

March 15, 2018

EP Sun City PRIDE Minutes

715 pm start

In Attendance: Edward, Travis, Dave, Raul, Vicky, Ray, Oliver, Chris, Dove, Freddy, Nikko

GUESTS:

John with Elevated Solutions a Fundraising Tool that EPSCP might be interested in.

This is a text to engage system. It can be used for telethon's, text to donate, text to vote, and silent auctions. This is based on texting and not email to avoid falling in to the clutter of email. Micro-donations and direct engagement is gaining in popularity with donors. We could have this running at any of our major events and at the PrideFest: Cost: 3,500 for the year and available for all events OR \$2,000 if we do a 3 year contract. You get your own dedicated number and do not share so this can be used for multiple events and allows you to stay in touch. People can unsubscribe if desired. We would have access to the reports.

EDWARD/PRESIDENT'S REPORT:

There are have been multiple one on one meetings with each role. People are moving forward and we will keep following up with each role.

SPONSORS: Reminder that the requirement is two monetary and one in kind sponsor.

LOGO LAUNCH PARTY: Nadine is excited to manage this event. Primary events will be between 4-6. We will have the Zoo Animals in Costume there. Chico cannot be available. Grand Marshalls: Ruben as county Judge Will be a Grand Marshall, Shelly from City Magazine, Angelica Moreno with Rainbow Miner Initiative, Dr Aloza from The Purple Pages. There will be pins provided this week (Pinning Ceremony at 5pm). There will receive sashes before Pride Week. Channel 9 has written up and the El Paso Times/Herald Post have all released information on our Logo Launch Party Event. There will be dollar drafts and a shot called "Date with an Alligator." Step and repeat will be there. Stickers will be FREE. T-shirts will be fore sale to public at \$20.

BIKE RUN: Ride for Pride will be Sunday July 1 as a Special Event. Will be for motorcycles that start at the Hydrant/B17's and will end in Pride Square. It will be \$0 for single rider and \$20 for couple. The bikers often donate to different sources and we are debating giving this money raised to the Rainbow Miner Initiative. [Insert Chris Eck: Can we also look at creating small scholarships for local GSA Summit? Yes, this is possible but will be pulled from separate funds.]

VOTE: 14 in favor of creating this event.

RAUL/VICE PRESIDENT REPORT:

Since Taz is moving away, we are having it taken over by Raul, Dave, Evey. Everything is essentially done thanks to Taz. Tents&Events will cost \$15,000 for truck, clean up crew,

generators, fencing. This is approximately \$10,000 better deal than our previous years. We may have a Sponsor (Jacobs Engineering who is working with the Bonds for EPISD/Socorro) to pay for the entire festival.

TRAVIS/SECRETARY:

Shirts are \$15 dollars for board and \$20 for general public.

Brunch is happening with coordination from El Paso Live! and they may bring in a restaurant to help with catering. They will live music set-up in ArtsFestivalPlaza.

Merchandising: Fans, Pins, Buttons, Backpacks, Water Bottles, Stickers, Temporary Face Tattoos, make your own button station for kids.

NIKKO WITH INDIGO:

New Events are being proposed by the hotel.

Pool Party at the rooftop with a RuPaul girl. Goal would be to create buzz. In May during first week (**April 22nd** 12-8pm) We can take \$2 from each cocktail or the whole door. VOTE: 14 in favor.

Dine with the Divas: Preset menu and price. Limited ticket sales. Classy dinner for higher end donors and have a three-course dinner. Goal would be to complete end of May (third week). Pride would benefit from percentage of sales. **May 20th** 530-9pm. VOTE: 14 in favor

Closing Pool Party: Themed a color. Will be meeting with liquor company with goal of a certain amount of dollars per drink sold. Date: Sunday **June 24th**. 2pm - 8 pm. Brunch before?

Board Appreciation Dinner: Hosted by The Downtowner. **July 29?** 530pm. You will have a +1

[Dave idea:] Let's give a Sun City Pride Community Partner Award from pride.

CHRIS/VOLUNTEER DIRECTOR:

Chris: Claudia will be working with communication and outreach. Oliver can help him as well as needed. We need more volunteers for the Summit on the 28th. Claudia has been helpful with the Facebook Group. We need more volunteers for the LGBT Summit. Ray, Edward and Laura will need more volunteers. Kohls, Sam's and Apple will give us volunteers if we are 501(c)3.

OLIVER/PR/MARKETING:

Flyers for volunteers are completed. Scholarship flyer is being completed. Fernie is also working on Jada for Audition Flyers. Working on Pride Spotify Playlist. We will provide flyers to those going to Phoenix Pride. (We will have online vote for those going to give names to those at Phoenix Pride.) There is now an online group where you can post what you need for PR and Marketing. We have been in touch with a few different news stations that are on the call roll to promote our events as needed. Phoenix Pride is coming soon. Goal is to have entertainment

confirmed by end of next week. PK Graphics will do 5000 of the postcards for ~\$100. They can be done overnight if you pay more.

VICKY/COMMUNITY OUTREACH:

Meeting with a few community organizations to discuss additional volunteers. Eaters Baskets are also being emphasized on social media as well as with personal messages to those coming to our Logo Launch Party. Emphasis is 4 baskets per board member with Deadline before Easter on April 1st. GSA Prom location has been secured at Scenic View Ballroom on April 28th? They do need help with media, food and entertainment. Security is another need of this organization. This is through a partnership with MCC Church. The prom and church will need flyers potentially IF we can help – otherwise, we may just need to do digital marketing.

Scholarship Application is released, please continue to share. If we raise in excess of our goal, this will go towards next year so that we have a set fund. It would be nice to have a set fund each year so we are raising for the future and not worrying if we will meet our goal each year.

RAY/SPONSORSHIP:

Festival is \$45,000. If each Sponsor can bring in their monetary sponsors, we can meet this goal. MCC Church would like to have a picnic service at San Jacinto Plaza. We will get food donated. We will just be promoting. There is a rental fee for the park (\$75). Date: May 20th.

VIP Tent: There may be mechanical bull insurance but this would need to be included in our insurance. The pride board seems to be against this for the risk of high liability.

One of our biggest sponsors: The City Magazine still needs a meeting.

DAVE:

Entertainment: We may have to change based on Nina Sky's desire to go solo and be re-introduced. Trinity Taylor and Bianca are options.

We will not do the additional street closure. We will have a bump out section for 4 parking spots to allow us to deliver entertainers and keep movement.

We are also having the possibility of 4-5 adult vendors in their own tent that is separate from the rest. This is a way to introduce a new community section. It will have bar space. VOTE: 10 yes, 2 abstain.

Vendor form is online. We need to decide who is available for receiving and coordinating this.

DOVE/HISTORIAN:

We are also having another event for Pride on Saturday to help raise money for scholarship. This can replace seeking a sponsor if Nikhim and Back in Black would like to be sponsors and help us produce a web video.

FREDDY/PARADE:

Application will be done for parade and we can upload this to the website this week. We are still seeking drag queens with Carnival Theme Outfits.

Close at 9:04.

NEXT MEETING on March 29th at 7pm. LIKELY AT CHIHUAHUA STADIUM (maybe DOUBLE TREE) depending on sponsor's availability. Will be announced officially soon.