

## **KCGBC Executive Board Meeting**

### **April 08, 2021**

The virtual meeting was called to order by William Kent at **1:34 PM**. Dial-In Participants were Charnae Ware, William Kent, Sharon Baker, Herman Lewis Jr., John Brent, Jason Cooper, and Gloria Weston-Smart.

### **INTRODUCTION & MINUTES**

William started the meeting off by thanking everyone for being accommodating with the time change for this week's meeting. He then set a motion of approval forth for the February 4<sup>th</sup> Executive Meeting. Gloria motioned the approval, and John seconded. The conversation then transitioned into the financial reports.

### **FINANCIAL REPORT**

William explained that Ann, our accountant, was unable to get our P&L report for this meeting due to their heavy tax season. Charnae stated that she could give a general report and proceeded to give an overview on what was next for the Mildred Miller Grant. Currently we are running tv and digital ads for the Peachy Clean & Green Campaign, and the next item on the docket is the commercial. Charnae also noted that she applied for a GA Power grant of \$15,000 and awaiting approval. As far as overall spending, there has not been a lot of activity thus far. We are still receiving a continuous flow of in-kind donations, and discussion about the membership drive will be later down the agenda. Charnae stated that she has been working closely with the new Public Works Director, Michael Criddle, and is waiting for approval if we will receive more funds from the city for our projects moving forward. Last, but not least, Charnae informed everyone that the Shoe Campaign's final check was \$984, and she thanked John for his high involvement in getting the Harris County schools to donate during that time.

William asked for an exact number left from the Mildred Miller Grant if available. Charnae could not give an exact number, but as an estimate, she stated that only about \$400 was spent for the digital ads, and that there was still about \$17,000 left from the grant. She went on to explain that \$6,000 has been budgeted for digital ads and \$5,000 for marketing materials such as pens, cups, masks, other giveaways.

William asked everyone on the call if they have seen the WRBL ads so far? Gloria responded asking for the messaging, because she has seen some ads mention KCBC, but it may have been separate. Charnae explained that the digital ads focused on the Peachy Clean & Green slogan, and were just short sayings to Keep Columbus Peachy Clean, and encouraging citizens to take the litter survey. Charnae then posed the question if the focus should be more on the digital ads versus the tv ads? Everyone agreed that the reach would be larger if we focused on digital ads only.

William then opened the floor for last questions on finances. John asked if they could give a general answer if we are okay in the area of finances. William responded by saying we are still in the black, which is better than being in the red. He went on to emphasize how much Covid set us back financially, and that he is still worried. However, the recent initiatives that has involved city council gives us hope that they will be more involved moving forward and provide more monetary assistance for projects and more.

This concluded the Financial Report.

## **Update to the Keep Columbus Beautiful Commission By-Laws**

William explained that there were some changes that needed to be made to the by-laws and gave the floor to Charnae. Charnae shared the by-laws on her screen and proceeded to go over the changes in the committee names and descriptions. She explained the committees she would be merging together, and the new guidelines that will be present as we gather new members.

Fort Benning then came into the conversation, because they are starting a recycling program on their own that we will be assisting with. Part of the committees would be outreach to their programs as well. William felt it was a great idea to start getting some things in place, and meeting with their leaders. John and William discussed contacts to help them connect the dots, and Charnae gave contacts she met at the recent symposium for their contract bids. Gloria reminded everyone to include CSG, because it is a combination of the environmental leaders within the community. John gave insight to CSG's current stability and stated that they were struggling due to Covid, and we need to be fully prepared to take the lead. Charnae reminded everyone that the Fort Benning projects were not to start until 2022. Everyone agreed to have something planned by July to present to Fort Benning.

William then presented some changes for Article 5 for by-law finances that discusses the separation of finances from the city and non-profit. He was concerned about some of the by-laws and felt that him and Gloria may have missed some things when they were editing in the past. Gloria explained that there were two sets of by-laws, one for KCGBC and one for the City of Columbus. Foundations cannot give funds to city organizations, so William plans to edit the verbiage and change some things out. Gloria instructed Charnae to search some of the older folders on her computer that contain the by-laws so that they can come together and address the changes that need to be made. William agreed that they would table this and get together with Charnae and Gloria to make the needed revisions.

John asked about the city's involvement in our programs, and if they have a say so in how we operate them if they are providing a portion of the funds. William responded by stating the city can't dictate their programs. Gloria then asked for William and Charnae to clarify the role of the executive board with the committees, and if they are there just to support the decisions.

Charnae and William explained that each committee will have a set budget, but projects and money spent will have to be approved by the executive board.

With no further questions, William asked for a motion to approve the revisions in the by-laws for the committees. John motioned to approve, and Sharon seconded.

## **STRATEGIC PLANNING INITIATIVES**

KCBC launched the Peachy Clean & Green Litter Campaign in March with the kickoff of the Columbus Liter League. Charnae stated that the next step would be ordering materials for KCBC that can be given out to members, volunteers, and the general public. Charnae then shared her screen with the items that have already been ordered, which included Pens, Cups and Car Trash Cans. The pens came out of the non-profit budget and were \$325. Everything else would be purchased out of the Mildred Miller Grant. John had concerns about straw waste with the cups, but Charnae reassured him that the cup and straws were reusable.

The next item to discuss were the different mask options that needed to be voted on. Charnae shared her screen to show 3 different masks, and instructions were given on how to vote. After voting, a question was posed if we should still order a large quantity of masks with Covid numbers decreasing due to vaccinations? Charnae stated that she would re-evaluate the amount she was planning to order, and possibly reduce the number to 250. John reminded everyone that we are also in the south with a heavy pollen season, and that Covid is not the only use for people to wear masks. Charnae agreed, and stated that the costs per masks is \$4.50, and our marketing budget is \$5,000, which gives us room to decide. John asked if t-shirts were still an option, and if so, how much were the shirts? The shirts are expensive and priced at \$8 per shirt. Charnae explained that she would look into maybe doing half and half, and if anyone knew a cheaper vendor for shirts to let her know.

Next, Charnae showed the Rooster the Reducer Coloring Book mockups and gave credit to her assistant for the concept and book design, and to Art Student, Brittany from CSU for creating Rooster for free. The coloring books will be sent to the print shop for a preview booklet, and to the innovation committee to review for final edits.

John asked if Rooster was copyrighted yet, since we plan to distribute these books to the schools? Charnae stated that we have all the rights, but that she would look into more legal copyrighting to take place.

Charnae then showed the Membership Booklet that will be sent out during the May Membership Drive. Any suggestions or edits would need to be submitted by Monday for consideration. She also stated that we were working on bumper sticker car decals, and plan on selling the yard signs to make a small profit.

The last item on Charnae's agenda was a new program she discovered that focused on recycling tennis balls. This would be a great new program to implement and would be similar to the shoe

drive campaign. Charnae has heard great success stories from other affiliates and think it would be a great partnership with Cooper Creek Park and the other Clubs in our area.

## **Upcoming Events**

William gave an update on the golf tournament, stating that him and Jason are looking into securing a date with Bull Creek. Jason did some leg work and stated that there were a lot of golf tournaments in the spring, and it left for little planning. If we have our in the fall, we would be one of the first organizations to host during that time. The proposed date was September 24<sup>th</sup>. William reiterated that fact that he did not want this year's tournament to be Help the Hooch focused, but KCGBC focused instead. William plans to set up a meeting with Jim at Bull Creek to solidify the September date, and to go over planning initiatives. Charnae gave a quick suggestion that we pay the cost for live media this year. John suggested that partners also sponsor holes, and everyone agreed on both suggestions. William ended the update by setting a goal of \$20,000 for this year's tournament.

The annual award luncheon was discussed briefly, with Charnae giving an update on trophy ordering, and filming. She plans to reach out to Oz to verify the next meeting. William asked if we had any nominees for our Iron Cody Award, and we do not. William stated that he had some people in mind and requested Charnae to call him for a separate conversation.

Charnae gave an update for our upcoming events, inviting everyone to bring their paper for the upcoming Shred Day event.

## **Closing Remarks**

Charnae opened the floor for last minute questions or concerns and John asked if we could order trash grabbers with our logo on it as part of the campaign. Charnae explained that we have received grabbers, but due to the high expense of them, the customized ones were not an option as of now. She then stated they are looking into safety vests with volunteer placed on the back.

Charnae then gave a final reminder that the commissioner board meeting has been moved to the 20<sup>th</sup> and that all documents discussed today will be sent out with the minutes.

## **Adjourned**

William adjourned the meeting at 2:45pm