

MCDAB November 10th, 2020 Meeting Minutes The meeting was called to order at 6:07pm with the following attendees present: Kory Alfred, Jennessa Crosswy, Maura Wroblewski, Gene Velez-Graham, Dawson Brown, Jenny Evers, Holly Waite, Matt McClellan, Amy Patterson

We began the meeting discussing Kids Kingdom, Hampton Cove's GrowCove inclusive playground and next steps. Kory and Matt have met and visited Kids Kingdom to determine condition and discuss ideas and future plans. The goals for the "new" playground are for it to be inclusive and to preserve and honor those that were involved in the design and funding of the existing park.

Matt met with Jessica with GrowCove and toured their park. It is approximately 80% complete. Matt noted certain features of the park and showed the group pictures. Next, a meeting was held with Liz from MVP regarding next steps. Kory will come up with a design related to what can fit at the current site and will secure the survey (approximately \$2,100). He noted that there is a structural failure around the parking lot area and the retaining wall. MVP stated that they will set up an account specifically for the funds to be used for the park. This will allow for every dollar to be accounted for and act as a more streamlined process. Liz will have this task complete next week. She will also create a "one pager" marketing tool so the concept can be shown to potential donors.

Matt encouraged the group to reach out to our community/business contacts for fundraising/partnerships. However, if MVP already has an established relationship with a particular company, they will handle the specifics of working with said company. Matt will begin designing a facebook "Let's build Kids Kingdom" page. He also mentioned Apparel Lab working on a design for us. Matt will create a video this month to be used for marketing purposes as well. Matt discussed utilizing a steering committee which would involve: Madison Chamber of Commerce, Madison City Schools, Trash Pandas (Gayle Milam), Madison City Parks and Recreation and MCDAB.

Next, a discussion around the park being both inclusive and STEM began. In summary, the group felt that this could be accomplished by picking equipment that allows for both. Matt and Kory talked about Leathers and Game time as being two companies that sell inclusive playground equipment. Leathers was involved in the original Kids Kingdom and Game time is the company that GrowCove is using. Holly attended a "seminar" held by Game time and informed the group of a, up to \$50,000 match on equipment. It had a deadline associated with it and Holly was uncertain what we needed to do in order to take advantage of the money. She will reach out to the company to ask questions and include Kory and Matt on the discussion. Matt began talking "fundraising," mentioning concepts such as a "Give Back" campaign where 10-15% of sales are donated to the project, Kids meals for Kids Kingdom, etc. He also had a conversation with Chickfila's marketing director and gained additional ideas from her. Maura informed the group that Council Chambers is reserved for MCDAB for the next several months. Holly will reach out to Tracy related to board membership. The majority of the board members will need to renew their application and position with the board by December 31st .

We discussed how MCDAB could aid individuals with disabilities during the pandemic. After some discussion, we settled on the idea of a virtual hangout with a craft/activity for those that participate. We could partner with the library or come up with our own activities. Our next meeting on Friday, November 13th, will discuss specifics around this event. Minutes respectfully submitted by:

Amy G. Patterson