



## **Coalition of Rainbow Alliances Monthly Meeting Jan 8, 2023**

### **Members Present**

Jim Barr President	Mike Johnson
Brian Sylvester Vice President	Rex Schadow
Lori Carlsen Secretary	Harry Carlsen
April Poole Treasurer	Rob Weis
Lisa Cotton Activities Coordinator	Sam Downs
Carolyn Austin Board member at large	

Meeting called to order at 5:00pm

Approval of minutes from December 11, 2022- Mike made a motion to accept the minutes, Lisa seconded the motion. Motion carried.

**Treasurers Report-** see printed copies. April went over the financial reports. Harry made a motion to receive and file for audit treasurers report. Rex seconded the motion. Motion carried.

### **Executive Board Updates**

Jim reported that the Executive Board met today 1/08/2023. The board approved the budget for 2023, and will be brought to the membership meeting tonight. Ritz progress was discussed, also planned meet and greet at Stella's, and setting up another event at the APL. Brian reported on CORAL's Social Media page, and Partnerships. Strategic Goals will be reviewed and updated.

### **Committee Reports**

**Ritz-** April reported that people are actively getting new advertisers, sponsors, selling tables. We are getting a great response to our end of year letters with sales packets that have been sent out. The next Ritz meeting is on January 16, 2023 @2pm at AgeLinc.

## **Membership**

Brian reported that we have received no new membership forms since the December meeting. It is our hope that we might see this increase with the upcoming Meet & Greet on the 18th.

## **Social Media**

Brian reported that the Facebook page continues to see good activity for the past 90 days with an increase of 175% at 2,100 as well as a 157% increase with reactions at 748. We have 52 posts for the month with the top postings being the Ritz announcement at 273 reaches, with the Meet & Greet announcement next at 263 and in third was the Happy Hanukkah at 193. We have 2 new likes of the page and 9 new followers.

The Facebook group saw a drop of 9% with 2,505 reached for the month and 436 reactions to postings. There was a total of 58 postings for the month with our top posts being the Ritz announcement at 340, the “Pronouns are important” post at 304, and the posting for First Pres with 250. We have 10 new members.

The website has seen an increase in activity this month of 20% at 284 sessions as well as an increase in post views of 226% at 124. We also saw an increase in new visitors of 5% at 160 with most of them coming through our Facebook postings, which increase by 70%. The session durations also increased by 26% to 6 minutes. Our lowest benchmark with similar organizations is with organic searches, which has fallen to 30%.

## **Activities**

Lisa reported that the meet and greet at Stella’s will be on January 18, 2023 from 5:30-7:30pm. She will also be setting up another event at the APL in February to make feeding puzzles for the animals.

## **Finance**

April reported that the Finance Committee met in December, and put a budget for 2023 together. Budget was presented to, and approved by the Executive Board today April presented the budget to the membership for approval. Rex made a motion to approve the 2023 budget, Mike seconded, Motion carried. April also distributed printed finance breakdown to the membership.

## **LGBTQ+ History**

Nothing to report.

## **Partners & Supporters**

Brian has reached out to Resistor Sister to meet this month on how to partner with them in the future as well as how we might work together on the Ritz as well. He has also reached out to the Jaycees as we have partnered with them on so many activities in the past year that we should consider them a partner on our media as well. April made a motion to accept committee reports, Lisa seconded, motion carried.

## **Old Business**

### **Training for SPD regarding LGBTQIA issues**

No report.

## **Holiday Meals**

April reported on the Holiday Meals. Distributed printed copies of the breakdown of the meals. The leftover meals were taken to St Johns food line, and the High rises. April thanked Rex, Bert, and Lee for their many years of participation in the event.

## **Agelinc Mardi Gras Gala**

Carolyn reported the event will be held on February 25, 2023. She stated that Agelinc and CORAL have a reciprocal agreement for the Mardi Gras and Ritz. CORAL will be a Gold Sponsor plus 1 additional table. AgeLinc will be a Presenting Sponsor for the Ritz.

## **Elder Finance Exploitation Presentation**

Brian felt the evening went well as we had about 10 people in attendance for the presentation. The presentation is also currently on the website under the "News" tab for anyone who might wish to view it. Mike and Rex attended the presentation and stated it was very informative.

## **Habitat for Humanity**

Jim reported that the open house has been cancelled. Brian stated he will remove it from the website.

### **Lucky Horseshoes**

Jim reported that Pride Night ballgame will be June 22, 2023. As part of the reciprocal agreement for the game 2023/Ritz 2024. There is \$1,000.00 that needs to be paid in March. Rex will pay \$500.00, and Mike will pay the remaining \$500.00. Next year the Lucky Horseshoes will be a Presenting Sponsor for the Ritz.

### **Spring Intern**

Brian reported that Molly Harms, a political science major, will begin working with CORAL as an intern on January 15th.

### **New Business**

Rex asked if CORAL was interested in attending Phoenix Centers Trivia Night on March 11, 2023 @6:30pm.

Coral will be participating in Ascend Trivia Night January 26<sup>th</sup> @6:30pm at Weeble's Bar and Grill.

### **Announcements, Updates, and Communication from other Organizations**

Rob reported that the AIDS Memorial Subcommittee will be meeting January 11, 2023 @5:30pm via Zoom.

Harry reported that the Juneteenth Celebration/Parade will be June 15<sup>th</sup>-19<sup>th</sup>. Plans for a float are already underway.

April reported that HMCC are trying to raise money for a building. They are doing another 50/50 raffle the pot for this raffle has increased.

Brian made a motion to adjourn, Rex seconded, motion carried. Meeting adjourned @5:51pm.