

Friends of the Big Empty

Minutes

Board meeting

DATE January 23, 2024

TIME 6:00 PM

MEETING CALLED TO ORDER BY Alex Vukasin

IN ATTENDANCE

Exa Lee Smith, Cindie Kesler, Alex Vukasin, Marcella Barden, Jessica McDermott, Mariah McDermott, Becky Offutt, Brandi Kureska

APPROVAL OF MINUTES

Review minutes of December 14th, 2023 meeting. Motion to approve with no changes: Jessica; 2nd: Exa Lee; Approved unanimously

BOARD

- Record vote taken by email to add Dickens County and update mascot contest rules and advertising. 1/7 Marcella made motion to approve adding Dickens County to the 10 current counties; Exa Lee seconded the motion; Voted Yes: Marcella, Brandi, Mariah, Becky; Approved 1/7/24.
- Motion to approve new mascot contest graphic to be used in advertising on facebook and printed by Becky : Jessica; 2nd Brandi; Approved unanimously
- Motion to update contest rules: Mariah; 2nd Becky, Approved (only Jessica voted no) "Board Members reserve the right to make updates to the rules and/or the deadline if needed."

REPORTS

- Jessica: 0 mascot entries received so far, planning a new ad campaign on facebook and flyer distribution
- Becky: 0 newspaper ads published so far, if anyone sees an ad/article published, get a copy to share
- Cindie: will be looking into organizations that specialize in finding grants that we will be able to apply
- Cindie updated board with 3 new reports:
Treasurer Report, January 1, 2024 Texas Sales and Use Tax Exemption Certification January 15, 2024 Exemption Verification Letter

- Marcella: Website statistics indicate that engagement went down in December/January probably due to the holidays, we all need to focus on website content that will be of interest to the local communities
- All pledges for contest winners received by Cindie

NEW BUSINESS

- Mariah: volunteered to coordinate the content needed for newsletter. Photo of the month, Story of the month, Event of the month, Website photo spotlight, etc., others? Everyone should help Mariah gather information for the next newsletter by January 27th.
- Distributed revised business cards with address and 501(c3) information
- Harry Bob Martin of Spur has an old article on the big empty he is mailing to Marcella to be shared when received.
- Created new ad for the mascot contest to be used on facebook and printed by Becky for distribution by Brandi. Marcella can email anyone from the friendsofthebigempty mailbox.
- Post the updated version of the contest rules.
- Look up the word count used for current notable residents and we will use that as a guide when requesting biographies. (Morgan=462, Underwood=634)
- Email Haskell COC requesting a copy of the bio for Wyman Meinzer and their permission to reprint/post on the Notable Residents section after we get Wyman Meinzer approval and changes.
- Notable Residents:
 - Exa Lee is coordinating Notable Resident info for Charles Baker (Munday), Bob Lilly (Throckmorton), Dr. Joe Cannon (Rule), “Roaring John” Kimbrough or “Jarrin” John Kimbrough (Haskell)
 - Karen Hayley (Rochester) will be a Notable Resident from Rochester and has started providing details and has been asked to provide a photo to go with the final text.
- Local Published Authors to consider:
 - Jeanie P. Johnson (Munday)
 - Donna Hyatt (Goree)
 - Will Brandon/Barbara Brannon (Spur)
 - J.W. Corder (Jayton)

CLOSE MEETING

Motion to close meeting: Marcella; Time: 7:38 PM; 2nd: Exa Lee; Approved: unanimous

NEXT MEETING

Thursday, February 15, 2024

111 N. Munday Ave.