



ames pride

Board of Directors Meeting

October 19, 2017 - Ames Public Library - 6pm

Next Meeting: November 16, 2017 - Ames Public Library- 6pm

1. Attendance

- a. Meeting called to order at 6:12pm
 - i. Joel Hochstein, Chair -he/him - Present
 - ii. Tyler McKnight, Secretary - he/him - Present
 - iii. Brian Vanderheyden, At-Large - he/him - Present
 - iv. Brittany Rasmussen, Vice Chair - she/her - Excused
 - v. Tanvi Rastogi, At-Large - she/her - Excused
 - vi. Mara Spooner, Treasurer - she/her - Present
 - vii. Nicci Port, At-Large - she/her - Present
 - viii. Brad Freihoefer, At-Large - they/them - Excused
 - ix. A. Norman, At-Large - they/them - Excused

2. Organizational Updates

- a. IRS Status Update

4. Pridefest Review

- a. General Thoughts (Overall)
 - i. Very positive feedback from the survey overall
 - ii. Start volunteer gathering and organization earlier next year
 - iii. Cool things happening with campus orgs and community partners in partnering with events
 - iv. Didn't seem to have any issues with politicians doing canvassing outside of political vendor spaces
 - v. Potential accessibility issues with Bandshell; suggested to hold on Main Street
 - vi. Teens had a great time at the event - from Ames and outside of Ames
 - vii. 2017 happened due to existing relationships

b. Sponsorship

- i. Collecting money from Sponsors was simple
- ii. Collecting through Paypal does have a cost, so we'll need to budget that
- iii. Paypal was very convenient and quick for sponsors
- iv. Possibly communicate to sponsors that we would prefer a check but they can use any method
- v. Barilla and UCC have said they plan to be sponsors for 2018
- vi. Possibly approach Prints Copy Center about being the "official printer of Ames Pride"
- vii. Sponsor social hour? Present awards and thank yous
 1. Kick-off event for sponsors when we announce Pridefest 2018 date
- viii. Intentionally send out a letter and sponsor packet to orgs we want

c. Entertainment

- i. All of the entertainers enjoyed their experience
- ii. They were all *pretty easy* to work with
- iii. Should definitely start earlier
- iv. Try to find a big act and then find someone to sponsor that act - "This act sponsored by..."
- v. Possibly have an educational series with panels and speakers
- vi. Possibly change venue
 1. Take over metered lot next to the library
 2. Utilize APL, UCC and lot for different events
 3. Would have to have a stage
- vii. Have the MC talk about other things going on at Pridefest, other than just what's on stage
 1. Have some notecards on what's going on
 2. Talk more about sponsors

d. Vendors

- i. Target pride gear vendors to participate - (Photosynthesis)
- ii. Intentionally send out a letter and vendor packet to orgs we want
- iii. Online form is a much better tool to keep track of everything
- iv. More communication with vendors would be great - can utilize different tools like MailChimp
- v. People wanted to see more food vendors
- vi. Vendors were very thankful that we had extra tents
- vii. Have a hard deadline - no extensions

e. Kid Zone

- i. Great Idea
- ii. Community canvas was awesome
- iii. Welcoming to kids of all ages
- iv. Make it more visible
- v. "Presented by The Workspace"

f. Marketing

- i. Window clings for Vendors - "I supported Ames Pridefest"
- ii. Ames Pride merchandise to sell
 1. Buttons and enamel pins
- iii. Website
 1. Thank on website for vendors/sponsors
 2. SEO for website
- iv. Sending out press release earlier
- v. Got some great media coverage
- vi. Possibly do more print, radio, digital advertising
- vii. Contact One Iowa about including it in their newsletter
- viii. Pride Guidebook to preview event - Guidebook app

g. Other Pridefest Items

- i. Look into walkie talkies with a headset to communicate better
- ii. Activity stuff besides vendor stuff
- iii.

5. Coming Out Day Community Potluck Review

- A. Had about 20-30 attendees
- B. Dan from the Ames Tribune was there
- C. There was feedback provided on the gallery walk signs

6. Bylaw changes

- A. None

7. Queers and Beers

- A. Review time frame
 - a. There have been comments about moving it back to 3-5 pm
 - b. Will be moved
- B. Do we change locations or stay at one?
 - a. Last event had fewer attendance
- C. Ideas

- a. Queer-aoke
 - i. Mara has a karaoke guy
- b. Snack Potluck
 - i. Do this for November
 - ii. Allergens listed
- c. Queer History Trivia (LGBT history month kickoff)
 - i. Went over really well
- d. Speed-mingling
 - i. Provide questions in a fishbowl
 - ii. Just do it for 20-30 minutes
- e. Gayme Night
 - i. Partner with Tabletop Gaymers
 - 1. Mara will contact

8. Strategic Planning

- A. Future Ideas
 - a. Educational/Speakers series
- B. Maybe waiting to do some of the deeper planning until we have a more diverse board of directors
 - a. Focus on mission and purposes initially
 - b. This process can take 1-2 years
- C. Next meeting, focus on intentionally building up the board
- D. Ensure that we separate the Pridefest Committee planning from the Ames Pride board

9. AMOS Forum on Monday

- a. Can someone attend as a guest of AMOS? Request from Eileen
- b. Joel and Mara will attend as private citizens, but not as representatives of Ames Pride.

10. Adjournment

Adjourned at 8:03 pm

