### Description: GALA Logo_Color

## Meeting Agenda and Minutes

**January 11, 2012**

**In attendance remotely on phone:**

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| --- | --- |
| Debbie, Lavonia, Daphne, Ryan, Kevin, Paige, Billie, Joi, Spring, Robert, Carla and Laura (recording) |  |

2:00 p.m. Welcome Daphne

 Review and Approval of Previous Minutes

* It was noted that Brenda Brown needs to be added “as in attendance” With this addition, the 12/7/2011 minutes were unanimously approved

2:05 p.m. GALA/LAMA Partnership Daphne

* Assuming LAMA receives a grant, can give GALA money for advocacy efforts, and GALA has a fiscal agent how would we want to use money?
1. Kevin recommended posters for visibility and

recruitment (such as MARTA signs/billboards on highways and radio/TV ads). In other words, we can use the money for professionally made materials.

1. Daphne and Paige recommended hiring a person for project-

driven outcomes and objectives.

1. Joi suggested a state-wide enrollment drive for

GALA members.

2:10 p.m. Fiscal Agent Update Daphne

* Sherry is going to be meeting with the Barrow Community Foundation on January 25th to discuss the possibility of

them being our fiscal agent. We discussed questions we

would like Sherry to ask the Foundation.

* We need to think about having a treasurer, if we will

have a fiscal agent.

* Daphne reminded us of the possibility and limitations

involved if we needed GSU to serve as fiscal agent.

2:15 Day at Capitol Event Daphne

* LAMA has secured the date of February 9th for a Day at the Capitol, and Daphne reviewed the proposed schedule.
* GALA might help with table display, tips and tools for

advocates, assist with drafting talking points, and meeting with our legislators.

* People are encouraged to set meetings with legislators during prescribed times. For GALA members who live too far away, Daphne and others from the Atlanta area can meet with their legislators, if the meetings are scheduled.
* GALA’s logo will be on all GALA generated materials.
* Kevin noted 20/20 budget talk bullets are forthcoming and could be used in talking points.
* In the future, we should create specific region fact sheets (for the Atlanta one, we would include LAMA logo).
* Be on the lookout for more information about this event and GALA’s participation.

2:40 p.m. Legislative Honor Roll Daphne

* One nomination has been made so far. Billie noted that two others were coming. She also noted that re-honoring people who are still strong supporters would be a good idea. Discussion followed on whether nominees could get more

than one recommendation. It was agreed that if they served several areas, each area could nominate them separately. Reminders for all to submit their nominations as soon as possible. Billie expects to have around ten nominations. Daphne said LAMA is expecting to nominate someone.

2:45 p.m. CLCP Retreat Amicalola Lodge March 21 – 22 Billie

* Billie reviewed the program and invited all to attend.

We discussed whether we should have our March GALA there

the afternoon on the 22nd or in the morning of the 21st.

Sherry, Lavonia and Debbie noted that transportation to

that area made early or late meetings difficult for many.

It was agreed we would not hold a GALA meeting there.

* Ryan asked about GALA offering a social media workshop

and Billie noted one on social media was already planned. Daphne asked that GALA social media be shared. Billie

noted she shares it regularly including on the CLCP website.

2:50 p.m. Regional Meeting Debbie

* Debbie, Robert and Billie attended the meeting in Thomas County in December. Although there was no GALA meeting there, Billie noted that GALA’s fact sheet was one of two

handouts and garnered interest from several people.

Robert noted the difficulty getting business community participation.

2:55 p.m. GALA’s Role Statement Ryan

* Ryan sent out the National Coalition for Literacy to serve

as an example. Daphne surveyed interest in this project

and found sufficient interest to establish a small working

group made up of Ryan, Paige, Kevin and Spring. The

group will return with their ideas for a statement to put

on our website.

3:00 p.m. GALA Website Ryan

* Kevin is adding events to calendar if you email it to him.

Daphne wondered if Kevin could monitor our discussion

list so that things do not need to be sent out two times.

Paige and Billie noted that to get consistency we need to

fill out forms for Kevin. It was agreed we would do so.

* We looked at the new website. Ryan will send out a list of

tasks that we need to help with for the web site. Daphne noted this is a big work in progress and she has asked all members to carefully survey the sites and give edit suggestions. She has also contacted Jennifer Jiles, instructor of class that made a marketing proposal for us, if she – or others she knows – can give us professional help. Daphne will let us know when she hears from her.

3:10 p.m. QR Code/s Ryan

* Ryan sent out an example of a QR code so that we can

put the code on all our materials and people can scan the

image and be linked directly to our site via technology such as Smart Phones. We discussed the advantages of having several codes to link to the web page, fact sheet, etc. For now, we will focus on having a QR code to put on materials that we give out at the Day at the Capitol Event.

3:15 p.m. Future Meetings (after Feb) Daphne

* Surveyed attendees as to success of this remote meeting.

All seemed to approve. It was suggested that we go ahead

and set meeting dates for March 14 and April 11 at 2:00

Daphne will be out of town in April and Kevin will chair the

meeting.

3:20 p.m. Review Strategic Grid Daphne

* Goal One - Billie has proceeded to work on this and other members for this goal should look at it (Debbie and Laura) to see if they agree with how it is laid out.
* Goal Two - Ryan and Paige have done a masterful job.
* Goal Three - Brenda and Carla volunteered to work on

a student sub group. Statewide group would need access

to phone for tele-meeting or start with groups physically

meeting in various regions. Ruth Parker, researcher in

Health Literacy at Grady Hospital, has been invited by Daphne to join our group. This could be a strategic alliance in support of

this goal. Ruth and Daphne plan on discussing this possibility at a future time.

* Goal Four – So far Sherry and Billie have responded to an email that Daphne sent out regarding this goal. Daphne is still waiting to hear from Brenda and Kevin. Once all group members discuss this goal, a report will be made to GALA.
* Goal 5: Daphne noted more changes or additions will be needed when we get a fiscal agent (including adding the role of treasurer). She also brought up the issue of enforcement of our by laws regarding board attendance and term limits. General discussion followed, including comments that if we leave it in by laws we need

to enforce it. Due to time we agreed to table this until our next meeting, when we will discuss term limits.

3:30 p.m. Meeting was adjourned.

Future Meeting Dates/Times

February 8: 2:00-3:30

March 14: 2:00-3:30

April 11: 2:00-3:30