

GGRA Executive Committee Meeting  
8/12/2019 - 7:00 PM

Attendance: Lee Robbins, Russell Gray, Anita Szaller, Rachel O'Dell, Brendan Spaar  
Online: Karen Klett, Candace Morrow, Lorenzo Lewis

1. CALL MEETING TO ORDER
2. OPENING PRAYER
  - a. Lee Robbins lead us in a prayer.
3. OLD BUSINESS
  - a. Brendan advised everyone where to find the previous meeting minutes.
  - b. No Old Business was discussed.
4. TREASURER'S REPORT
  - a. Treasurer Taylor Davis was not present at the meeting. A working meeting was held with Taylor earlier in the day. As a result of that meeting, we are closer to producing a Quarterly Report from Q1 and Q2 of 2019.
  - b. Quarterly reports will only be made available to the Executive Committee and the Advisory Board. An Annual Report will be made available to the public.
5. WEBSITE AND SOCIAL MEDIA REPORT
  - a. Brendan presented the Website Report:
    - From Jul 1 - Jul 31 there were 33 visitors to the GwinnettReentry.org page
    - The most popular pages were the Membership Page and the Overcoming Obstacles article
    - The top 5 cities visiting the page were: Lawrenceville, Atlanta, Buford, Dacula, Grayson
  - b. Anita and Rachel presented our Social Media Report:
    - Twitter: 44 Tweets, 16 following, 12 followers, 10 Likes
    - Facebook: 208 likes, 214 followers, 2 check-ins
    - Instagram: 89 posts, 49 followers, 11 following
    - YouTube: 13 Subscribers
  - c. Email marketing was discussed:
    - It was decided that we would send emails on the following schedule:
      1. Luncheon - 10 days prior to for members, 5 days prior to for Big List
      2. Newsletter - Every month on the 15th of the month to the Big List
6. COMMITTEE REPORT
  - a. Conference Committee

- Karen gave the following Conference Committee Report:
  1. There would be a \$400-600 additional fee to get in to the venue early (this could be waived by GGC President)
  2. The contract with GGC has not been signed so the venue is still pending
  3. Karen needs to know speaker lineup before she can move forward
  4. Brendan has committed to providing a speaker line-up to Karen by COB September 9th.
  
- b. Membership / Sponsorship Committee - Project goals for membership & partnership numbers; and sponsorship dollars
  - Lee gave the following Membership/Partnership/Sponsorship Report:
    1. Lee would like for Brendan to create a Google Doc to use to recruit volunteers to join the committee.
    2. The committee currently consists of 3 members
    3. Sponsorship for Conference: We need to have a base amount for each level of sponsorship and we will work from there.
    4. Karen advised everyone that GGC explicitly said that our Conference cannot be a fundraiser. That means we cannot ask for people to become members or leave envelopes on the tables at the event.

## 7. NEW BUSINESS:

- a. DISCUSSION AND VOTE ON VENUE FOR OCT - DEC
  - Karen proposed that we hold the luncheon at the Salvation Army's Sugarloaf Parkway location. She offered to introduce GGRA to Cpt. Mockabee. The board agreed that if available, we shall have our meetings at this location.
  - The following dates were selected for our future meetings:
    1. Oct. 3rd
    2. Nov. 5th
    3. Dec. 4th
  
- b. IN-KIND DONATION DISCUSSION
  - It was decided that Effective January 1 2020 all In-Kind Partners will be designated as such and will not be recognized as a "leveled" partner. Regardless of value, all In-Kind Partners will be labeled as "In-Kind Partner"
  - Lee asked the board to consider giving benefits to In-Kind Partners on a case-by-case basis. These benefits would be negotiated prior to the in-kind gift and should be approved by the membership committee and ratified by the Executive Committee. This consideration was unanimously adopted.

c. DISCUSSION AND VOTE ON “WELCOME HOME KIT” DRIVE

- Brendan advised the Committee that he was on the Steering Team for the Gwinnett Great Days of Service from the Gwinnett Coalition. The Gwinnett Coalition wanted GGRA to host a service project in October for its members. Brendan and Rachel worked closely to develop a “Welcome Home Kit” project that would combine small hygiene items into a bag that would be given to identified GRIP participants upon their release from the Gwinnett County Jail.
- Russell Gray agreed to get approval from Col. Pinkard and Cpl. Baird
- The Committee voted unanimously to submit a project request to the Gwinnett Coalition.

d. DISCUSSION AND VOTE ON AUG 29 BRIAN BANKS SCREENING

- Brendan advised the Committee of a film called Brian Banks that is currently in theaters. Brian Banks is a man impacted by the criminal justice system and went through the process of reentry. Although he was later exonerated, the film demonstrates the struggles that returning citizens face as they reenter society.
- Brendan proposed a screening of the film at the AMC Classic in Snellville. The cost to buy out the theater is \$601.14. If we sold 86 tickets at \$10 each, we would make \$860, a net profit of \$258.86. Brendan agreed to purchase tickets to be reimbursed at the next Executive Committee meeting following the screening.
- Discussion was had to invite our partners to purchase a block of tickets for the opportunity to speak before the film.
- Further discussion was had to reach out to celebrities involved in the making of the film to see if they would be on hand that night.
- The committee unanimously approved Brendan to move forward with the purchase of the tickets to be made available ASAP at \$10 for the general public and \$8 for members.

8. ANY ADDITIONAL NEW BUSINESS

- a. Discussion of partnering with library for Returning Citizens Fair in April 16 2020. Thursday night
  - i. Rachel had been working with the Gwinnett Public Library to co-host a resource fair at several branches simultaneously during Second Chance Month in April. Rachel asked approval from the committee to move forward with discussions with the library.
    - 1. Brendan, Anita, and Rachel voted to move forward with this idea.
- b. “Welcome Home” BBQ for July 2020.
  - i. This item was tabled until the next meeting

9. ADJOURN