



EDWARDSVILLE – SIUE COMMUNITY DESTINATION GROUP MINUTES July 20, 2021

Call to Order: 6:04 pm

Present: Chairman Chad Verbais, Kelly Jo Hendricks, Cary Harvengt, Paul Pitts, Joel Hardman, Melissa McDonough-Borden, Karen Kaufman and MacKenzie Randolph

Also Present: James Arnold and Desiree Gerber

Absent: Hailee O'Dell and Isabella Pruitt

Citizens wishing to address the Group: None

Welcome new members: Karen Kaufman, Kelly Jo Hendricks, and MacKenzie Randolph introduced themselves, and then the remainder of the group members introduced themselves.

Review of May Minutes: Paul Pitts made a motion to approve the May minutes and Kelly Jo Hendricks seconded the motion. All were in favor of approving the minutes.

Financial Report: Cary reported that the beginning the fiscal year the group started with \$12,000.00. \$91.00 was paid to Brandon Rice for the remaining balance of the parent tour video, and \$603.00 was paid to Casual Tees for the red tote bags. The balance remaining is \$11,306.00.

Springboard: Springboard has been taking place in Dunham Hall Theatre from 2:20-2:50 pm and 2:55—3:25 pm each day. Tables were set up in the Goshen Lounge, and Chad and Joel have been talking to students and parents, handing out bags, pens, Post-Its, and maps. The 20th and final session will take place on July 22, 2021. Approximately 700 bags, which have been a hit, have been distributed. We will need to replenish promotional items.

20th Anniversary of the Edwardsville Arts Center Art Contest: Missy stated that the “Better Together” Banner Contest winners have been selected. The EAC banners will be on display at the Edwardsville Arts Center 20th Anniversary Ice Cream Social on August 1, 2021 from 2:00 pm—4:00 pm, and the 16 banners will be on display around City Park during August and September.

Chad reported that he had been back and forth since late April through late June in attempting to get approval to display the 16 banners on campus. The latest discussion involved a cost of \$1,000 to put the banners up, another \$1,000 to take them down, and brackets would have to be purchased. The group agreed that the expenditure was not worth it.

There was discussion regarding hanging the banners in the “Muck” in the Morris Center. Missy is going to send Kelly Jo the dimensions and contact Sherrie to find out if another size or different type of banner with grommets could be purchased instead of those that go on light poles. Chad indicated that he would continue discussions.

SIUE back at the Goshen Market: Karen reported that various groups had signed up each week for the Goshen Market. There are still a couple open Saturdays, and some groups signed up for multiple dates. Theatre and Dance had students sign up for Friends of Theatre and Dance.

Rotary Student Leader of the Month: Kelly Jo reported that the August and September selection would be combined, and the call for all nominations would take place in September.

Hashbrown Huddle: This event has typically been held at the Wildey Theatre and brings student government and City government together for breakfast and discussion. A tentative date of October 1, 2021 from 8:00 am to 9:30 am has been set. Chad will contact Al Canal to determine if the facility is available.

New ideas for Community Traditions: A discussion regarding sharing of SIUE events with the City and City events with SIUE took place regarding the best ways to communicate with City residents and students came up again. James asked what the best way to get information to students and the group discussed things such as sandwich boards in the Morris University Center, ads on TV monitors around campus, and paid ads in the Alestle. However, it was determined that the preferred way to get information to students was likely Instagram, but it was acknowledged that they pay attention to the other things mentioned on occasion. The group discussed the general need for common ways to share events

Kelly Jo asked that we try to promote the SIUE Family Weekend (October 15-17). The group discussed how there could be maps or posters that businesses hang in windows and we agreed to take it up at the next meeting again. We also briefly discussed renewing the scavenger hunt idea and agreed to discuss it at the next meeting as well.

Chad brought up that classes begin Monday, August 23 and the reverse parade is Sunday August 22 from 7 - 8pm. All were invited to attend.

Joel mentioned that J.T. Snipes will be the guest speaker at the Wildey Thursday, July 22 to wrap up the I.D.E.A. Book Club discussion.

Chad mentioned that the group has several hundred left over water bottles from our effort last year to give all freshmen in the dorms a water bottle and he suggested we pass them out on campus or at an event in the future. Kelly Jo mentioned to contact Kelly Moroney on campus to discuss distributing them to students during the SIUE Experience community service project day during move-in weekend. The idea was well-received and Chad said he would follow-up with Kelly.

Next meeting: The next meeting will be held on Tuesday, August 17, 2021 at 6 pm in the Governor Edwards Conference Room in person.

Adjournment: Paul Pitts made a motion to adjourn, Joel Hardman seconded the motion and all were in favor. The meeting adjourned at 7:12 pm.

Signature:

