

GREENVILLE ARENA DISTRICT
COMMUNITY OUTREACH & PUBLIC RELATIONS COMMITTEE MEETING
TUESDAY, JANUARY 21, 2025 – 4:00PM
Minutes

Present:

GAD Board: Amber Drummond, Kerry Lightner

BSWA: Beth Paul, Kim Silvers

Ms. Drummond welcomed everyone to the Q2 FY25 Community Outreach & Public Relations Committee Meeting.

Minutes:

Ms. Paul shared the Community Outreach & Public Relations presentation highlighting non-profit organizations ticket and monetary donations. The arena donated 183 tickets with a value of \$10,170 and supported 23 non-profit organizations. We hosted 29 In-Kind space donations valued at \$109,500. Ms. Paul shared updates on specific In-Kind Space donation events. We will be celebrating 10 years of Skate, Roll, and Stroll this year. Well-Walker attendance has increased. The arena staff volunteered for Hurricane Helene Relief, Yam Jam, Grateful GVL, and Harvest Hope Food Bank. Mr. Lightner wanted to ensure we share the impact the arena has on the community with our new county council members. A few impact statements from Skate, Roll, and Stroll were highlighted in the Stage Partners and Signature Events overview.

The monthly media coverage totals were shared in the presentation. October numbers were reflective of Hurricane Helene support, with November and December reflective of show announcements and the economic impact studies we released. Our Director of Marketing, Grace, has resigned and we are currently interviewing applicants.

Ms. Paul shared she is currently interviewing lobbyist to navigate funding streams for the Master Plan. It is important for the public to know the investment the arena is putting into the project.

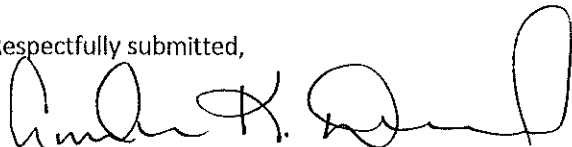
A fundraising idea was shared to allow ticketholders to buy their seat in commemoration when the new seats are installed.

Mr. Lightner suggested we should provide an opportunity for board members to recognize employees who they notice doing an excellent job. Ms. Silvers will share information with Ms. Francis, Director of Human Resources.

Ms. Paul shared she will be working with the Homeless Coalition to reduce homelessness in Greenville.

The meeting was adjourned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Amber Drummond', written over a horizontal line.

Amber Drummond, Secretary and Committee Chairperson