

James Island Pride  
Minutes of Regular Meeting  
October 15, 2015

In attendance: Mary Beth Berry, Henrietta Martin, Garrett Milliken, Grant Scurry, Katherine Williams and guest, Sam Martin.

1. The meeting was called to order at 5:30 by Grant Scurry.
2. Minutes from September 17, 2015, were considered.
  - a. Discussion of budget issues:
    - i. Grant Scurry still needs to meet with Merrell Roe, Town Accountant, to resolve budget issues.
    - ii. Garrett Milliken suggested inviting her to a meeting.
    - iii. Grant suggested that he could possibly arrive at our next meeting early to meet with her.
    - iv. We need to understand whether or not each James Island Pride program should develop its own budget.
      1. Discussion of Helping Hands potentially needing to contract for yard work during the summer. This would impact our budget proposal for the next FY. A budget modification is not likely at this time.
      2. Contracting for yard work could be prohibitively expensive.
      3. Actual cost should be researched so this could be considered as a budget item. (MB)
      4. At this point the only funds available for Helping Hands are the remainder of the donation.
    - v. Invoice from Erin Black was presented and will be submitted to Merrell Roe for payment.
  - b. Minutes were unanimously approved.
3. Branding Discussion Part II
  - a. Sam Martin presented his analysis of the uses of social networking.
  - b. Facebook
    - i. Our page looks good, especially the "About" section.
    - ii. Focus on the "first impression." It should be clear at the top who we are and what we are about. This happens with the banner, but new logo will help.
    - iii. Include clean, minimalistic imagery.
    - iv. Continue to promote community events.
    - v. Consider a new logo.
      1. This is our "first impression"
      2. Should be simple and eye catching.
      3. Example: Keep Charleston Beautiful logo.
    - vi. Maintain the message of the banner



- consistently. Change every two months.
- vii. Use banner to promote important projects. Helps to identify what we are about.
- viii. To maintain promotion consistency:
  1. Pin announcements so they will always be at the top of the feed.
  2. Not available on FB, but coming
  3. Upcoming events are listed on the right side of the page.

c. Twitter

- i. Open an account and choose meaningful organizations and individuals to follow.
- ii. Discussion: are we able to maintain a twitter account successfully
  1. Lack experience and expertise in this networking tool
  2. Lack personnel to manage it
  3. MB will see if Erin is interested or able to do this. DONE

d. Town web site

- i. Update our page. Information is out of date.
- ii. Continue to post minutes of all meetings.
- iii. Our FB page (on the About page) links to the town web page.
- iv. MB will meet with Ashley on this.

e. Discussion: to change name and logo?

- i. Garrett Milliken stated that the name James Island Pride is beginning to gain recognition. To change it might lose that momentum.
- ii. An updated logo would be helpful.

4. Program Updates

a. Helping Hands: Mary Beth Berry reported

- i. Next service day, October 24. Troop 46, Adam Moranski, Troop Master
- ii. November 14 Service Day will be last before winter. JICHS HOSA will work that one.
- iii. We will pause for winter and pick up again in March 2016.
- iv. Lowes of James Island donated 20 packages of yard waste bags and three push brooms. MB will send a thank you letter and certificate of recognition. DONE.
- v. We will seek other sources for donation of materials.
- vi. There are three requests for service we cannot serve because of the limitation of access to mowers.
- vii. We may seek individuals to volunteer to mow with the youth groups.
- viii. Discussion: can we pay for mowing service? Cost would be around \$35 - \$40 per yard.
- ix. Possible solution: we do not serve all of our clients each time.
- x. Town may be contracting with a landscaper to service the Pinckney Park and perhaps they would support this program.

- b. James Island Arts: Katherine Williams Reported
  - i. Ten areas of responsibility or bailiwicks need to be filled. Seven have been taken.
  - ii. Tasks will be delegated and deadlines will be met.
  - iii. Businesses will be approached for donations to ensure sufficient revenue and also to increase awareness of the value of arts on the island.
  - iv. Grants will be requested.
  - v. Garrett Milliken moved to move \$300 from James Island Pride account to James Island Arts for seed money. Seconded by Grant Scurry. Approved. Garrett will see Merrell Roe to effect the transfer.

5. Upcoming Events

- a. AAH pickup set for Nov. 7. Grant Scurry will find lunch donor. DONE - PAISANO'S
- b. Arbor Day scheduled for Dec. 4
  - i. Repeating successful plans from 2014
  - ii. Seeking greater participation from Kathy Woolsey
  - iii. Will plant three Chinese Fringe trees. Red Bud trees planted last year are doing well so far although there is a beetle threatening the Red Buds.
  - iv. 2016, this will take place at a different school. Ft. Johnson Middle School will be under construction then. Our trees will not be disturbed during this period.
  - v. 10,000 Trees will be ending its work. We may obtain additional trees before that happens.
  - vi. We should promote the fact that these trees are available perhaps in conjunction with Arbor Day.
- c. Poems from last year's event have been framed and are hung in front foyer at Ft. Johnson Middle School. Perhaps a photo could be taken and used for advertising next year.
- d. Community Hero Award
  - i. application is now visible on Town Website
  - ii. Erin will send out email
  - iii. Suggestion: have recipients from last year present this year's award.
  - iv. Need to contact last year's winner to bring in the Golden Rake!
- e. Community Pride grant due on Nov. 15. Garrett Milliken will make the application.
- f. Group from Wadmalaw has seen what we are doing and beginning their own similar project.

6. Next meeting TBA. Garrett Milliken will check availability of the room.

7. Meeting adjourned at 6:40.