

Friends of the Big Empty Minutes

Board meeting

DATE July 2, 2024

TIME 6:25 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. **GUESTS:** Sandy King, Cindy Thompson

APPROVAL OF MINUTES

The minutes were reviewed from the 6/4/24 meeting with updates:

In FOTBE Booth section, Items 3 and 4:

3. Staffing the booth:

- a. Marcella/Alex available 2p-5p
- b. Exa Lee available 2p (possibly with help from Selena Callicotte)
- c. Cindie available around Cakewalk duties at 4p and 5p
- d. Becky at Welcome area duties
- e. Mariah and Jessica at Salt Fork Ham Club duties

4. Expenses to be reviewed/approved at July 2 Board Meeting for sale items:

- a. Cookbooks - \$0
- b. Munday history books - \$0
- c. T-shirts with mascot (delayed for future discussion)
- d. 2 Raffles for a metal photo of Brazos with Explore The Big Empty and Puzzle of same photo, \$1 per ticket, \$5 for 6 tickets, Drawing at 6pm, Raffle tickets provided by Exa Lee/Becky/Cindie

Motion to approve with changes: Marcella, Second: Exa Lee, Approved unanimously.

OLD BUSINESS

1. FOTBE Booth at 4th of July Thing –ideas for 10x10 booth:

- a. Sell cookbooks (Kindle \$19.99, Paperback \$29.99)
- b. Sell Munday history books (\$50)
- c. Sell T-shirts with mascot (\$) discuss pricing later and Marcella will investigate use of Printful. Add t-shirt and other printed material design ideas (from all board members) to August meeting.
- d. 2 raffles for a puzzle and a metal photo of Brazos/Explore The Big Empty (\$1 per ticket or \$5 for 6 tickets), Drawing at 6 pm by event host.
- e. Drawing at 6 pm for a free one-year Vaquero membership by dropping business cards or filling out a business card. Winner to be announced by the event host.
- f. Payment processing for above items:

- i. cash, check, Cindie will bring cash drawer and create a pricing poster with QR Codes to @FOTBE Venmo
- ii. Cindie has a receipt book in case a receipt is requested for sale items (not raffle tickets)
- iii. Paperback recipe books will not be available in time, a \$5 discount will be offered for prepayment. Orders can be filled after the books arrive, approximately 7/7/24.

NEW BUSINESS

1. We will soon cease paying rent for 111 N. Munday Ave. Cindie will meet with Jenna after she returns to town to confirm and discuss the possibility of paying to rent the conference room for board meetings as needed. Address will need to be updated on following items:
 - a. Business cards
 - b. Email signatures in mailboxes for contact@explorethebigempty.com and contact@friendsofthebigempty.org
 - c. Flyer
2. Word Count for Notable Residents beginning with Donna Hyatt in August has been increased to 750.
 - a. Agreement received by email 6/12/24: Marcella, Alex, Mariah, Cindie
3. Review/approve upcoming GoDaddy renewal expenses. Payments auto renew on dates shown from Marcella's PayPal account. As each is renewed, a receipt will be submitted to Cindie for reimbursement. Marcella will investigate creating a separate GoDaddy account for FOTBE so that auto renewals can be paid directly by FOTBE in the future.
 - a. Motion to approve renewals: Exa Lee; Second: Becky; approved unanimously

<input type="checkbox"/>	Description		Billing Date
<input type="checkbox"/>	FRIENDSOFTHEBIGEMPTY.COM Full Domain Protection	21.99	Auto Renews 8/26/2024
<input type="checkbox"/>	EXPLORETHEBIGEMPTY.COM Full Domain Protection	21.99	Auto Renews 8/26/2024
<input type="checkbox"/>	FRIENDSOFTHEBIGEMPTY.ORG Full Domain Protection	22.99	Auto Renews 8/26/2024
<input type="checkbox"/>	Microsoft 365 Email Essentials Free Trial contact@explorethebigempty.com	95.88	Auto Renews 9/8/2024
<input type="checkbox"/>	Microsoft 365 Email Essentials Free Trial treasurer@friendsofthebigempty.org	95.88	Auto Renews 9/14/2024
<input type="checkbox"/>	Websites + Marketing Basic friendsofthebigempty.org	155.88	Auto Renews 10/2/2024
<input type="checkbox"/>	Websites + Marketing Basic explorethebigempty.com	155.88	Auto Renews 10/10/2024
<input type="checkbox"/>	Microsoft 365 Email Essentials Free Trial contact@friendsofthebigempty.org	95.88	Auto Renews 2/25/2025

4. Review/improve questionnaire to assist with writing monthly Featured Sponsor article.
 - a. No changes at meeting but we can always change/add as needed.

Friends of The Big Empty

Featured Sponsor Questionnaire

We would like to include your business in our Featured Sponsor article to appear in a future newsletter. Please take a few moments to fill out the questions below to help provide an outline for the article. If any questions do not apply, simply enter n/a. If you have information not covered in the questions below, please use the last question to provide any details you want to include.

Name of your business:

Industry:

How long have you been in business?

Who are your customers?

What products do you sell?

How would you describe your business in 30 seconds or less?

How many employees?

How many locations/where?

What makes your business different from the competition?

How can people connect with you? Include address, phone, email address, website, other social media:

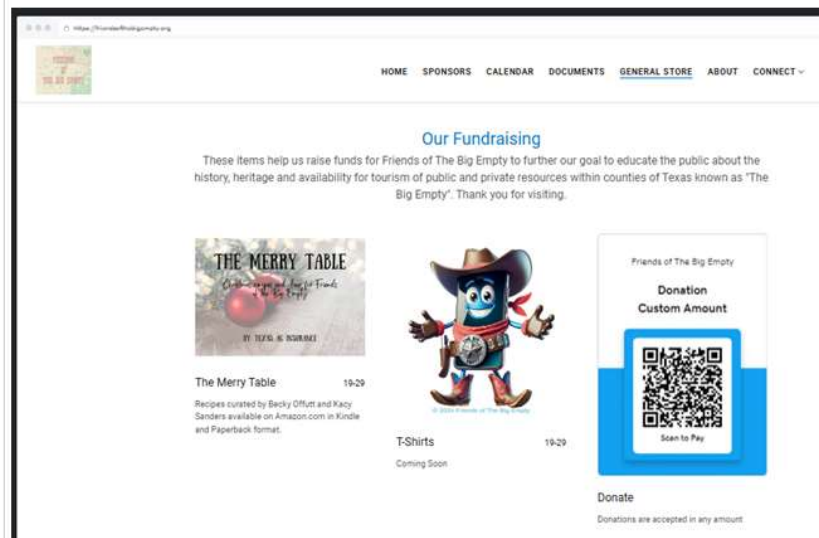
Is there anything else you would like to add?

5. Review/approve General Store on FOTBE
 - a. Motion to approve: Exa Lee; Second: Becky; approved unanimously

I've created a **General Store** on the FOTBE site. It is in test mode but looks like this so far. The first box links to the Amazon site and the third box links to the donation site. I tested the donation with 1.00 to make sure it's working properly. I threw Tele in with hopes we might have something to add later. Once we agree on how it should look, we can link to it from the ETBE site. As always, opinions/suggestions are welcome!

Thanks,

Marcella



6. Newsletter ideas for August 1
 - a. Upcoming Events – 2 August events displayed on event calendar so far
 - b. Main article – Winner of Vaquero membership from 4th of July Thing booth
 - c. New Sponsors/Members -
 - d. Featured Sponsor – Munday Emporium (Marcella will send questionnaire to Cindie Kesler)
 - i. Marcella will send the questionnaire to all other current and future business sponsors so that we can keep their responses on file and be ready to include in a future newsletter.
 - e. Notable Resident – Donna Hyatt (Goree) (text and photo ready) She was originally planned for a Local Author subsection. We have decided to include her as a Notable Resident. We have others in this section who are also authors and see no need to separate them further currently. Jeanie P. Johnson (Munday) can be the Sep 1. We have the writeup, but we need a photo. Exa Lee will work on getting the photo.

NEW TOPICS

1. Verify membership process.
 - a. Membership Form Received -> send info to Cindie, Marcella, Becky, Mariah
 - i. Cindie records payment
 - ii. Marcella updates website and sends Featured Sponsor Questionnaire to Business Sponsors
 - iii. Mariah includes in newsletter update
 - iv. Becky sends thank you and encourages subscription to newsletter by going to <https://friendsofthebigempty.org/subscribe>
2. Exa Lee's New Ideas:
 - a. Email from Exa Lee re Jeanie P. Johnson (see above New Business Item 5h for update)
 - b. Email from Exa Lee re contacts
 - c. Can we add the history of how ETBE/FOTBE was created from the document Exa Lee presented to the Munday Lions Club? Yes, we can review the document Marcella typed up from Exa Lee's notes to see how it should read in context.
3. Cindy Thompson/Sandy King may be able to help put us in touch with a contact in Throckmorton for a Bob Lilly writeup and a contact for a Wyman Meinzer writeup as future Notable Residents.

CLOSE MEETING

Alex motioned to close meeting at 7:43p; Jessica: second, Approved unanimously.

NEXT MEETING

August 20th, 6p-8p, Location to be determined