

Meeting: 5:00 PM Zoom

GLEF Meeting 3.10.24, Time: 500 to 6:20 PM Zoom

In attendance were:

Stephanie Baiyasi	stephaniebaiyasi@yahoo.com	989-450-6110
Ziggy Kozicki	zigpsych@sbcglobal.net	989-450-1451
Peggy Raddatz	peg.raddatz@gmail.com	
Ramona DeGeorgio-Venegas	mona_degeorgio@yahoo.com	231-690-6197
Sarah Stevenson	smstevenson@protonmail.com	313-570-9823
Lee Trucks	ltrucks@jackpine.com	231-510-6785
Judy Cunningham	jpc4466@gmail.com	231-794-0005

Quorum was present.

Excused:

Shirley Madden	gspmadden@gmail.com	313-478-5347
Gary Madden	genie42br@gmail.com	313-478-6250
John Helge	Johnmhelge@gmail.com	616-915-2403
Karla Smith-Kasten	reuse@mybarc.org	231-492-6138
Kevin Postma	ridesoldbike@gmail.com	
Andrea Paine	alpaine@umich.edu	231-233-5353
Sue Mucha	suzma18@gmail.com	

Minutes approved by acclamation. Treasurer's report accepted by acclamation

Financial Report

Accounting: Wave will be considered per Stephanie

Meeting Summary

GLEF Dinner April 19, 2024 5:00 PM Blue Fish

- Room Rate Adjusted to \$250 from \$500 Thank you Shirley
- Dinner reservations ongoing
- Dessert will be managed per Romona
- Awards Plaque to Guardian of Great Lakes for Dr. Joan Rose Ziggy and Stephanie,
- Certificates to Guardian of Environment Shirley
- GLEF Sticker Shirley, Romona, Stephanie and Ziggy are involved.
- Entertainment from Russel Franzen
- Who are other Special Guests? Who else do we recognize?
- Peggy and Ramona will be taking care of the deserts for the dinner.
- Peggy will call Shirley about dinner order deadline.
- Stephanie suggested committee members register for dinner by 20th of March. Stephanie will send another e-mail on how to order dinner.

- Russ Franzen will perform Great Lakes Songs 5:00 to 6:00 PM. He will also perform at GLEF Expo 4.20.24
- Books from (5) authors associated with GLEF will be promoted and a drawing will include a copy of the book. Tickets will be sold for \$1 for the book drawing?
- Peggy said that e-mails were sent out by Shirley for the dinner. Not sure who is in the email list. Sarah will consider "Google Groups" for dinner and GLEF promotion.
- Web page has QR to order.

Discussion about local art groups.

Ramona shared that Jim Goodman and John with Manistee writers group should be invited to share their work at GLEF.

It was discussed that we will consider giving a Manistee beach glass sun-catcher for each presenter as a gift along with a presenter certificate. Source could be True North Beach Art Manistee. They will be invited to set up a table at expo. Discount is being provided for beach glass sun-catcher by True North.

It was suggested best method to treat beach wood if it used for Guardian of Great Lakes Award. Stephanie is working with Stephanie Mitchel at Mitch Art in Midland to design the award.

Ramona suggested Kaleva art gallery could do art piece if given enough time. Driftwood restoration can be completed with mineral oil rather than acrylic sealer per Ramona.

P.O. Box renewal was authorized for \$51 for 6 months this was approved by group.

GLEF Promotion

Great Lakes Environmental Festival at Manistee High. Ramona mentioned that we should not have green on the poster due to visual issues for some. Wants the poster to be less busy, so Stephanie will send out a pared down version. New Flyer is created.

Ziggy will arrange a meeting with Managing Editor Manistee Advocate Michelle Feddder (Hearst). He has met with Denise Nelson from Hearst who provided a media promotion plan. Sarah will create press release for the paper and other media outlets.

Sarah and Ziggy are going to develop a marketing plan using Facebook, LinkedIn, Instagram, X to promote the GLEF.

Email has been sent to over 40 University professors who are involved in environmental studies regarding GLEF.

Ziggy has been in contact with faculty at University of Detroit Mercy & GVSU and 7 environmental posters are likely to be displayed during the environmental caucus at noon at GLEF. More posters may be coming.

Yard sign proposal. The idea was approved. Ziggy is seeking sign maker.

Eagle 101.5 and Interlochen MPR and TV 9&10 needs to be contacted to complete an on air promotion. (Sarah) will contact be working with Ziggy. Sarah is going to develop to launch a media promotion.

Ziggy mentioned creating a phone tree to be activated 10 days before the event to remind people of the event via phone. Need to collect phone numbers. Suggested everyone develop their own list of ten people to call to invite to the event.

Invitations

Inviting Manistee Co Dems will be explored by Lee and Peggy.

Who is inviting Manistee Co Republican to GLEF?

Who can contact the Chamber of Commerce to participate?

Ziggy will promote GLEF at MDM Rural Caucus at Shanty Creek April 12, 2024.

Ziggy will be in contact Meijer store manager Jamie Garcia for donation.

Ziggy is in contact with North Channel Brewery for Earth day promo. After Glow Gathering will take place at North Channel April 20 from 5:00 to 8:00 PM.

We will be coordinating 2025 GLEF with AFFEW and Manistee High School in the future.

If there are political invitees? If so we need to acknowledge them. Ramona will invite the city planner.
Can we invite all other political candidates and current representatives to attend? IF so who will coordinate this invitation?

WSSC human kind could be involved. Who is in contact with them?

WSSC College faculty has received an electronic copy of the GLEF Flyer to share on campus.

Ziggy has distributed flyers to River Street Business district and also at Manistee High School.

Zig will investigate yard signs to promote and reuse.

Church Sector Report?

GLEF April 20, 2024

Do we provide coffee and water in morning?

Genevieve Fox will be the MC for the 2024 GLEF event. She is also creating news stories that may end up in publication.

John got confirmation for the food truck for lunch. Details are being developed. In addition, Big Al's can accept orders to the event if they are called in and paid for by people attending. Delivery by noon is possible. All orders need to be regarding GLEF and should be completed by 11:00 AM. Do we need two vendors or do we just use one vendor the food truck? What does the food truck offer as menu?

Ziggy mentioned students will be needed to run the camera equipment, audio systems and will be paid by GLEF. Honor students are needed as volunteers. Details need to be worked out with MHS administration. Video production is intended to build GLEF Library of presenters.

Participating College and Universities Report: West Shore CC, University of Detroit Mercy, Wayne State University, Michigan Technology University, Grand Valley State University, Saginaw Valley State University.

The "Climate Sisu" movie from GVSU will be shown in expo hall at lunch with closed captioning
GLEF 4 pm breakdown time. We need help for this.

Do we offer trees as a give-away? 50 for \$80 This is being considered.

We will be coordinating 2025 GLEF with AFFEW and Manistee High School in the future.

We have Clover and PayPal to collect donations.

Assignments

Do we crowd source?

- Who will be there to help out? We need people for each of the following:
- Set up 9:00 AM
- Breakdown 4:00 PM
- Register visitors
- Pass out 100 swag bags
- Coordinate Electric Car Show
- Help promote Food Truck
- Receive Food Big Al's Order if we utilize this option.
- Manage Honor student volunteers
- Manage Video Cameras of Presentation (2 people)
- Manage Movie showing in expo hall and at noon in auditorium
- Play Music before and after presentations
- Put up Posters by 10:00 AM
- Help out at noon presentations and help take down posters at 4:00 PM?
- Help out at Tree give away Lunch Time
- Coordinate Book give away every 30 minutes (using registration slips)
- Direct GLEF afterglow gathering at North Channel Brewing 5:00 PM

Next GLEF Zoom Meeting

Sunday 3.17.24 at 5:00 PM We have Clover and PayPal to collect donations.

Submitted by SJSBK, ZAK 3.16.24