



Keep Columbus Georgia Beautiful Commission, Inc. February 6, 2020 Executive Committee Meeting

MEMBERS IN ATTENDANCE:

Carolyn Tigner
Karon Henderson
Elliott Waddell
John Brent
Bridget Downs
William Kent
Herman Lewis
Jeremy Ackles
Gloria Weston-Smart

HANDOUTS / ATTACHMENTS:

KCBGC, Inc. Profit and Loss - June 2019 thru January 28, 2020
KCBGC, Inc. Profit and Loss Overview - June 2020 thru July 2021
KCBGC, Inc. Profit and Loss By Class - July 2014 thru June 2019
KCGBC, Inc. Balance Sheet as of January 28, 2020
Strategic Marketing Plan, Preliminary

William Kent called the meeting to order at 9:11 AM.

Meeting opened with Mr. Kent providing an overview of the budget and presenting the concern that there is a deficit projected of \$13,750.32. (*See KCBGC, Inc. Profit and Loss - June 2019 thru January 28, 2020.*) Some of this deficit may be attributed to Revenue Cycle fluctuation based on the timing of fundraising events. However, we need to take a strategic approach to KCGBC, Inc. activities to ensure financial stability.

Questions regarding the **City Budget for KCBC and the separate KCGBC Foundation budget** were discussed as well as the In-Kind support provided by partnerships and collaborations to conduct programs. Charnaé reported she had the invoice the City \$4800 for the “Magic of Recycling” Program. This is reflected balance sheet as “Accounts Receivable.” (*See KCGBC, Inc. Balance Sheet as of January 28, 2020.*)

Discussion ensued regarding the **“Talking Trash” Media Campaign** and that we continue to receive invoices from TV stations and are not sur of the exact end date for running the campaign.

The **Mildred Miller Fort Grant** is up for renewal. This grant provides up to \$25,000 every two years to support a specific environmental project. Tracey Spencer is the MMF Trustee we communicate with regarding the grant.

The Tour of Gardens has been a successful fundraiser in past, however we have not conducted a Tour of Gardens recently. Discussion ensued regarding whether we have adequate time to conduct a

successful event for May/June 2020. Karon Henderson and John Brent will reach out to Matt Horne, KCBC Commissioner and see if we can prepare for an event in the spring – or possible a Fall Garden event.

Charnae Jonson, KCBC Executive Director reviewed the Strategic Marketing Plan.

Committee members are asked to read and review the plan, however Ms. Johnson pointed out some particular items:

- Mission, Vision, Values
- “Moving Towards a Greener, Cleaner, More Sustainable Columbus”
- New Website / Logo
- Short and Long-Term Goals and Objectives
- The Five Pillars of a Marketing Strategy
- SWOT Analysis
- Program(s) Evaluation Table

New Logo

Two design firms have been contacted – Total marketing and Image by Design – to create a new logo. Estimated cost is \$1000.

Stakeholder Surveys

Schools, Libraries, City Council, Volunteers, Donors will be surveyed. Survey is in the Strategic Marketing Plan. Executive Committee Members are asked to complete the survey and return to Charnae.

Other items discussed:

- Video marketing on Facebook and local news.
- KCBCG Golf Tournament expand and rebrand to support more the Help the Hooch.
- Show Recycling Expansion to include year-round collection points.
- Ensure we clearly define “Sustainability.”
- Standardize and quantify the Program Evaluation process.

Mrs. Johnson provided a brief PowerPoint presentation on some of the key topics in the Strategic Marketing Plan.

There being no more business, the meeting was adjourned.

ADJOURNED 10:10 AM

THE NEXT MEETING OF THE EXECUTIVE COMMITTEE IS:

- **February 19, 2020 at 12pm**
Columbus Water Works 1420 54th Street