

KCGBC Virtual Executive Board Meeting

June 4th, 2020

The virtual meeting was called to order by Executive Director, Charnaë Johnson at **11:05 AM**. Attendees were: Charnaë Johnson, William Kent, Sharon Baker, John Brent, Elliott Waddell III.

INTRODUCTION & RECAP

The first order of business was going over the agenda, and highlights for the meeting. Charnaë proceeded to allow Tawana, her assistant, to go over housekeeping rules before they began.

EVENT UPDATES

Charnaë 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- Charnaë explained the current line-up of 13 gardens to showcase, including home gardens, and community gardens. She also noted there will be a webinar that will feature a Master Gardener from UGA Extension, MercyMed, and Columbus Botanical Gardens. The tour is set for June 15th- June 19th.
- Shred Day- Due to the overwhelming requests for paper shredding, Charnaë explained her plans to partner with BBB and conduct a drive-thru no contact paper shredding day. She explained the logistics of how this can be done in compliance with CDC Guidelines.
- Shoe Recycling- To safely kick off the shoe recycling campaign, Charnaë suggested to offer the first drop-off during the shred day event with proper storage and volunteers for sorting in place prior to the event. Logistics for this kick-off is still being planned, and final decisions will be communicated.

Fall Initiatives

- HTH Golf Tournament- William and Charnaë are meeting with the manager of Lakewood Golf as of today (June 4th, 2020) to discuss details for the upcoming tournament. Important details will be relayed in the bi-weekly email.
- HTH Community Clean-Up- Discussion on this topic ensued later in the meeting.

ZERO WASTE CAMPAIGN

During this section, the rebranding development timeline was discussed for the remainder of the year. Charnaë 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 then opened the floor for any feedback, which all members agreed on the edits. The final logo will be relayed through the bi-weekly email.

APP PROPOSAL

Charnae recently met with CVENT app company to discuss how their mobile platform can be beneficial for KCBC events. She gave insight on how KCBC could use it, and suggested payment for the app by replacing Magic of Recycling.

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. A deadline of today (June 4, 2020) 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.

Elliot asked about promotional plans for the Virtua Garden Tour. Charnae explained that free press releases and working with Pat Grier from WRBL were her plans for promotion. William gave a suggestion to contact Bob Geswald as well with information.

Sharon inquired about the logo timeline and noted that KAB needed to be incorporated within the initial design. The question then turned to help the hooch logistics, and if a safety plan was already put in place. Charnae gave the logo timeline of July, and explained the new safety procedures for groups, one being limited sizes of no more than 10. Discussion then ensued on how the schools were going to be able to participate with such new guidelines. William answered, explaining how everything is still tentative, especially with school involvement since there is still no clear answer if schools will return in the fall. Charnae reassured the members that regardless, she will still plan as if everything is normal, and adjust as new information is released.

John asked about the committees, and if they would have to meet outside of normal meeting times. Charnae answered that all meetings would be held within regular scheduled meetings with allotted times.

William gave a brief overview of the finances, and explained how we are standing with \$13,000, and need more money coming in. He also gave a tentative date for the HTH Golf Tournament pending the later meeting with the Golf team today.

Final Notes

Tawana gave a quick overview of the committees again and instructed everyone to give reply to the reminder email with their desired committee by the end of day. Charnae thanked the board and reminded everyone to look at the bi-weekly emails.

Meeting Adjourned

Executive Director, Charnae Johnson adjourned the meeting at approximately 11:41 AM

Next Meeting: TBA