

GGRA Board Meeting  
7/16//2019 - 10:00AM

Online: Lee Robbins, Tenaja English, Anita Szaller, Russell Gray

In Person: Rachel O'Dell, Taylor Davis, Brendan Spaar, Gregg Kennard

1. CALL MEETING TO ORDER

2. OPENING PRAYER

Gregg Kennard gave the opening prayer

3. OLD BUSINESS

a. Brendan Spaar read the previous meeting's minutes from 5-30-19

b. Discussion was had regarding the recognition of In Kind donations.

- Lee brought up the point that sponsors are donating products and services that have an actual cash value and that GGRA would ordinarily have to incur that cost if not for the sponsor. Brendan suggested that if the sponsor is sharing a product or resource with GGRA, they should be recognized by the percentage that they are sharing such resources. The board voted to table this discussion and to make it an official item for the next meeting.

c. Further discussion of future In-Kind donations was had

- Russell Gray is going to explore what benefits we have available to us as part of the VoiceNation service donation.
- Gregg Kennard volunteered one resource to answer the GGRA hotline on Mon/Tues.

4. TREASURER'S REPORT

a. Taylor reported that we have \$510 in our primary bank account

b. Taylor was unable to generate a P/L report. He will generate one next meeting

c. Taylor reported that there is an issue with our old bank account that he is investigating and will report on at the next meeting.

5. WEBSITE AND SOCIAL MEDIA REPORT

a. Website

- For the month of June the website had 92 new visitors and 26 Returning Visitors. Most people are finding the website on Google with direct visits being second and Facebook being the 3rd referral source. The top 5 cities are Lawrenceville, Atlanta, Cumming, Snellville, and Buford.

b. Social Media

- Facebook - 202 followers - 196 likes
- Twitter - 12 followers
- Instagram - 46 followers
- YouTube - 8 subscribers

## 6. COMMITTEE REPORT

- a. Karen Klett is the committee chair and will be reporting to Anita. At future meetings, Anita will give a status for all committees.

## 7. NEW BUSINESS:

### a. INTRODUCTION OF GGRA INTERN TENAJA ENGLISH

### b. NEW MEMBERS AND SPONSORS

- LifeChangers Legacy upgraded from Bronze to Silver
- Desiree Cochran renewed her membership
- Kipper Tabb from Perimeter Church became a member

### c. MEMBERSHIP / SPONSORSHIP BENEFITS

- Discussion was had about additional benefits to our members/sponsors.
  1. We will promote a member of sponsor's event on social media as many times as they would like.
  2. We will establish a tier system for sending emails promoting an event
    - a. Emails will have to be written as if GGRA is sending them, not the sponsor.
    - b. No more than 1 email per month per sponsor.
    - c. Discussion was had about limiting this benefit to Gold/Platinum sponsors
  3. We will promote member and sponsor events on our website by listing the event on the main page and giving the event its own page.
  4. Brendan presented the idea of having pre-printed lanyards and name tags at GGRA events. The expense would be \$75 for 50. Taylor expressed a concern about the low operating capital and suggested that we revisit this once we have additional capital. Russell Gray offered to fund the expense. Lanyards and name badges should be ready in time for the August luncheon.

### d. FORMATION OF MEMBERSHIP / SPONSORSHIP COMMITTEE

- Lee volunteered to chair the membership / sponsorship committee.
- A list of corporate sponsors from past events will be compiled

### e. NEED TO ENGAGE MORE WITH FAITH COMMUNITY (EMI CONFERENCE)

- Brendan discussed the takeaway that he had from the Ending Mass Incarceration Conference in June. Many churches would like to help those in their congregations that struggle with reentry. GGRA should reach out to churches inviting them to attend luncheons.

- Rachel mentioned that we should target smaller churches with this effort.
- Rachel and Tenaja volunteered to help make outreach calls to the program directors of local churches.  
Tenaja is going to help make outreach calls to program directors of local churches.

f. FORMAT AND STRUCTURE OF GGRA LUNCHEONS

- Allowing members to promote events at the end of the luncheon (pre-approved)
- We will introduce a registration table staffed by Tenaja. If you have registered for the event online, it will be very quick (checking off the name). Tenaja will collect information from new attendees. Lanyards and name badges will be given out and collected following the luncheon.
- Brendan to demo technology (LinkedIn and Mentimeter)
  1. LinkedIn Who's In The Room technology for networking
  2. Mentimeter will allow us to ask 2 questions of the audience Ex:
    - a. What type of organization do you represent
    - b. What city are you based out of?

g. MOVE FROM CONSTANT CONTACT TO MAILCHIMP AND EVENTBRITE

- This item was tabled until our August meeting

8. ANY ADDITIONAL NEW BUSINESS

- a. Our next board meeting will be held on either Monday or Wednesday (8/12 or 8/14) at 7:00 pm at IHOP. Details will be emailed out at a later date.

9. ADJOURN