

Keep Columbus Beautiful Commission

February 19th, 2020

The meeting was called to order by Executive Director, Charnae Johnson at **12:07pm**. Attendees were: Charnae Johnson, Susan Gallagher, Ann Rewatker, Oz Roberts, Billy Kendall, David Goldberg, Dr. Karretta Venable, Laurie Smithson, Mark McCollum, Matt Horne, Sheila Mitchell, and William Kent.

INTRODUCTION & RECAP

The first order of business was to recognize the new faces in the room and to allow everyone to give a brief introduction of themselves and organization. A recap from the last meeting was discussed, and the minutes of the December 10th meeting were then approved.

NEW BUSINESS

Charnae provided an overview of the Strategic Marketing Plan presented in the recent February Executive Board Meeting. The following areas were discussed:

- New Website / Logo
- Short and Long-Term Goals and Objectives
- New Marketing Objectives

Questions were presented regarding the new website header and functionality. Charnae explained the different functions and pictures we would be able to add through the scroller.

Incorporating Technology/ Upcoming Events

Charnae introduced a new interactive technology platform that allows you to take surveys in real-time. The platform was called PollEverywhere.com, and members of the board were able to give answers to various questions on how they personally promote events.

From these answers, Charnae opened the floor for discussion on better ways we can promote our events, and what has worked in the previous years. After the discussion cleared, Charnae introduced our new 2020-2021 Events Calendar, and the upcoming events for the remainder of the year. Support and attendance requirements were the key highlights of this discussion.

Educational Seminars

Discussion surrounding recycling and recent contamination issues ensued. Charnae offered a solution of providing educational seminars during the commissioner meetings that focus on areas of recycling and what we can and cannot place in our bins. This will better prepare members to properly relay information to the public, and through their own social circles.

Members agreed that this would be a great idea, and that they were looking forward to becoming more educated on the recycling process, and what that all entailed. Suggestions on other educational topics were given as well, along with potential speakers to host some of the seminars. The first seminar is scheduled for the April Commissioner Meeting and will focus on Recycling Do's and Don'ts.

Award Luncheon

Billy was given the floor to discuss the updates for the upcoming Award Luncheon. Billy informed members that they need help for creating the script, award nominations, and more sponsorships. Suggestions were made on certain people throughout the community who deserved an award, and how they were planning on selling tickets. Billy explained the pricing of the tickets and the location of the Cunningham Center.

Discussion then ensued over the type of award plaques and trophies that were given last year. John Brent brought several beautiful examples of glass trophies they present through the school board every year and explained how it could be a cheaper option than what has previously been bought. Billy then moved the discussion to the most recent decision of the Luncheon Committee, which was to honor two former KCBC Directors by naming awards after them. For example, the Gloria Weston-Smart Award, etc. Everyone agreed that this was a great idea and tribute.

Final Notes

Charnae reminded members of the upcoming Arbor Day Celebration and encouraged everyone to take back flyers to their places of business for promotion. All suggestions for logo development, website development, and education topics were asked to be emailed for further discussion.

Meeting Adjourned

Executive Director, Charnae Johnson adjourned the meeting at approximately 1:09 pm

Next Meeting: 12pm-1pm April 14th, 2020 at Oxbow Meadows Environmental Learning Center