

GLEF Meeting 1.21.24

500 to 6:00 PM Zoom

In attendance: Stephanie Baiyasi, Ziggy Kozicki, Judy Cunningham, Ramona DeGeorgio, Shirley Madden & Sarah Stevenson

Agenda

Minutes approved 6-0

Announcement 5k run has been removed from the 2024 GLEF.

- (1) Shirley and Gary reported about business assignments and the follow up letter that Shirley sent out. List of talking point include reduce single use plastics.
- (2) Contact with area restaurants has been started. Purpose to Reduce, Reuse, Recycle Plastics. Single use plastics are the target plastic to eliminate. Letters have been given to share with business owners.
- (3) Restaurants to add to list include: AW, PM Sandwich, El Toro, Jail House Bar, Surroundings. Judy will take El Toro. Sarah will take Daily Bake House, Arcadia Bluffs Dining Room, and Arcadia Catch 22 Food Café.
- (4) Ziggy and Stephanie have made contact with Golden Stag, El Cantina, Fricano's, The Hampton Inn, Big Al's & North Shore Brewery.
- (5) North Shore Brewery may be the first nominee for Guardian of the Environment because of their carbon capture beer making process. Ziggy coined it "Saving the Environment One Beer at a Time".
- (6) GLEF should provide restaurants with list of vendors to use to find non plastic articles to use instead of single use plastic.
- (7) Blue Fish Dinner Menu April 19<sup>th</sup> is set. Approved 7-0
  - Letter inviting the people who attended last year suggested.
  - There are three dinner options.
  - Electronic tickets. Suggestion is to use the electronic method like what was used at the Don Jennings Dinner. Purchase at door also possible.
  - List will be generated. Electronic ticketing will be utilized to determine dinner orders.
  - Meal order process includes closing reservation date one week before event.
  - Happy Hour at 5:00 PM Dinner 6:00 PM.
  - Awards and presentations will take place at 7:00 PM.
  - Door prizes: Green Amendment 10 books at \$10. Dining room holds 60 to 70 people.
  - Russel Franzen will perform Great Lakes Songs.
  - Desert Denny Hoffman could provide desert. Environmental theme.
  - Cash bar.
  - Use paid ad in News Advocate. Detail about the dinner in news advocate.
- (8) Promotion for GLEF. Approved 7-0
  - ✓ We appropriated \$1500 for PR.
  - Judy and Gary developed a form for promotion activity.

- Judy indicated she will place GLEF Date and name of activity on six different calendars in area.
- Press Releases speakers and events that will take place at festival. Sent out in February. Ziggy and John.
- Most advertisement to occur in March.
- Involve churches in promotion in March. Advertise in their bulletin.
- Have event highlighted in area News-Letters: Chamber, Portage, Lake Side, Manistee Senior Center, Youth Armory News Letter, Little River Band, also contact business community to share with their employees.
- Run advertisement in the Spirit of Woods, Hiking Chapter and Garden Club, Community College.
- Regarding Letter to editor. Environmental topic. Everyone start generating a submission. Do not mention GLEF make it about an environmental matter such as plastic in air and water, PFAS, potential pollution of well water, loss of habitat due to climate change, etc.
- Interview TV and Radio. Ziggy and Stephanie will set up.
- Full page advertise Manistee News Advocate \$750 the week before festival?
- 3 month restaurant advertisement cost to be explored by Gary. Approved by vote.
- Letter to school to identify students to greet at GLEF. This will provide students opportunity to gain extra credit and or community services experience.
- Need to identify faculty and staff in school systems to help out at GLRF.
- Ongoing need to identify what community and organizations can do to Reduce, Reuse, Recycle, and Recover.
- The items in
- Next meeting February 4<sup>th</sup>. 5:00 PM
- Submitted by Ziggy Kozicki