnae explained that the Sheriff's office dropped the ball by not filling out the proper paperwork to collect the medication and was not properly taking the drugs to the DEA office making their storage filled to capacity. Charnae has been in contact with the new Sherriff Department and is determined to make sure this does not happen ever again.

Charnae gave information about the shoe drive, explaining that we are still accepting shoes up until they call us with truck pick-up information. We did not reach our shoe goal, however, we will still make a profit with the shoes given. Charnae explained that there was a big gap in shoe donations due to MCSD not being able to donate, but thanked John for his help in getting the Harris County Schools to participate. John asked for a thank you note to recognize them, and Charnae agreed. Carolyn asked where to bring the shoes, and Charnae stated that it would be best to bring them here to the recycling center.

Arbor Day information was explained in how it would be hybrid this year, and all board members were encouraged to participate. Jeremy asked if it would be streamed live on Facebook, and Charnae replied that will be streaming live and is trying to get Bob Jeswald to attend to stream from the WRBL page. William responded stating he already spoke with Bob, and he is unable to attend, but he will send WRBL for coverage.

William gave an Award Luncheon update, announcing that Oz Roberts will be taking the place of Billy Kendall as Event Chair for this program. Charnae added that it will be a hybrid event this year, and that Oz has a lot of exciting ideas to make this event a great virtual experience. William and Charnae plan to get with CSU to go over COVID restrictions and how they can have a limited in-person event with social distancing.

Announcements

Charnae thanked everyone for attending and stated she feels KCBC is moving in a positive direction and kicking off this year with a bang!

The floor was open for announcements from the board

Charnae gave her announcement of competing in the upcoming Miss GA Earth Pageant and is asking for support in her journey. A portion of her donations will be funding the MLK Trail Project.

Adjourned

Charnae asked that any additional questions, concerns, and suggestions be emailed to her for further discussion. William adjourned the meeting at 9:50am.