

## Community Advocacy & Impact Committee

November 18, 2021

9:00am – 10:20am

Present were: Wendy R, Tracy B, David K, Heather U-S, JC, Karri S & Dale Z.

- Working on vision statement – this will be completed by the end of the year.
- **Life Jackets** – Wendy is talking with Allegan County to get a board with hooks in swimming areas for the life jackets which is similar to what Holland and Grand Haven have set up already. We talked about starting to promote this in February 2022 so we don't all purchase at once in the spring and stores run out. Maybe find a source for bulk purchase or discount or even donations from Walmart and/or Meijers.
- **Habitat Builds**- Heather is working with Travis from HFH and he was looking to squeeze a build in yet this winter, but participation would be outside so we opted to wait for a possible build in the spring or summer to better attract our members participation.
- **Park Beautification** – Eric V. obtained funds from Lake State Mortgage, Mortgage Solutions and himself to contribute toward the tailgating area at the Big Red Stadium in Muskegon. Douglas Berry Park is starting their 2<sup>nd</sup> phase and needs \$200k for added entertainment & exercise structures. We talked and Dale forwarded some info to have someone from WMLAR write a grant request for funds toward this phase.
- **Highway Clean-up** – Dates were set to participate in 2022 to clean up the stretch of highway designated to WMLAR on M89 in Fennville: Thursday & Saturday – April 21 & 23; July 21 & 23; and September 29 & Oct. 1.
- **Veterans Scholarship** – talked about getting this in front of potential new members sooner so they know it's available before they become a member. Utilize our own education department to help work the program. Maybe during pre-licensing class the info collected from individuals could ask if they are a recently served veteran. Can we add this Scholarship/Flyer to the WMLAR website?
- **Member Spotlight** – Some affiliate members were offended they were not asked so a suggestion when debuting the next member spotlight interview would be to announce at the heading that anyone can nominate or be nominated and to send us names and explain why they would be a good prospect to interview. Names brought up to interview soon were: #1 Santa Jim, #2 Anthony Lambers, #3 Jason Rice & #4 Terry Puffer
- **Fair Housing** – Wendy reached out to Bill Huizenga's office to get rules from their coloring contest to look into doing one of our own. Fair housing month is in April and we would like to announce at the January Membership meeting if we go ahead with the contest.
- **Coat Drive with WGHN** – Very Successful this year – Grand Haven area collected approximately 35 coats and Muskegon another 40, with some new and used coat and snow pant sets. That all lead to a spot for WMLAR to do a Holiday Radio ad which Dale will be doing with WGHN. The Holland area collected 3 huge boxes or approximately 150 new coats from their own Realtor coat drive. Nice efforts from everyone!!
- **Facebook "That's Who we Are" page** – Jarrell Cisneros (J.C.) and Heather Solomon were added as "editors" to the page.

- **Blood Drives** – Grand Haven and Holland are scheduled for 12/23/21 from 9am – 2:30pm. And Muskegon on 12/27/21 from 2pm – 7pm. We are needing 18 pints of blood from each of the 3 locations which is equivalent to 30 people each or 90 total persons. Heather S. has distributed Blood Drive flyers for us to print and post as well as putting it on the Public FB “That’s Who we Are” page.
- **Good Neighbor** – Be thinking of nominees
- **New Business** – Dale is reaching out to Joy 99 for interview on what our Realtors & Affiliates are doing in the West Michigan Lakeshore community.
- **Next Meeting** – We are skipping December’s meeting. Thursday, January 13, 2022 9am at the WMLAR office