

Heart of North Georgia Pride (HONGA)

Board Meeting Minutes

Date: April 8, 2026

Time: 6:05 PM

Location: Dirty Unicorn Studio

Note: Meeting rescheduled from April 1, 2026

1. Call to Order

The meeting was called to order at 6:05 PM.

2. Attendance

- Present:
 - Baz, President
 - Amy, Executive Director
 - Nicky, Vice President
 - Shannon, Secretary Pro Temp
 - Katelyn, Social Media Chair
 - Dee, Fundraising Chair
- Absent: Gretchen (due to car accident; reported safe and recovering)

3. Approval of Previous Minutes

- March/April 1 meeting minutes were posted in Discord
- Board members reviewed digitally
- No objections noted

4. Executive Director Update

- Planning a **movie event** later in April (target: Wednesday)
- Financial update:
 - \$240 raised last month
 - Approx. \$1,000 operational budget currently available

5. Website/IT

- Sponsorship levels being added

6. Social Media Report

- Instagram: ~204 followers
- Facebook: ~950 followers (increase of ~170 in recent weeks)
- Reach: ~5.3K in past 30 days (70% non-followers)
- Engagement increasing significantly
- Positive community feedback and external tagging noted

7. Events Update

- Next event: **April 18 at Lavender Bookshop**
- Attendance trends:
 - Event 1: 30+ attendees
 - Event 2: 40+ attendees
- Strong community word-of-mouth growth
- Cross-community engagement (Discord groups, picnic attendees, etc.)

Upcoming Planning:

- May event: In discussion (Stout Brothers)
- June (Pride Month):
 - Larger venue needed due to expected turnout
 - Possible venues discussed

7. Fundraising Updates

- Proposed initiatives:
 - Fall Gala (long-term planning)
 - Krispy Kreme fundraiser (50% return per sale)
 - Dave & Buster's partnership (pending details)
 - Potential golf/top golf fundraising concept
- Additional ideas:
 - Kroger Community Rewards program
 - Volunteer-driven fundraising expansion

8. Volunteer Coordination

- Need identified for **Volunteer Coordinator role**
- Interim plan:
 - Katelyn to manage intake and coordination
 - Volunteer interest form to be created
 - Outreach via Discord and social media
- Action Items:
 - Build volunteer form
 - Increase Discord engagement
 - Create structured volunteer channels

9. Merchandise (Fundraising Shirts)

- New shirt designs reviewed
- Decision:
 - Conduct Discord poll to determine preferred colors
 - Initial run: ~20–25 shirts
 - Sizes: XS–2XL
- Pricing discussion:
 - Suggested retail: \$25–27
- Goal: Have inventory ready for April 18 event

10. Board & Leadership Discussions

Executive Role Concerns:

- Discussion regarding consistency and execution of responsibilities
- Agreement:
 - Additional support and shared responsibility needed
 - Volunteers to assist with event execution

11. Board Membership Votes

Katelyn (Secretary Role)

- Motion to approve: Passed unanimously

Gretchen (Board Position)

- Vote tabled until next meeting due to:
 - Absence
 - Limited recent participation
 - Need for further discussion

12. Financial Transparency Discussion

- Request for:
 - Regular financial reporting
 - Visibility into GiveButter and bank transactions
- Action:
 - Provide statements and clearer reporting structure

13. Outstanding Business

- Need to:
 - Separate financial account access/logins more cleanly
 - Clarify Treasurer role structure

14. Adjournment

- Motion to adjourn: Passed
- Meeting adjourned