



Coalition of Rainbow Alliances Monthly Meeting March 10, 2024

Members Present (Zoom)

Brian Sylvester President
April Poole Treasurer
Lori Carlsen Secretary
David Yankee Member at Large
Rex Schadow
Bert Morton
Candice Clotfelter

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

Meeting called to order at 4:08 pm

Approval of minutes from February 11, 2024. Lisa made a motion to accept the minutes, Rex seconded the motion. Motion carried.

Treasurers Report- See printed copies. April gave verbal report. Lisa motioned to hold on February's Treasurers Report until corrections are made, Rex seconded. Motion carried.

Committee Reports

Membership- Brian reported that we have received one volunteer form this month which he will be emailing soon. Unfortunately, the membership orientation has been rescheduled for after the Ritz as it's taken priority at this time.

Social Media - Brian reported the Facebook public page has 17 new followers since our last meeting and brings the total up to 825. There have been 81 postings viewed by 3,034 individuals, which is an increase of 36%, and 400 reactions to those postings, which is an increase of 75%. Our most popular postings were the Bert and Lee story with Business Insider at 1,576 views, AgeLinc's Mardi Gras event at 475 views, and the Jr. Blues Hockey game at 292 views.

The Facebook group has 22 new followers bringing the total to 873. There have been 70 postings viewed by 1,305 individuals for a slight decrease but 176 reactions to those postings, which is a 76% increase. Our most popular postings were the Valentine's Day wish with 547 views, AgeLinc's Mardi Gras at 218 views, and Habitat for Humanity's trivia event at 205 views.

The website has been very busy this month. There have been 649 site visits, an increase of 86%, new visitors at 543, an increase of 100%. The most popular page viewed this month was "The Ritz" page. The visitors are coming through the following avenues: Google at 439, Direct at 258, Illinois Times at 124, Facebook at 85, Springfield Business Journal at 62, Bing at 71, Yahoo at 35, DuckDuckGo at 10, Decatur Library at 9.

The Instagram account has been set up as of 3/9/2024 and is currently synced to the Facebook public page. More work will be done to see that all postings are going through both avenues in the near future. We will also be setting up a Tik Tok account as well but still looking into the necessities. The current social media campaign is obviously the Ritz event. A different sponsor is posted each day leading up to the event.

Activities- Lisa reported she has reserved Area 4 at Lincoln Park for the Pride Picnic on June 15, 2024, as well as the Pavilion for the Thanksgiving Dinner on November 23, 2024. APL activity will be on Sunday April 21, 2024 from 10am-12pm.

Finance- April stated the committee needs to meet in the next 2 weeks.

Partners & Supporters- Brian reported that after the Ritz, Lisa and he will meet to discuss how we might continue our work with the supporters of the event with new activities and events so that we might solidify the partnerships we have with them.

Ritz Committee- Lori reported that we currently have 49 plus tables, 40 Sponsors, and 64 Advertisers. April reported on total amount invoiced, and monies received so far.

April made a motion to accept Committee Reports, Rex seconded. Motion carried.

Old Business/Event Wrap-Ups:

AgeLinc- Brian reported that it was a great event. They had a good turnout. Everyone had a great time.

Hockey Game- Rex stated 8 people from CORAL attended the game, and it was a fun time. Lori suggested that next year we schedule the game for April so attendance will be better, because the Ritz will be over.

Poor Peoples March- Rex stated that it was a good time except for the protesters. It was a long event. Jim stated that WAND had good coverage of the march.

CORAL Sweatshirts- April will email Brian the order form.

PB&J Springfield- April reported this is an organization that makes and hands out sandwiches to 5 shelters, and 3 to 4 incampments. April proposed that CORAL donate \$300.00 from Holiday Meals to buy fixings, make and deliver sandwiches. Rob seconded. Motion carried. Rob will have the Brothers and Sisters group make this their Friday activity instead of going out to dinner.

Follow-ups

Illinois Eagle LGBTQ Network- Brian asked April if we satisfied the proposal to donate \$150.00 to the Illinois Eagle, which was approved in the January meeting minutes.

He also announced that the production of the Normal Heart by UIS that was scheduled on the same evening as the Ritz had been cancelled due to lack of performers for the play so there should be no conflict with our event.

New Business

The Boy Who Would Become Queen: Brian reported that Mahogany Knight's presentation of "The Boy Who Would Become Queen" is being held at the Hoogland Theater on 4/26/24 at 2:30 pm. The Phoenix Center is sponsoring the event for anyone who might be interested in attending. Not only will there be a performance but also mementos of items that Knight has created and received over the years will be displayed.

Springfield Queer History: Caroline Kionka of the Springfield Lincoln Library reached out to CORAL as she is doing research on Springfield's LGBT+ history and would like some assistance on the project. She is hoping to create a walking tour of queer Springfield sites sometime in May or June. If anyone would like to assist

her with this project, please let Brian know and he will provide her contact information.

Upcoming CORAL Elections: Brian requested that a vetting committee needs to be set up for the upcoming elections. The positions of Vice President, Treasurer, and two board member at large slots will be up for consideration this year.

- Are the incumbents still interested in running for another term?
- Who would like to serve on the committee?
- All officers not up for re-election should provide possible candidates for the positions to be vetted or to assist in the vetting process.

Rex and Rob volunteered to be on the vetting committee. Mike Johnson has been on the committee in the past will check to see if he is interested in staying on the committee.

Logan County Pridefest: Brian reported that Logan County Pride has contacted CORAL for our interest in sponsoring their Pridefest again this year. The breakdown of sponsorships is:

Red (\$249≤) - Organization or business name printed on event shirt and on the event map, and a shoutout on Logan County Pride social media.

Orange (\$250 - \$499) - Organization or business logo printed on event shirt and on the event map, and a shoutout on Logan County Pride social media.

Yellow (\$500 - \$999) - Organization or business logo printed on event shirt and on the event map, multiple shoutouts on Logan County Pride social media, and logo to be printed on the 2024 Banner (to be displayed at several events throughout the year.)

Green (\$1000+) - Organization or business logo printed on event shirt and on the event map, multiple shoutouts on Logan County Pride social media, logo to be printed on the 2024 Banner (to be displayed at several events throughout the year.), and exclusive sponsorship of an activity at Pride Fest (i.e. Stage, Kid Zone, Etc.)

Jim made a proposal to do a Green Sponsorship (\$1,000.00), Rex seconded. Motion carried. Logan County Pridefest will be on May 8, 2024. Lisa will get a list of events for CORAL to choose from to sponsor.

Decatur Illinois Pride- Jim stated their committee met and discussed Pridefest it will be held on September 14, 2024, at Fairview Park Pavilion. Sponsorship prices have increased.

Bronze- \$100.00

Silver- \$200.00

Gold- \$300.00

Platinum- \$600.00

Lisa made a motion to do a Platinum Sponsorship, Rex seconded. Motion carried.

OA United- Rob stated that they will be at the Public Library on June 1, 2024 at 10am for a discussion on Pride and Rainbow.

UIS- will have a speaker that does research on LGBTQIA issues. It will be held in October. Date to follow.

Parkway Christian Church- will hold a trivia fundraiser on Friday, March 15, 2024 at 7pm. Jim, April, and Rex plan to attend.

Pride night with the Lucky Horseshoes game- Rex suggested that April should catch the first pitch, and he should throw the first pitch. Brian suggested that this should be tabled for the time being. Rex motioned to table discussion; Lori seconded. Motion carried.

Phoenix Center Drag Bingo- David stated that the event will be held on April 5, 2024, at 7pm. Tickets are \$30.00 each. The Drag show will be held on April 6, 2024.

Decatur Illinois Pride dinner at the Bistro- Jim stated the event will be held on April 13, 2024 at 5:30pm. Tickets are \$30,00 each, there is a limit of 50 tickets for the event. There will be a drag show following the dinner. Get your tickets.

Lisa made a motion to adjourn, Rex seconded. Motion carried. Meeting adjourned at 5:25pm