

Gamers Giving board meeting

Tue 22 March 2016 1900 MST

Total Escape Games, Broomfield

Attendees: Doolittle, Dulock, Reischl, Wright

Public: 6

Agenda:

1. Approve previous meeting's minutes (2 min)

Approved

2. Old Business

- a. Report on website transfer (3 min)

Zero progress. Previous webmaster not responding.

- b. Select charity focus (10 min)

Several ideas brought by all present members:

Extra Life (<http://www.extra-life.org/>) – 2 board members; familiarity from October 2015 event. Pre-existing tie to gaming, existing infrastructure for donation collection, reach to other connections, strong community. Public comment: EL official game days in November, but activity takes place all year long. There is a Denver guild with which GG could connect for events. Very little management/"middle man" activity required. GG board member personal connection.

Second Wind (<http://www.thesecondwindfund.org/>) – 2 board members. Two chapters in CO (Colorado, Boulder County). Provides therapy for children at-risk for suicide.

Provides referrals, matches w/ licensed counselors, pays for up to 10 sessions. No casualties, no attempts to date. Small, local, focus on underserved communities.

Remote services available. About \$500K/yr. GG board member personal connection.

Question raised about other activity for Second Wind besides raising money. CW says they do runs/marathons; GG could potentially work to support activities.

Bikers Against Child Abuse (BACA: <http://bacaworld.org/>)

ED contacted Rocky Mountain chapter via email, no response yet. Other locales appear to be very active.

Food Bank of the Rockies (<http://www.foodbankrockies.org/>) or Community Food Share (<http://communityfoodshare.org/>)

Local, GG history, immediate effect. ED points out that GG has had a good relationship with FBotR, but little cooperation/cross-promotion.

WR/ED comment: thread of child/family development & health "helping children & their families in their time of need" – potentially ties together food banks, EL, and SW.

- *Action item:* GG board will exchange emails & vote in early April

Note: Recommendation to vet each charity using Charity Navigator

Question: personal charity efforts – publicize via GG Facebook page? Consensus: no, use personal page

Side note: Conclave of Gamers welcomes GG to advertise at their upcoming April convention.

- c. Select/plan to order swag/business cards in time for DCC (10 min)
 - IDEAS for swag (giveaway or give with suggested donation, i.e., “NPR model”):
 - Badge holders
 - With GG logo & name (nice quality w/ pocket, etc.). Cost ~ \$3-5 per, suggested donation to get one ~ \$10.
 - Stickers
 - Logo, cost varies from 300 @ \$124 to 500 for \$166 for 500; suggested donation ~ \$1-2
 - Badge holder ribbons
 - Pricing pending, ~35 cents/each or less for volume. Logo, name, web/Facebook address, “I gave to Gamers Giving!”, etc. Could also do gamer genres (cosplay, role player, board gamer, minis gamer), but price is likely per single phrase/image. Maybe later...
 - Dice
 - Chessex 200 for \$100 but we might have reached dice (d6) saturation. Other die types are far more expensive.
 - Pencils (old-timey)
 - 500 for \$120, 1000 for \$170. Problem: no sharpeners. Branded sharpeners? Extra cost...
 - Mechanical pencils ~\$520 for 1000
 - Business cards
 - VistaPrint, ~\$25 for 1000. Wendy will send some designs out via email.
 - Idea also to possibly get a 2nd banner at some point. Not immediate need.
 - Public comment: Tshirts & patches (Umbrella Corporation) are their best-selling items. Patches cost about \$1.50-2 each; t-shirts by far sell the best (note: don’t put dates on shirts!). High capital cost for shirts, unsure of appeal of patches for GG’s audience.
 - Other ideas include buttons, dice bags
 - Note: WR has submitted a match request to her employer Encana for Q4 of 2015 & Q1 of 2016, should yield \$500 in mid-April. Suggested to leverage that into donations through swag.
 - Note: Donate button on website unlikely to be ready in time for DCC, use Facebook URL until webpage stuff sorted out.
 - *Action item:* get stickers (CW) & business cards (WR) with a budget (need artwork), finish by mid-April. Board will discuss & decide over email.

3. New Business

- a. Report on GM appreciation events in Feb. and decide what to do with proceeds (5 min)
 - Recapped events & attendance (15-20 at GM brunch; about the same at friends & supporters event at The Rackhouse). Consensus to use the \$50 from Rackhouse to pay for GG swag, and to hold events like this again.
- b. Secure table at Denver Comic Con (5 min)
 - We have applied for a community table at DCC, no word back yet. Several board members will be at DCC either way. Members will be prepared to staff the table. WR working with Justin to obtain the GG banner before DCC.
- c. Select date for large-scale October event (prelim 08 Oct) (5 min)
 - Lots of conventions in Denver, so need time that doesn’t exhaust audience. Big event (maybe 24hr Extra Life event) – best dates are 8 or 15 October. Total Escape can’t commit to a date yet because of MtG prerelease event in October which takes all

weekend, though those dates should be pretty safe. TEG should know by end of April.
Comment: TEG doing an offsite MtG event at some offsite brew pub. GG could approach for a similar event? Discussion of October Extra Life event and its effectiveness. 24 hour issue: incentive for “iron man” but not required (awareness). Turned some off, attracted others. MD may be traveling on 15th, votes for 8th.

ED talked to Westminster & Hyland Hills about charity discount for recreation center spaces. Hundreds of dollars. WR exploring Mile Hi United Way space. Books no more than 2 months in advance; does not allow fundraisers, but meetings, etc. are OK. Could follow up to see if that’s still the case. Mini convention center, good space, worth investigating.

- *Action item* (delayed): decide on date after TEG feedback re: MtG event.

d. Discuss possibility of small-scale event in late spring/early summer (10 min)

At this date, May is already difficult for some people. One slot in a pub and just a couple tables? Worth doing as an “event” or just throw it together and announce on Facebook since it would be small scale? Would need to have players to fill tables if we recruit GMs. CW: goal between now and big October event is more outreach & rebuilding, then planning for 2017 throughout the year.

Another idea in the meantime: late July – “read an RPG in public day” – event in downtown Denver? Picnic (food trucks, office workers, etc.) or reading “circle”, being very obvious. Week of July 24-30. Civic Center Eats – Tue/Thu in the middle of the day to hit lunch crowd. Community awareness, not fundraiser. “Flash mob”? Or picnic on a weekend day. WR will conduct a Facebook poll to see if & how many people would participate. Use as promo opportunity? WR will talk to Civic Center conservancy to find out if we can have a table/space and/or need permit to solicit donations (banner, promo). Can bring copies of cheap books to give away w/ GG business card, and/or single-sheet printed RPGs (Lasers & Feelings, etc.)

e. New logo

Could pay an artist or solicit donation of time/effort. Discussion of how to do this (etiquette, process). Timeline anywhere from 3 days to several weeks (depends on how refined our idea is). GG board will do some research and discuss by email.

- *Action item*: By April meeting, each board member will bring ideas for logo

4. Open Forum (10 min)

Short discussion of a gaming convention taking place during or near TactiCon (which is moving to Colorado Springs this year).