

Meeting Notes from Saturday, July 15, 2017

Attended: Barb Cressy, Elaine Parker, Miranda Parker, James Masters, Renee Snodgrass

- Next year's location is reserved (Rotary Park, June 10, 2018), but the city can't invoice us until 2018
- We decided to brainstorm new names so that we can expand our radius outside of just Ludington and bring people in from Muskegon all the way up to Traverse City.
 - Ideas were: West Side Pride, Lake Michigan Pride, Lakeside Pride, Lakeshore Pride. We settled on West Shore Pride because that was the name of the original picnics in Ludington and we want to carry that forward. Renee will check with David Hawley so that we honor the original event, and Thom Hawley to make sure we don't interfere with WSCC
- Board members of West Shore Pride will be:
 - Renee Snodgrass, President
 - James Masters, Vice President and Treasurer
 - Barb Cressy, Secretary
- Barb and Elaine will also work with PFLAG Manistee to continue Ludington meetings and hope to bring Mama Bears to those meetings. (Beth will also work with PFLAG.)
- Renee will start the process of articles of incorporation and non-profit status, with Miranda Parker's help
- Ideas to follow up on later:
 - Love Ludington grant
 - Picnic the day before the rally to be social, build momentum, and make t-shirts and signs together
- The key to pulling this off is taking on different tasks so that we don't duplicate work and can play to people's strengths. We should discuss things together before nailing things down, though.

Positions or tasks within rally planning are:

- Performance coordinating (Elaine)
 - Find people to participate
 - Schedule them in the right order
 - Gather the right equipment
 - Have better sound/volume (we had a couple of complaints)
 - Set out performer guidelines
 - Secure big speakers like the mayor, public representative, or other keynote speaker
- Vendors/booths
 - Need a permit to have booths?

- Figure out how many booths we have space for
- Get participants, both non- and for-profit
- See if we need contracts, agreements, or money from them if they sell things; maybe we could ask for a small percentage of profits
- Get food vendors/trucks
- Someone to sponsor free water for everyone (maybe Chris Koates-Kuras and Home Depot)

- PR and social media
 - Website
 - Facebook
 - Instagram or Twitter to bring in younger people (maybe have Caleb run this)
 - Press release far ahead to solicit vendors (unless we want to ask them one-on-one)
 - Reach out to chamber and tourism bureaus, community groups, churches, pride orgs in Muskegon, Traverse City, Grand Rapids, etc.

- Guest experience (Barb)
 - Can people find what they're looking for? (bathrooms)
 - Do people know what the gathering is? (signs leading them to the event, a sign saying what it is)
 - Are we collecting their information if they want to be involved?
 - Are they safe? (First aid kit, ADA-accessible)
 - Can they participate? Kid's table, teens or tweens table
 - Stickers, other things to make people feel included like rubber bracelets, henna painting

We need funding for:

- \$25 application fee, \$100 for other fees to the city
- Decorations like a balloon arch
- Publicity: newspaper and radio ads, posters, mailers, signposts
- Website domain
- Things to hand out to people
- Kids and teens tables

We can also fundraise before and during the rally for other goals of the organization, which are:

- Social functions: game night, coffee hour, picnic
- Education: helping high schools start GSAs (won't need funding, but will need support); consulting with businesses and groups for LGBTQ cultural competency
- Community representation: serve on boards, work in the community, so that people know LGBTQ people aren't scary(!)
- Visibility: coming out events, the rally, alternative prom