



Coalition of Rainbow Alliances Monthly Meeting February 11, 2024

Members Present

Brian Sylvester President
April Poole Treasurer
Lori Carlsen Secretary
Mike Johnson
Sam Downs
Bert Morton
Lauren Thoele

Lisa Cotton, Vice President
Jenna Broom, Member at Large
Jim Barr, Ex-officio
Rob Weis
Rex Schadow
Lee Korty

Meeting called to order at 4:05 pm

Approval of minutes from January 14, 2024 Lisa made a motion to accept the minutes, Rex seconded the motion. Motion carried.

Treasurers Report- Jenna motioned to table report until next monthly meeting. Jim seconded the motion. Motion carried.

Executive Report- Brian reported that the Executive Board met on 1/24/24 via Zoom at 6:01 p.m. Rob Weis was a guest speaker at the meeting to discuss a project he and a group of others are currently working on and was hoping to receive CORAL's participation. He is present with us this afternoon and will be speaking later on this topic. The agenda also included some suggestions for the committee chairs about goals for the upcoming year as well as a few projects that might be added to their agendas. Brian also presented the newly created membership orientation presentation for any suggestions. April gave an update on where we are with the upcoming Ritz. During that discussion, Jenna suggested that we might want to consider adding another payment medium to our funds collection for future fundraisers which will be discussed in the future. Pride Night and strategic goals were briefly covered as well as new board member orientations and position descriptions for each board member. Lastly, the use of

Zoom and ideas for monthly activities were discussed too. The meeting was adjourned at 7:20 p.m.

Committee Reports

Membership- Brian reported there have been no volunteer forms completed lately but he will be scheduling the membership orientation presentation some time in February and will be announcing that on social media to see what kind of attendance comes in. He is hopeful this will bring in a new wave of volunteers in the future.

Social Media - Brian reported the Facebook group had 39 posts for the month with 236 responses, an increase of 167%. We had eleven new members join the group bringing the total to 816. Our posts that received the highest responses were the memorial for Paula Harris in the Illinois Times with 368, the announcement of the hockey game with 272, and the O&A United banner event with 266.

The Facebook page had 24 posts for the month and reached 1,355 members for an increase of 179%. We had 10 new members join for a total of 856 members. The top posts for the month were the invitation to choral singers with 575, the O&A banner event with 373, and CORAL's attendance at the Pole Barn Chic open house with 156.

The website had 334 site sessions this month, a 117% increase from the last, with 260 visitors. Direct and Google continue to be the most popular method of access but we're now seeing some incoming traffic coming from Illinois Times with 24 visits. The mobile app is gaining on the desktop devices and this will need to be addressed by the committee to make sure the app is being maintained for continued popularity.

On another note, the website page for the Ritz is now being updated to include our latest sponsors. Brian requested that the Ritz committee keep him informed of the sponsors coming in so that we can make sure they are added to the website for their participation.

Activities- Lisa reported that she has some events in the works for after the Ritz.

Finance- No report.

Partners & Supporters- Brian reported that he had a meeting with Jonna Cooley of the Phoenix Center on 2/8/24 to discuss some ideas on how the two organizations can collaborate on activities and projects in the future. Brian will be adding this to the next executive meeting agenda in April for discussion. Brian added that he and Jonna agreed to get back together after the Ritz.

Brian also reported that he had a brief discussion and introduction with Tiara Standridge of Intricate Minds this past Saturday and she would like to set up a time for a meeting as well.

Brian stated that he and Rob are also having lunch with Douglas Pope of Broadgauge this next Saturday to discuss some involvement ideas. Douglas stated during the conversation with Rob that he had something to discuss with us as well.

Ritz Committee- Lori reported on sponsors, advertisers, and table/tickets sold. Lori will send Brian updated Sponsor list for website. Bert reported that Vicki Davis paid for last year's tickets, and Advertising, as well as made a donation. She also apologized for the delay in payment. She has also bought and paid for Advertising and 2 Tickets for this year's Ritz.

Jenna made a motion to accept committee reports, Rex seconded the motion. Motion carried.

Old Business/Event Wrap-Ups:

Pole Barn Chic Open House – Brian stated that it was very nice event and a good introduction to the facility. While the pricing seems a little hefty at \$1,600.00 for a smaller activity, it is definitely something we may want to keep in our pocket for an event in the future.

Crime Stoppers Trivia Night- Lisa reported that she and Rex attended the event. They placed 104 out of 142.

CORAL Sweatshirts- Brian will talk it over with April.

PFLAG Meet & Greet – Brian reported that he and Jim Barr attended PFLAG's first meet and greet at Whimsey Tea on 2/3/24. While it was not attended as well as they may have wanted, it was very nice meeting some of their members and getting to know them.

AgeLinc Mardi Gras- Brian reported that everything has been turned into AgeLinc for the event and all we should need to do is show up and enjoy.

Poor Man's Campaign- Brian stated there has been a small change in the location for the event on 3/2/24 at noon. It will now be starting at the Y-block and they will march towards the State Capital. There are also two events preceding the march. O&A United is having a banner making event at Parkway Christian Church on Saturday, 2/24 from 10:00 to 4:00. Resistor Sister is sponsoring a sign making event at First Presbyterian on Tuesday, 2/27/24 at 5:30 p.m.

Hockey Game- Rex reported the game will be on 2/24/24 at 6pm at Nelson Ice Rink. Get your tickets online, use code CORAL for ticket purchases.

New Business

Rural Harmony Ads- Brian reported that Rural Harmony has begun their ad campaign not only for the cervical study but to also introduce themselves and their advisory board.

Rob reported the new group he has formed questionnaire is completed. Rob asked CORAL members the questions. Members answered and provided feedback.

Rex asked about Pride Night at the Horseshoes. Bert reported the game will be on June 4, 2024. People purchasing tickets should use the same code as last year CORAL Pride.

Jim reported that Decatur Illinois Pride will be having their Pet and People Food Drive on March 9, 2024, from 10:30am-12:30pm at the North Walmart parking lot. Jim also stated that Decatur PFLAG will hold a boardgame night at the public library in Decatur on March 9, 2024, from 1:00pm-4:00pm. The group will be going to Diamonds for dinner afterwards.

Jenna made a motion to adjourn, Rex seconded, Motion carried meeting adjourned at 5:00 pm.