

KCGBC Executive Board Meeting

June 03, 2021

The virtual meeting was called to order by Charnae Ware at **9:02 AM**. Dial-In Participants were William Kent, Sharon Baker, Carolyn Tigner, John Brent, Jeremy Ackles, Jason Cooper, and Gloria Weston-Smart.

INTRODUCTION & MINUTES

Charnae started the meeting off by thanking everyone for their attendance, then informed the board that the next meeting would be an in-person meeting only. William reminded everyone that the Columbus Water Works conference room is still open and available for meeting as well.

A brief overview of the agenda was given and Charnae explained that June and July are event planning months for KCBC. A new calendar is being developed and will be emailed out soon for all participating board members.

William then asked for a motion to approve the April Executive Board Meeting minutes. Jason set the motion, and Jeremy seconded it. Overview of the financial report was next on the agenda.

FINANCIAL REPORT

Charnae explained that she did not receive a financial report from Ann, but she is working on setting up a meeting to review finances and the current advertising budget. William stated that Ann did reach back out to him prior to the meeting and plans to send the financials over soon.

Important city budget dates were shared, with June 11th set for the official city budget to be released. Charnae explained that there were some areas that were not approved, but she will send out the report on June 14th to the board after separating the city expenses with KCBC expenses. William asked Charnae if she knew specifics on what was not approved, and she stated that it was mainly the recycling center's budget that would be affected. More details will be sent out on the 14th in an email once the final city budget has been released.

This concluded the Financial Report.

2021 Projects & Programs

Charnae gave the floor to William and Jason to update everyone on the progress with the Golf Tournament. Jason stated that they all recently met with Jim Arden, the manager at Bull Creek Golf, and set an official date of September 24th, 2021 for the Golf Tournament. The plan is to open registration starting in July and to start reaching out to previous teams and sponsors now. John asked what part of Bull Creek, and Jason stated that we would be in the West Field area for the tournament. William notes a few changes this year, with the start time being at 9am versus the usual 1pm to beat the heat. Food will also be served at the end instead of the

beginning to encourage people to stay throughout the entire event. William stated that he already has a food and drink vendor to sponsor, and that he would reach out to Bob Geswald for media coverage for that day.

Jason gave some great ideas for including both KCBC and our partners throughout the tournament to highlight different our different programs. He suggested setting up something at each hole, for example, placing a box for golf shoe collections at one of the holes in promotion of the shoe drive. Everyone agreed that these were great ideas that needed to be implemented. William explained that we also need to highlight our major sponsors, which in the past were Pratt & Whitney, Aflac, and GA Power. Gloria stated that the West Central GA Cancer Coalition would be a great sponsor as well for this year.

Carolyn asked about the advertisement budget, which prompted Charnae to pull up the Golf Tournament flyer drafts for the board's approval. The drafts were reviewed and approved, and Charnae stated they will be sent out as a social media toolkit. Carolyn then asked why we were waiting until July to start advertising? Charnae explained that the save the dates will be sent out as an email blast through constant contact within the next week, but the tv and radio promotions for the tournament will start in July. After Ann gives the updated financial report to William, they will be able to give an exact number on the budget dollars for this event.

Charnae gave a reminder that registration for Help the hooch will start in July as well, and both will be advertising at the same time. There were no immediate suggestions on how to advertise the two without overlapping.

As far as events in general, Charnae is ready to elevate from using Survey Monkey to an actual app intended for event planning. She opened the floor for suggestions from apps that have been used at their jobs or attended events. Eventbrite was suggested, but it did not fit the caliber of what she was looking for. Charnae pulled up Event Moby, to give a clearer example of the type of app that was needed in terms of functions for our registrants. John asked if Event Moby offered smaller packages for non-profits, and Charnae stated that she would set up a demo and encourage everyone that has questions to attend so that we all can weigh our options. Sharon then suggested something called BrushFire. Charnae pulled it up on the computer quick and saw that it offered very affordable prices. The plan is to get a demonstration for both platforms to see what can be offered.

For Help the Hooch planning, Charnae stated that she definitely would like to see a big festival this year since we were unable to have it last year due to COVID. Sharon asked about Help The Hooch t-shirts this year, and if we were planning on purchasing new ones. Charnae stated that she definitely plans to give out shirts this year, but instead of aiming to provide one for everybody, her goal is to only provide the first 100 registrants. This would encourage groups to register early and save cost on shirts. Sharon stated that all race organizations that host 5k events practice this method. Carolyn asked that we increase that amount to 500 due to the amount of participants we have every year. Everyone agreed to do shirt registration this way

with the t-shirt amount at 500, but more final decisions will be made at the HTH planning committee. Gloria reminded everyone that regardless of the shirt decision, they need to be at the festival for pick-up, because that was one of the main things that got everyone out there after the clean-up.

William had to leave for a dentist appointment, he asked Charnae for a separate meeting to look deeper into the commission and correct some things out of order with the charter.

Carolyn asked about our upcoming shoe campaign, and if there was a way to collect shoes year-round at every event. Charnae explained that storage was the main concern, but that she was meeting with Spencer Cantrell over at Action Buildings to discuss more permanent storage options.

Charnae then brought up Help the Hooch again in reference to a possible plogging event that she would like to tie into the clean-up process this year. Jeremy explained plogging and stated that he is excited to revisit this idea and see how we can include it for the event.

Closing Remarks

Charnae opened the floor for last minute questions or concerns. Jason had a concern with the Education Committee and the low participation he has been having for each zoom meeting. Charnae explained that when her and William meet they will be figuring out the new commissioner list and who has rolled off, etc. Once the new commissioners are sworn in, we will host a training, and that will give them more opportunities to join our existing committees. Charnae then asked Sharon how she was doing with her committees, and she stated that her committees were doing well, and that they have an upcoming meeting on June 8th before the commissioner meeting.

John had one last question about the tennis recycling program mentioned at the last meeting. Charnae informed John that the tennis project is something we still want to pursue, but that it is something that will be planned for next spring.

There were no more questions, comments, or concerns.

Adjourned

Charnae adjourned the meeting at 9:53 am.