

James Island Pride  
Minutes of Regular Meeting  
September 17, 2015

In attendance: Amy Ball, Mary Beth Berry, Inez Brown Crouch, Irene Gethers, Deanne Grayson, Garrett Milliken, Grant Scurry

The meeting was called to order at 5:30 by Grant Scurry.

I. Budget Review

- a. This discussion will be postponed until the next meeting. Grant needs time to confer with Ashley Kellehan and Merrell Roe.
- b. He will send out an email within two weeks which will provide more direction and clarification.
- c. Individual budgets for each program will be considered.

II. Minutes Approval

- a. Minutes from the August 20 meeting had been emailed to all.
- b. Minutes were approved by unanimous vote.

III. Adopt A Highway report on Community Cleanup of Sept. 12.

- a. Garrett Milliken will write thank you letter to Chic Fil A for providing the lunch. Deanne Grayson will email contact information to Gary.
- b. Turnout was excellent and included two Boy Scout troops (44 and 46).
- c. Over 30 bags of litter and recyclables were collected.
- d. The First Baptist Church Brotherhood has adopted Old Military Road and were invited to join us for lunch. It was agreed that we should invite as many groups as possible who might have adopted highways anywhere on the island. We will need more food.
- e. We have added the email address of the Brotherhood member in charge of pickups to our list.
- f. We were happy to see two families, parents and small children, who came out to pick up litter.

IV. Green Fair

- a. Inez Brown-Crouch said that Carter McMillan would take a shift. She will call him.
- b. Otherwise, sign-up sheet is complete.
- c. List of items to take was reviewed.
  - i. Two tents (CERTS) and chairs
  - ii. Peat pots, seeds and planting soil
  - iii. Posters
  - iv. Raffle tree and tickets. Reminder: winner of the tree must pick it up at Town Hall.
- d. June Murray created posters for the event and has brought them to town hall.
- e. Amy will contact Michelle Lee to see if NHS students will be available.
- f. Henrietta Martin donated candy.

V. Helping Hands report

1. Next service day is September 26, this coming Saturday.
2. Volunteers: High School group HOSA (Health Occupations Student Assoc.)

3. Mary Beth Berry asked that a vote be taken to approve purchase of a lawn mower from True Value Hardware on Folly Road. They have offered us a mower at a discount (tax free). Purchase was approved unanimously.

## VI. Branding

- a. Sam Martin, Communications major at College of Charleston lead a discussion on aspects of branding for the committee.
  1. Existing Facebook page has good framework, but he sees room for improvement
  2. The issue of cost was raised. We were told that using social networking was essentially free. Graphic Design could be a cost or students might be engaged in exchange for experience.
    - i. Gary and MB should reach out to students to seek out potential graphic designers.
  3. Garrett Milliken stated that we need volunteers. Sam: Facebook is good for that, Twitter not very good.
  4. Inez Brown Crouch asked about contacting people who do not have computers. Sam suggested local news outlets, PSD inserts, marquis flyers to churches, announcements in schools.
- b. Discussion
  1. Branding through use of a new name
  2. Amy Ball asked that we should bring suggestions for new names to next meeting.
- c. Sam will return for next meeting with a comprehensive presentation.

## VII. New Business

- a. Community Hero needs to be publicized.
  1. MB will see if it can be highlighted on town website.
  2. MB will ask Erin to prepare email campaign and FB page
- b. Arbor Day is First Friday in December
- c. Next meeting is scheduled for October 15

## VIII. Meeting was adjourned at 6:30