

PlantBuilt Board of Directors Minutes

March 23th, 2014

The meeting was called to order by Giacomo Marchese at 4:00 p.m. EST

In attendance

[Dani Taylor, Giacomo Marchese, Christian Garcia, Robert Cheeke, Sally Andersen, Marcella Torres, Sara Russert]

Approval of Minutes

The minutes were read from the September 2013 meeting and approved.

Board

Dani Taylor was nominated to move from the social media and press team leader position to the fundraising team leader position. Robert Cheeke was nominated to move from the Fundraising team leader position to the social media and press team leader position. Both nominations were approved by the board.

New Business

- Indiegogo Campaign
- Prioritizing of projects
- Team leader responsibilities discussed and agreed upon via committee reports:

-Team Leaders, please post our *to do agenda* on your subcommittee, pin it to the top, and tag every member of your subcommittee on the post, so they do not miss the notification.

Committee Reports

- Event Planning

done

-Gathering as much information as possible for travel itinerary

-We secured BeyondFit space for the after party and for workouts

-We secured BoneBreaker Barbell for our farewell dinner

-We have locked in mandatory timeframe for athletes to be at PlantBuilt

-Arrive 07/22-07/23

-Workout and Photoshoot on 07/24

-Workout and Photoshoot, Tanning, Nails, on 07/25

-Competition and after party on 07/26

-Press Related activity and trip to restaurant (team only+big supporters) on 07/27

-Farewell Dinner on 07/28 (may change to 07/27 if we do not get majority of team to stay after

07/27)

-Departure 07/28-07/29

to do

-Sally will start creating our itinerary using the template from 2013 and the info above.

-Sally will contact restaurants who will be catering the after party:

Capital City Bakery

Sweet Hereafter

Arlos Food Truck

___ Insert another 2 places here.

-Put info in the checklist tab on our PB Roster that we have collected so far for:

Shirt sizes

Arrival and Departures dates and flight/commute info for each team member

Guest names and total #s for each team member

-Giacomo will contact Emily Talley to get tickets discounted or donated for our Indiegogo

-Giacomo will discuss other ways we will start to coordinate with NaturallyFit with Emily

- Social Media and Press

done

-Promoting Vega on social media to show them what we are capable of

-Press release finalized

to do

-Robert will be switching to Social Media and Dani will be switching to Fundraising

-Robert will be contacting VegNews and giving them our press release. We will offer them a story and coverage.

-Robert or Giacomo will contact Mary Pillon of NY Times and request that they cover our meet up. Mary is the journalist who wrote the article on Jimi and other vegan bodybuilders on the NY Times.

-Christian will give the entire team the heads up that we will be blasting out Indiegogo all over social media.

-Develop a FB and Twitter paid advertising action plan to make sure our posts are seen, so that we will get more donors.

-Develop an unpaid advertising action plan for our Indiegogo

-Engaging more on twitter, IG, Facebook. We need to have individuals who are dedicating to posting 1x a day on these three platforms. The rest of the team is encouraged to post more on top of that as well.

- Accounting

done

-Buy in reminders to all teammates and keeping tabs on reasons why they have not been sent yet.

to do

-Giacomo will get Marcella following info for bookkeeping

-Set and breakdown hotel dates that Giacomo and Dani were in Austin (cash out)

-Cost of plantbuilt booth (cash out)

-Cost of web hosting (cash out)

-Cost to print our PlantBuilt 72x24 vinyl banner (cash out)

-Cost to print our Post cards to promote the show (cash out)

-Cost to have a an upgraded monthly dropbox (cash out)

-Cost to upgrade Richard's dropbox so that he can do our video montage (cash out)

-Donations (cash in) Richard \$500 and Elana's fundraiser ?

-Total profit from PlantBuilt merch sold (cash in)

-Overhead cost for PlantBuilt merch order in 2013 and 2014 paid for by VeganProteins (cash out)

-Utilize this information provided and create an annual financial report for 2013

-Submit the report to Sara and have her post in on our website.

- Fundraising

- Indiegogo project created at Indiegogo.com
- Gift packages and descriptions added
- Meeting and follow up with Vega. They will make their final decision by Friday or sooner.
- If we miss our mark of \$50k for Indiegogo, our event will still go on but we still setting the bar slightly out reach and are goaling ourselves to reach well above \$25k, to the \$50-75k mark.
- Work with Richard & Amber to create video montage and profile pic for Indiegogo.
- Edit gift packages and descriptions with Dani to be creative
- Select groups we will be donating to with Dani
- Connect with groups we are donating to, so we can integrate them into our Indiegogo
- Connect with potential corporate sponsorships so we can integrate them into our Indiegogo
- Robert is staying with Giacomo and Dani from 04/04-04/11. We want to have our Indiegogo live by April 5th or ASAP, so that we can work on how we will blast it on social media during this time.
- We need our subcommittee to log into review our KickStarter for a final proof before we go live.

- Website

done

- Home sliders and banners up for almost every athlete
- Reminder to every athlete to submit their bio and profile pic
- Team Evolved bios and profile pics submitted
- Caught up with posting blogs regularly

to do

- Check off who has and hadn't submitted bio and profile pic on
- Change our donation tab to a landing spot for our KickStarter. Make a coming soon spot and we can start promoting it before we go live (Will most likely happen between April 4-11)
- Sara will ask Shannon Gotto to make home sliders for Team Evolved Athletes
- Add bios and home sliders for Team Evolved to our page.
- Sara will create a tab for our financial report and write coming on the landing page under that tab.

-Figure out a way for our blogs to be categorized better and more searchable

Announcements

Next Meeting

March 23, 2014, at 4:00 p.m., via Facebook messenger

Motion to adjourn was made at 5:15 p.m. EST and was passed unanimously.