

GGRA Executive Committee Meeting
10/8/2019 - 10:00 AM

Attendance:

In Person: Rachel O'Dell, Anita Szaller, Taylor Davis, Brendan Spaar

Conference Call: Lee Robbins

1. CALL MEETING TO ORDER
2. OPENING PRAYER
3. OLD BUSINESS
 - a. Approve Minutes from 9/10 meeting
 - Approved, we will approve by email in the future
4. TREASURER'S REPORT
 - a. Quarterly Report 3Q 2019
 - Taylor gave the quarterly report
 - Rachel and Taylor signed off on the report
 - \$536.21 in Checking as of 10/8/19
 - Chick-fil-A extended a 10% off of the 25 sandwiches that we pay for. Brendan is going to see if that was a one time offer.
5. WEBSITE AND SOCIAL MEDIA REPORT
 - a. Website
 - For the month of September we received:
 1. 215 total unique visitors - 180 new, 35 returning
 2. Top pages were:
 - a. Main page
 - b. Brian Banks Event page
 - c. Monthly Meeting Event Page
 - d. Events page
 - e. Resource Map
 3. Top locations were:
 - a. Lawrenceville
 - b. Atlanta
 - c. Chicago
 - d. Ashburn
 - e. Conyers
 - b. Social Media
 - Gwinnett Coalition has requested that we post weekly about the Great Days of Service
 - Brendan addressed the need to follow social influencers and organizations around Justice Reform and Reentry. Brendan has

prepared a list of over 30 accounts that we should be following. Tenaja will be tasked with following these accounts.

6. COMMITTEE REPORT

a. Conference Committee

- Anita has been touching base with Karen, she will send out a report
- We have the first part of the Event name but are held up on the event type. Several suggestions were made such as Summit, Banquet and Symposium. The name will be finalized by 10/15.
- Brendan reminded the committee that a deposit for Jeff Bates is due on Nov. 1st
- Brendan has been tasked with preparing a flier for sponsorship of the event
- Discussion and voting on ticket prices:
 1. Non Member Ticket Price - \$40
 2. Member Price - \$20
 3. Partner will get free tickets (Bronze-1, Silver-2, Gold-3, Platinum-4)
 4. Tables seat 8 people. We will sell a whole table for the price of 6 based on member/non member rate
 - a. Table sales will be done offline. Interested parties will need to email us.
 5. Tickets go on sale Nov. 5th
 - a. Nov 5th - Nov 10th - presale members only
 - b. Nov 10 - Dec 10 - early bird (\$20)
 - c. Dec 10 - Jan 9 - full price and member rate in effect
 6. Anyone wishing to donate tickets for returning citizens will be given business cards with a special coupon code that can be entered to reduce the price to FREE.
 7. Anita and Tenaja are going to check on videographer who will both shoot and edit the event
 8. Board voted unanimously to adopt these ticket prices

b. Membership / Sponsorship Committee

- Nothing to report

7. NEW BUSINESS:

- a. Discussion around luncheon location in November/December and how to proceed with locations in 2020
 - Jail has freed up space for our Nov/Dec luncheon. We have already booked those dates with the Salvation Army and communicated these dates to our constituents. The board feels it would be inconsistent and confusing if we change direction.

- We will stick with SA for Nov/Dec
- Rachel will have a conversation with Col. Pinkard about holding the luncheons at the Jail going forward
- Lee expressed concerns for moving away from the Jail:
 1. Officials will be more inclined to attend at the Jail
 2. We couldn't get the numbers up at SA in the past
 3. Don't fix it if it's not broken
 4. GGRA's mission/vision is a hub for providers/influencers - we need to keep that in mind
 5. People need structure - keep moving around will give the sense that we are not structured

b. Website / Email Changes

- Brendan presented a proposal that GGRA move away from Constant Contact effective 12/01/19.
 1. The November Luncheon event registration and landing page will take place via GwinnettReentry.org. Email invites will still go out through Constant Contact.
 2. The November Newsletter will be the last communication sent out via Constant Contact.
 3. The December Luncheon event invite and December Newsletter will be sent out via GwinnettReentry.org
 4. The Board voted unanimously to adopt this change.

c. Marketing materials for tabling at events (ie. tablecloth, generic business cards (no names), and brochure

- We need to keep informational Quarter-sheets on hand at all times. These Quarter-sheets consist of the GGRA Mission/Vision with links to our website and Social Media Channels.
 1. Anita will give the quarter sheets that she has to Rachel and will print more for us.
- Table Runner
 1. Tenaja has been tasked with pricing out a Table Runner and/or Tablecloth with the GGRA logo to use at tabling events. We discussed using either a black or navy blue color cloth.
- Business cards
 1. Rachel proposed that all board members carry around generic GGRA business cards that have our Mission/Vision statement as well as website, email address, and phone number. We would give these out to anyone we meet who may be interested in GGRA.
 2. Brendan has been authorized to create and spend approximately \$30 on these cards through VistaPrint.

- d. Tabling at Oct 19th Record Restriction Summit and Oct 29th DOL resource fair
 - Brendan to table at the Record Restriction Summit
 - Someone from GGRA will table at the Georgia Department of Labor Resource Fair
 - e. Volunteers needed for Oct 25th Great Days of Service at the Jail
 - Anita will lead, Rachel will be there too
8. ANY ADDITIONAL NEW BUSINESS
- a. Welcome Home” BBQ for July 2020. - table until next meeting
 - b. GGRA “Start-up” kits for other counties - table until next meeting
 - c. Chick-fil-A Tour
 - i. We will be touring the Chick-fil-A headquarters in November and can bring two additional guests. Rachel suggested that we extend an invitation to the advisory board and select from the respondents.
 - d. Brendan discussed acting as a referral agency for our partners. This should encourage more organizations to become partners if they saw that we were referring clients to them.
 - e. Discussion of Returning Citizens Fair in April 2020 / Second Chance Month activities - table until next meeting
 - f. Free To Praise - Dinner & Silent Auction
 - i. Christian Library International is having a dinner and silent auction on 10/17. GGRA has been invited. GGRA will send a representative.
9. ADJOURN