

KCBC Virtual Commissioner Board Meeting June 9th, 2020

The virtual meeting was called to order by Executive Director, Charnae Johnson at **12:00 PM**. Attendees were: Charnae Johnson, David Goldberg, Sheila Mitchell, Wanda Jenkins, Oz Roberts, Mark McCollum, Dr. Kar'retta Venable, Laurie Smithson, Orlean Baulkmon, And Matt Horne.

INTRODUCTION & RECAP

Charnae started the meeting off by reading the Mission Statement for KCBC and going over the agenda, and highlights prepared. Charnae proceeded to allow Tawana, her assistant, to go over housekeeping rules before they began.

EVENT UPDATES

Charnae provided an update for the upcoming Summer and Fall initiatives, and how she plans to implement safety guidelines throughout all events.

Summer Initiatives

- Virtual Tour of Gardens Update- Charnae gave insight on the upcoming Tour of Gardens, and the speakers for the webinar. She encouraged the board to attend and to invite their family and friends to virtually view the gardens. The tour is set for June 15th- June 18th, with the webinar set for the 19th.
- Shred Day Update- Plans to partner with the BBB for Shred Day have come to a halt due to Shred Away, the shredding company, not wanting to shred in July. Complaints on both ends were from July being too hot, and not wanting to be in the sun. Charnae explained that they have not come to a final decision if this event will or will not happen. She will send out details in the bi-weekly if they plan to proceed.
- Shoe Recycling Update- Logistics for this kick-off is still being planned, and final decisions will be communicated.

Fall Initiatives

- HTH Community Clean-Up- Charnae explained that we still plan to go forth with HTH planning and will implement safety procedures throughout the event. The HTH Planning meeting will be held June 18th at 9 AM

PROGRAMS & PROJECTS

- **ZERO WASTE CAMPAIGN**

During this section, the rebranding development timeline was discussed for the remainder of the year. Charnae introduced the new mascot for the zero-waste campaign, "Rooster the

Reducer” and the developing logo for the “Peachy Green and Clean Columbus” slogan. Educational tools previewed were coloring books, and park sign templates. The date for release of new branding is scheduled for the month of July.

- ***KCBC NEW LOGO UPDATE***

Voting has commenced for the new logo, and the results were a tie between sample 3 and sample 4. Charnae chose sample 3 as the main logo sample and gave an outline of the few edits that were in motion of being created. She explained that the final logo sample will be provided on June 12th, and any suggestions would have to be made before this date.

- ***APP PROPOSAL***

Charnae recently met with CVENT app company and ReCollect to discuss how their mobile platform can be beneficial for KCBC events. The decision has been made to proceed with ReCollect since the platform is already being used by Columbus Recycles. The plan is to merge the application to where our features can be embedded, and we can have our own section that covers information for our supporters.

BOARD COMMITTEES:

In order to create a better system, Charnae discussed new committees that will be formed within the board. The categories for these committees were Volunteer Coordinating, Innovation Team, Education Team, and Outreach Team. Moving forward, these teams will meet briefly during meetings to strategize for our upcoming rebranding and events. There will be 1 spokesperson for each team, and they will relay information to Charnae after decisions are made. A deadline of this week was given for board members to pick a committee to be on.

Questions & Concerns

Charnae opened the chat for questions and concerns for the upcoming initiatives.

Oz Roberts stated that the logo was too busy and asked if the colors were interchangeable. Charnae explained that the colors would be in black and white format as well, and for him to email edits so they could get it to the logo company before Friday.

Laurie Smithson asked if the logo can be translated in Spanish, and if all our marketing material can be in a Spanish version as well. She explained that we needed to expand our reach to the Latino community, and that she had some connects to help us do this. Laurie plans to email the information after the meeting.

Wanda Jenkins has concerns about illegal dumping in certain areas of Columbus, and Charnae noted that the new features on the ReCollect App will allow citizens to report illegal dumping when they see it happening.

Dr. Kar'retta Venable suggested for HTH we enlist some students to share their ideas on sustainability, and it is something that helped promote it in the past.

(Wifi issues interrupted the meeting from 12:24-12:30)

Final Notes

After reconnecting to the chat, Charnae wrapped the meeting up by asking all member to email their committee groups, and to note that she is planning for everyone to resume physically meeting in August. The date for August's meeting has not been set. Updates will be provided in the Bi-Weekly email.

Meeting Adjourned

Executive Director, Charnae Johnson adjourned the meeting at approximately 12:35 PM

Next Meeting: TBA