

# Friends of the Big Empty

## Minutes

### Board meeting

**DATE** December 14, 2023

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**TIME** 6:00 PM

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**MEETING CALLED TO ORDER BY** Alex Vukasin

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#### IN ATTENDANCE

Exa Lee Smith, Cindie Kesler, Alex Vukasin, Marcella Barden, Jessica McDermott, Mariah McDermott

#### OPEN MEETING

Time: 6:18 PM Quorum: Minimum 4 board members: Yes

#### APPROVAL OF MINUTES

The minutes were provided from the November 28 meeting.

Changes: Remove **Building Business** section as this was not completed as planned. Change **Finalize Mascot Contest Rules** to **Review** since these will be finalized in the 12/14/23 meeting.

Motion to approve with changes: Marcella, Cindie 2<sup>nd</sup>. Approved unanimously.

#### BOARD

1. Finalize Mascot Contest Rules/Parental Consent/Release Form (see draft emails 11/15/23, 12/4/23)
  - a. Once agreed on any changes:
    - i. Marcella will activate the mascot contest entry page on Jan 1, 2024.
    - ii. Jessica will coordinate mascot contest entries received Jan 1 – Mar 31, 2024.

Motion to approve Mascot Contest Rules/Parental Consent/Release Form: Mariah, 2<sup>nd</sup>: Exa Lee, Approved unanimously.

#### NEW BUSINESS

1. Finalize 12/4 email with Digital Flyer to begin sharing on social media (facebook, Instagram, text, email, newsletter, newspaper, etc.)
  - a. Once agreed on any changes, proceed to share on:

- i. Facebook.com/ExploreTheBigEmpty (Marcella or Alex can share and then any board member who is following should also like and share on their facebook).
- ii. Instagram.com/FriendsofTheBigEmpty (Jessica can share and then any board member who is following should share on their Instagram).
- iii. Any board member should share the flyer via text. Marcella will send the final version to all board members via text.
- iv. Any board member should share the flyer via email. Marcella will send the final version to all board members via email.
- v. Include the flyer in the December newsletter.
- vi. Becky can provide the flyer to the local newspapers. Added 501(c) (3) statement.
- vii. Marcella will send the superintendents a follow-up email with the flyer included.

## **OLD BUSINESS**

### **TABLED 9/5:**

Fundraising - Ideas from the group include a recipe book, including photo winners in a calendar, postcards, or puzzles of website photos.

### **TABLED 9/26:**

Create a Membership Committee to add new members, provide instructions to subscribe to either Friends of The Big Empty or Explore The Big Empty notifications, where to find calendar events on ETBE or minutes on FOTBE websites. Unsubscribe Option always provided on notifications generated by either website.

**TABLED 11/7:** We need a volunteer to write a monthly newsletter announcing new Sponsors as promised in the membership section. \_\_\_\_\_

## **NEW TOPICS**

Suggestions for topics to help generate interest in the websites:

Add a section for Local Authors

Add a section "What's your sign?" to encourage photos of the city welcome signs and/or murals painted in the region.

Add a section "What's your story?" and invite columnists to tell stories about the region.

Cindie will start checking on grants now that we have our official non-profit status.

Alex & Marcella gave a \$100 check to Cindie for their portion of the mascot prize pledge.

Notable Residents to possibly add:

Charles Baker, Historian

Bob Lilly, Dallas Cowboy

Karen Hayley, NASA

Dr. Joe Cannon, Rule

Cindie provided Marcella a USB drive with a Hobert Farm document and a Col. Morgan document to be added to the website.

## **CLOSE MEETING**

Motion to close meeting at 7:34: Marcella, 2<sup>nd</sup>: Exa Lee, Approved unanimously.

## **NEXT MEETING**

Thursday, January 23, 6p-8p, 111 N. Munday Ave