



C.O.R.A.L. Monthly Meeting Minutes June 12, 2022

The meeting was called to order at 5:01p.m. June 12, 2022 by Brian Sylvester, Vice President.

Present at the meeting were: Jim Barr, President (zoom); Brian Sylvester, Vice President; Lori Carlsen, Secretary; April Poole, Treasurer; Bert Morton, Events Coordinator; Lisa Cotton, Activities Coordinator; Harry Carlsen (zoom), Lee Korty, Mike Johnson, Rex Schadow, Art Clark, Terry Michaels, Paula Harris, Kate Schwartz from AgeLinc (zoom).

Absent: Carolyn Austin, Board Member at Large.

Minutes were reviewed from the May 8, 2022, Rex moved to accept, Bert seconded. Motion passed.

Treasury report – April submitted printed copy for those in attendance. Lisa moved to accept; Rex seconded. Motion passed.

Committee Reports

PrideFest – Bert reported that the event was well attended, and staffed until 5pm. We sold 6 T-shirts, handed out 750 pride picnic flyers and Horseshoes pride game information, as well as all of our buck cards and buttons. Bert also reported that the Horseshoes report that our promo code was the most used code to date.

Pride Picnic - will be held June 18, 2022 from 4 to 10 pm at Lincoln Shelter 4. Lori will provide potato salad, Lee will bring 3 bean salad, and Art and Terry will share coleslaw. Lisa asked for volunteers to help with setup at 4 PM. Dinner will begin at 5 PM. Lori will ask Rodney about making ice, plates, cups and napkins.

Ritz - has been scheduled for March 25, 2023 at the Crown Plaza. April reported that we made at this year's Ritz. Bert met with sponsors and gave invites to the Pride picnic and Pride night at the Horseshoes. Sponsors list will be on display at the picnic and game

Membership – Brian reported that Pridefest yielded five more volunteer forms and we have reached out to all of them to participate in upcoming events.

He has had three conversations since our last meeting with prospective “active” members. Two will be attending the Pride Picnic and one has been a no show on several attempts to talk. Brian agrees with Lisa that it appears to be easy to get them interested in joining but getting them active has not. We will continue to work through this and hopefully gain their trust to come forward.

Social Media- Brian reported that since our last meeting, our FB page has yielded a 28% increase in people reached at 1,880, people engaged increased by 14% at 330, and new followers has increased 260% at 18. Our most popular post for the month was the Pride Night baseball shoes at 407 people liking and 27 shared. The Logan County Pridefest announcement and Pride Month referring to our website were next in line at 219 and 141 respectively.

The FB group has 643 total members, with 35 new members added in the past month. We saw an increase of 144% at 2,844 members engaged in the postings with 42 postings. The most popular postings for the month were Pride month announcement referring to our website at 1,281 views, David Clodfelter's photos of Pridefest at 493, and our Memorial Day message at 483.

The website has seen a major increase over the past month but as of today, we have seen an increase in site sessions of 16% at 235, first time visitors at 42% at 148, and they are staying on the site on average for 5m, 33 secs. Most are coming into the site via Google with a 13% increase at 88, direct has dropped by 7% at 85, and Facebook increased by 313% at 33. Most are using a desktop PC (57%) and 43% are using their phones. While most are from the U.S., we had one from Canada and another from Ireland visit our site. Overall, the site has seen an increase in visits of 54%.

Pride night at the ballgame- Rex has a rainbow baseball which he will use when he throws out the first pitch. Bert asked that volunteers arrive at 4:30pm to set up tables. We have 6 special shirts for give aways at the game. The team will select participants for the race of first responders vehicles. All 6 kids will receive \$5.00 Dairy Queen certificates for participating in the event. Park opens at 5:30 pm. At 6:10pm we will do the Pride Parade around the diamond. Game time is at 6:30 pm. The Horseshoes will make announcements of events. We will be staffing the info table from 5pm to 7pm. Phoenix Center has been invited to join us at our table. Need 10 volunteers, 3 to staff the table, 4 to usher the parade, as well as people needed to hand out buck cards/buttons, and beanie babies. Parking will be crazy so park at the Pillsbury lot, also there is parking on Michigan and McDonalds. Capitol City Fit Club will be there. Wear your shirts and introduce yourselves to people.

Juneteenth Parade- will be Saturday June 18th with everyone to meet at 9am. CORAL has a float entry for the parade saying Justice for all. We will wear our CORAL shirts. Parade starts at 10am. We need a wagon for water and Lori and Harry purchased a Rainbow/BLM flag for the parade.

Jaycees Concert in the park- is Thursday June 23 arrive at 5:30pm. Lisa states she has 6 volunteers and needs a total of 10-14 to help with counting, surveys, etc. Jaycees asked for a rep. from CORAL to speak. Jim will do this.

Old Business

Logan County Pridefest- is Saturday June 25th at the County fairgrounds from 2pm-10pm.

Decatur Pridefest- is Saturday September 17th at the Fairview Park large pavilion, starting at 11am. Cost is \$25.00 (no merchandise sales) \$50.00 if you sell T-shirts and \$75.00 for vendors such as The Lucky Horseshoes.

AgeLinc- Kate stated they were pleased with the successful outcome of the Mardi-Gras Gala they held. We thanked AgeLinc for crowning Jean and Linda. We also received a thank you from AgeLinc for our participation in the event

Approval of Bylaws changes- were voted on and approved. The bylaws are available on the website.

New Business

Postage and Deposit Slips- April requested that postage be purchased, 1 roll of stamps each for the Secretary and Treasurer at a cost of \$125.00, also to purchase deposit slips at a cost of \$25.00. Total for both purchases not to exceed \$150.00. Paula made the motion, Bert seconded, motion was approved.

T-shirt Raffle- Lisa would like to do a raffle at the pride picnic of a T-shirt. Raffle tickets would be \$1.00 each or 6 for \$5.00. Mike made the motion, Lee seconded it. Motion approved.

T-shirts- Bert states we have 40 shirts total:

3 medium, 7 large, 8 x-large, 9- 2Xlg-3Xlg, and 4- 4Xlg. If we run out of shirts at the Pride Picnic, Bert will email the board for approval to order more shirts.

Lee motioned to adjourn the meeting, Rex seconded motion. Meeting adjourned.

DRAFT