In attendance:

Al Wille

Jeff Vinger

Jannie Layne

Kelly Powell

Dorothy Cardiel

Dr. Joe Zurborg

Ken Spencer

Tony Kaczoroski

Meeting Started at 6:00 pm

Guest Introduction – Judie Kaczoroski, Andy Cardiel, Anji Peacock– Big Deal Marketing, Hayden Cherry – Hyped Promotional Products, Ken Galloway guest tonight and then a member as of today. He will also be on the Jury for the design competition.

Meeting Minutes – no corrections

Minutes approved.

Financial Report – Total $4,289.01 available funds. Deposits in the total of $920.62. Jeff worked with Legacy bank to refund the monthly service charges. Another check $175.00 to be deposited.

Report approved.

Tony still owes for 6 tickets which will be paid before next meeting

Old Business –

Strategic plan – Jeff provided hardcopies of the plan and it is about ready to go up onto the website. Package for the rules and Regulations. Met with Dean McKeith – school of Architecture. He has been helping out with feedback and connected Jeff to Joe Weshire – designer of the National WWI monument in DC and he has also accepted the invitation to be a jurist along with the Dean. Jeff has reached out to a number of others to provide a member of their team to be a jurist and to attend the Oct 1st event. Jeff is waiting for responses from them all.

Jeff has been getting details back on the rules – one of them is how the finished product will be returned back. Does not want to deal with hardcopy items – electronic only. File size no greater than 10 mb. Email submissions or send back on a stick. Jeff’s role will be to scrub all of the submissions for an anonymity check to make sure that all submissions are anonymous.

Chad Wolf – meeting with Jeff to provide him with all drawings of the park. Jeff will go back to McCullen to get more current details. The road will end up being a three lane road.

Jeff passed out the competition brief. The purpose and philosophy of the contest. Jeff will let Kelly know when the document is ready to be published on the website and/or social media. This will be used for the contestants to download to work with for their concepts.

Limitations of the site, power lines, not to be an additional entrance or exit on pump house road, must share the parking lot so that we are not wasting our money on infrastructure. They should blend with the existing architecture that is there. Everything that is there is ADA compliant. There is also a children’s play area.

Presentation on the first of Oct. Jeff will put this together in the next coming weeks. Should not get into too much detail – should be more of a launch and then redirect to the website.

List of places of which to post – like AIA places, websites and those that are specific to these types of competitions. Jeff will be sending packages to each of these entities.

The Dean is ready to help out and get into all three schools within the UofArk.

Jeff will also publish the flyer to all AIA members.

Everyone thanked Jeff for all his efforts.

Jannie – We have come a long way.

Kelly – Social media update. Press release has been posted. Members have been adjusted accordingly. Anji suggested that we add all of the social media links to the website.

Dorothy asked about creating an event on Facebook. Kelly is not going to be there.

Jannie said for us to look for volunteers to come to the event and help out with the Facebook live.

Each member needs to create an event and share it.

Kelly asked if we were going to invite the general public and the answer is yes. If we run out of food, we do….

Jannie encourages everyone to have Instagram and twitter accounts to grow our following.

Fundraising

Dorothy – Jeff Wood was present at the subcommittee meeting, he created a draft for the second press release for this coming Monday. The first one has already gone out. Ed Harwell is going to bring his Service and Sacrifice truck to the Oct 1st event. Jeff is connected with Ed to get details on his truck. This press release will focus on the Jury Panel. Peter, Joseph are confirmed and now Ken Galloway will go in. Ken is a National Guard Veteran. Jessica Gramm – Business Owner.

Discussion of the Press release – Typo in the fifth paragraph – first word.

Jannie – is this too wordy… Jeff likes this format as it is helpful to hand out at the event if needed. Can be used to give to the media and then post on our website. Media is looking for a quote and if you feed them then they can run it.

Change the wording to SVMO plans on raising the funds.

Do we want the press release to announce the jury? Yes, because it shows the level of those that will be on the jury…. Jeff gave Jeff Wood some additional info. That could be included in Lorinda Jenks at the Democratic Gazette she will not only publish it, but she will show up at the event. She will work to really help promote the event and our organization.

Ken’s picture was in the paper last week. If you take a picture at the event or a picture of Ed’s truck and send it to them with a little blurb, they will print it.

We do not want this press release to go out on this Monday. It should be held for another time.

The second press release goes out on Monday and the third on the 23rd.

Jeff has a press release concept for the one that will go out on Monday. Dorothy will work with Jeff Wood to get this formatted and sent out.

Dorothy has confirmed that Stephanie Blevins will be at the event.

Dr. Joe brought some fundraising items to share and to see what will be of use.

Jannie and Dorothy had a conversation and basically wanted to present to the board that we should hold the fundraising event opportunity for another time and not mix it with the Oct 1st event.

Jeff thinks you should use every opportunity as a fundraiser.

Al got a dozen donuts a week for a year.

Dr. Joe has Jonny Cash and Elvis Presley, General Tibbets – book signed by him, and many other items for the tables – decorations.

We currently have 5 or 6 items for a silent auction. We need to get 4 more items.

We were published in the Arkansas Living Magazine.

Invitation has been sent to the Goveern’s office. He is unable to attend, and Stephanie will be there to say some words of support.

We have flyers printed from a donation from minute man press.

Who has the contact for Lindsey agency? All members should review the google sheets on a regular basis to add and to use it to check to make sure we do not double up.

Al and Jannie (+1) can be there in the morning for setup.

All food preparation will be done at the ACO.

Dorothy will send an email to Kelly and Jeff to find out exactly what is needed. Cook from ACO, the tech person will be on the email and Kelly and Jeff can coordinate with Cook on what is needed…

There will not be any handouts at the event specific for the Design Competition.

Jannie said Hanny will be there for Bozman. Also submitted the request to the Cotton’s office. 3 City Council members will be there. Any of the dignitaries that will be there, they need to be introduced and given a timeslot to speak. Arron is no longer with Womack, he is on his own and doing his own speaking. If anyone knows his it would be great to be able to reach out him.

Jannie – Stated that Dorothy has done a wonderful job in doing this. Please keep her in your prayers for her upcoming surgery on 9/23/19 and keeping her from doing too much at the event.

Here are Dorothy’s notes from here complete report to the Board on the PR and Fundraising Subcommittee: Anything in RED was added during the actual board meeting discussion.

Public Relations/Fund Raising

Committee Report

9-5-19 By Dorothy Cardiel

PR/FR sub committee is meeting prior to Board meetings and also met two other times in August. Action taken and plans are below.

I am scheduled for hip surgery on Sept. 23rd, thus not sure of my stamina for October 1st event. I will be in close communication.

October 1st: Design Competition Kick Off PLANS

\*I’m excited to share that I have arranged for Ed Harwell’s truck, “Service & Sacrifice” to be parked in front of the ACO for our event. I’m sure it will catch a few eyes! Jeff W. will be adding it into our next Press Release! On Sept.9th!

\*!st Press Release done.

\*We were published in the “Arkansas Living” Ozark Electric magazine.

\*Stephanie Blevins (Governor’s representation in NWA) has agreed to speak at our event on October 1st.

\*An invitation to the Governor’s office was sent but he cannot attend. BUT he is aware of our group.

\*Two flyers were designed and one printed for distribution. Tony K arranged printing donation with Minuteman Printing. VALUE:$60.00

 Jim Reed brought some to Kiwanis meeting and the Chamber in Springdale. Jeff W. brought flyers to Rotary. Tony K. shared with the BNI meeting (Business Networking group). Dorothy brought flyers to Fayetteville Rotary. Al Willi is distributing flyers at the Am. Legion and I will take care of the VFW group.

\*Jannie and Dorothy have been working on sending invitation emails to personal connections, friends, family, and groups on our Google contact sheets. **BOARD members need to do the same. IF you talk to someone or send an email, Please update Google sheet.**

**\*2nd Press Release was discussed and edits shared by Jeff V. and Jannie. Suggestions to remove Jury names and JV quote. Dorothy to relay discussion to Jeff W. on sub committee.**

LOGISTICS:

\*Set up time: 10 to noon: Tables, chairs and decorations

SIGN UP TO HELP; JANNIE, JIM REED

NEED TWO MORE: \*\_Jannie will bring another person

\*\_Al Wille

\*Set up time: 4 to 6: Food trays, drinks and bar:

SIGN UP TO HELP: Andy Cardiel will run a cash bar (beer & wine)

Dottie will come to assist depending upon post surgery ability.

NEED THREE MORE TO ASSIST WITH FOOD

1.\_Jannie + 1 2.\_Jeanine (Am. Legion/ACO lady) 3.\_Sue Magdefrau (Maybe)

4. Al Wille

\*Break down: 7:00 – 8:00 Un-decorate, put tables and chairs away. SIGN UP TO HELP: Tony K. NEED THREE MORE TO ASSIST: 1. Jannie + 1 \_\_ 2. Al Wille

DECORATIONS: Jannie in charge and will arrange greeter table also. NEED: 3 clipboards for greeter table to facilitate sign in.

(Floral arrangement, centerpieces for tables, etc.)

Jim Reed has acquired 10 white tablecloths for the guest tables!

Dorothy will work on tablecloths for the food table and tall cocktail tables.

Food and paper goods: I am waiting to here back from a donation request to Sam’s. Both Super center Walmarts said that I had to make a request through their online system now. They do not accept letters at the store. I went online and neither store was available to do a donation. So I did one for the Neighborhood market near me. We’ll see.

We will have finger food, plates, napkins, cups. Water server w/fruit - OK

NEED update on Facebook Event set up and doing a LIVE video on the night. Donation jars: one for bar and one at Presentation table OR Greeter table?

NO Presentation table needed, NO handouts. ADD Podium, which will be requested with joint emails to Jeff V. & Kelly mid September connecting tech facility person, Cook Venuble at ACO.

Kelly will not be at event and not sure about doing video. Tony K. may take up that task.

ADDED: With discussion but no vote; TWO tables for Silent Auction items will be needed. Bid sheets and accounting set up for check out. Jannie will manage all.

Dorothy passed out a personal donation opportunity for each Board member to consider doing before the end of the year.  If each member did it, we could bring in another 3 - $4,000. before Dec. 31st.  Regarding tracking donators names: yes - each Board member would have to give names to Jeff V. or Matt to be listed in our yearly data.  Jannie stressed that donating in this way or not has nothing to do with being a member of the Board and it’s solely voluntary.  Dorothy agreed.

Dorothy offered up a possible Holiday gathering the 1st week of December in order to invite other veteran groups we are all connected with to network and have the get to know us all. Dorothy could arrange it at the Elks lodge with a meal (2 or 3 choices) for 40 to 50 people.  No room fee.  Estimate cost at $60. dollars a couple (small profit to us) AND we could have a SILENT AUCTION and probably make a lot more on the items.   No discussion happened

Jannie asked Kelly to see if Baily could come and bring a student to take pictures and get the event into the school paper. She is inviting everyone that she knows of and can think of.

The event flyer has been sent to all members and has been posted on Facebook.

Dr. Joe visited with Lowes – Lance would like to come to the site once we start construction to see what we need that they can help with.

Jim Reed reached out the to the fire department and police chiefs to reach out to all of their crews to let them know about the event.

Tony – Salesforce –

Salesforce.com, Inc. is an American cloud-based software company headquartered in San Francisco, California. Salesforce is a [customer relationship management](https://www.salesforce.com/crm/what-is-crm/) solution that brings companies and customers together. It's one integrated CRM platform that gives all your departments — including marketing, sales, commerce, and service — a single, shared view of every customer. They have a Free 10 user license for non-profits. I used this application at Soldier ON Service Dogs. I am comfortable to offer to set this up for SVMO and get it working to allow everyone to see how it works and hopefully be able to use it to track all donations, marketing campaigns, events and contacts. Dorothy is email the board my complete overview on Salesforce.

Jannie – Oct 1st event, if you are coming be there before 6 if at all possible. Al suggested that we hold the presentation for a little but to make sure that the people who will arrive a little late will hear.

Anji Peacock – Big Deal Marketing. Looked a little but online. Sees the FB page and website. Listened to the things happening, press release, opportunities for the design competition. Suggests that that everything should be on Facebook. Fayetteville and Rogers have done students that say 90 % of people will go to Facebook first. Everything should be shared on and from Fb, Instagram, You Tube, etc. Try to double up as much as possible. FB owns Instagram, Google owns 50% twitter and 100%You Tube. Get a LinkedIn business page. Need someone on the board who has a LinkedIn page, it will tie to his LinkedIn page – they will never see his personal page. Then you build an SVMO page off of the personal page. Allows you to connect to business pages and post as a business for events. On FB – looks like you have not socialized with other business pages. You need to like other business pages from the SVMO – post 4 times a week on Social media. If you do not have the content about SVMO post about things that are relative to the organization. Build you community. Everyone should be invited to out Facebook page. Use the automated tool to invite all of your friends to like the SVMO page. Likealyizer is a free tool to score your Facebook page. Videos – short or long – great to use for getting attention. Google is king – a website has to be searched and reached in order to grow its presence. Use YouTube to help promote traction on our website.

Hayden Hyped Promotion. Over 1 million products. Things that can polish your brand. Pens up to a full-size channel banner on the side of a building. Apparel products - Everything starts with a quality of One. This can be done locally in house. Gathering events are great for promotion products – banners, non-permanent signage – ribbons, vynal door signale or window clings. Event tents, tablecloths. Sun glasses – sub $2.00 range. They tell you want is effective and what is not. Coozies is not effect, where pop sockets are effective. Cheapest way is to take your drink to the next level is java jams – disposable item and disposable price. Fundraising – products to get into consumer hands and homes. T-shirst, tubmlers or if you do this you get a custom item tying the item to an action.

There was a discussion regarding getting black T-shirts to wear at the Oct 1st event. It was not clear on who was supposed to follow up on this.

Our logo is in violation of the US flag Code because the discs are covering the flag.

Jannie suggested that we just go with the flag and SVMO and remove the 6 discs.

The discs are protected by copy right and cannot be used without expressed written protection.

The current logo does not fit correctly in the facebook logo.

Anji has offered to produce a new logo for free.

Dorothy asked what color for the polos – it was decided on Black for the color.

Dorothy – Issue of increasing funds for the organization. End of the year campaign that is board driven. Each board member will commit to give X$ by the end of the year and make a commitment to ask X number of people to give a certain amount. Jannie – said you’re your participation is not dependent upon a financial commitment. It is everyone’s choice.

Idea for a holiday gathering for Veterans to get groups together to network, meet and collaborate. Elk’s room could be used with a choice of meals. American Legion, VFW and other groups can be invited to share time together. Might be able to make a little profit off the ticket prices.

We are looking for more money-making opportunities.

The meeting ending at 7:15 pm.