

NIDAT Minutes  
October 9, 2019

The North Iowa Diversity Appreciation Team met at the Mason City Public Library's large group study room on Wednesday, October 9, 2019. Those in attendance were Bill Orozco, Dan Gapinski, Jane Ginapp, April Concepcion, Emily Ginneberge, Diane Murphy, and Jack Gannet.

Bill called the meeting to order at 4:32 pm. It was determined that we had a quorum.

Minutes from 9-11-19: Dan made the motion to accept and approve the minutes, Diane seconded the motion. The motion passed.

Treasurer's Report:

Diane reported that the bank balance is \$4,789.61. This is after the vendors were issued a check when the ethnic lunch on September 20<sup>th</sup>, concluded. This is about \$261 above of what was paid, but there are deductions that will change the ending balance, \$50 is for the tokens for the alternative school students and payment for Mason City Rental for the tables. The Excel spreadsheet has been modified simplify the columns for monies tracking.

FB and Website update:

Diane has uploaded the agenda and minutes in the NIDAT site. A few tabs and obsolete directory were removed to keep the site up-to-date. Jack has a flash drive with pictures from the ethnic lunch and Emily will forward what she has to Diane for website content and she will add to FB content for sharing. The group needs to list/review what tabs to keep in the website.

Emily reported that the Facebook boost that amounted to \$20 advertising produced significant results of FB users to have seen the event on their feeds. This significantly increased inquiry and interest from the public to want to know more about NIDAT and the possibility of attending the meeting held monthly, every second Wednesday at the Mason City Public Library.

Volunteer Fair 9-24-19 Report:

Dan represented the NIDAT team with a table at the fair. It had a campus visit "feel" so a lot of items were given away. There was a steady flow of people who were interested with NIDAT and inquired about the monthly meeting. There were also inquiry to provide help during the ethnic lunch preparations. NIACC expressed interest and support for the Art and Writing Contest and would be a good fit for them.

Wrap up of Ethnic Lunch 9-20-19:

Czech Food has an interest to be a food vendor next year.

Publicity - ABC 6 News covered the event. Asked questions that were political in nature and there was NO comment. KIMT also tried to ask for any comment to a political question and the same answer was given. NIDAT members do not have any political discussion in the monthly meetings and does not favor an affiliation when conducting events.

Jacqui with the Globe was contacted to cover the ethnic lunch. A reporter was in attendance and there was an article covering the international students and the many cultural displays.

Filipino Foodie group took the win for the first-ever People's Choice Award for favorite food vendor. The ballot was collected and counted successfully when Emily and volunteers from the token tents got the ballots back.

Things brought up to think about for next year: Ethnic lunch is done on a weekend or change of date/week, that is not too close to Labor Day for additional foot traffic or at least a guarantee of good weather for a great turn out. Purchasing additional counting trays; NIDAT shirts for sale; suggest to food vendors to adjust serving size/portions, and pre-selling of VIP tickets as an option to skip long lines, get portion-sized "sampler" from vendors or a guaranteed seat or reserved picnic table.

April will be tasked to make up a short survey to get feedback from food vendors.

Diane will be sending out Thank You notes for individual or groups whose assistance, presence and support helped make the 2019 Ethnic Lunch a success. Jane provided the names and addresses for these wonderful group.

Art/Writing Contest:

The \$500 Farrer grant has been received. It will have to be returned if there is no further discussion to move Art/Writing contest off the ground with the loss of support from the School District and the City. There is viability with NIACC, since they posed interest to pick up the program as they see it as a good fit for them to host. **This agenda item is the focal point of discussion for November 13th's meeting.**

Grant status:

Waiting for the \$5K check to come in sometime at the end of October to early November. The money may come in as a check or as an ACH transfer. This is money set aside for 2020 programs and activities.

Bill called the meeting to adjourn. Dan made a motion, this was seconded by Emily. Motion passed and meeting adjourned at 5:39 pm.

Respectfully submitted,

April Concepcion