



# City of Green Meeting Minutes Veterans Advisory Commission

*January 7, 2025    /    5:30 pm    /    CAB*

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## **I. Call to Order**

## **II. Pledge of Allegiance**

## **III. Roll Call**

## **IV. Approval of Minutes**

- a) Minutes from the December 3, 2024 meeting

## **V. Citizen Comments**

- a) **Guest Presentation:** Bob Beasley (Commander, Green Town American Legion, Post 436) and Eric Schnackle (First Vice Commander) Highlights included:
  - i) B. Beasley discussed his involvement with the City of Green's Veterans Memorial Committee.
  - ii) B. Beasley expressed the American Legion's support for veterans & offered American Legion services to the City of Green to help veterans.
    - Programs like "Be the One" for suicide prevention.
    - Assistance with flag retirements, cemetery flags, and other veteran activities.

Suggestions for partnership with ROTC and civic groups discussed. Ideas for reaching out to different eras of veterans and homeless veterans were discussed.

## **VI. Unfinished Business**

- a) **World War II Memorial Fundraiser:** The marketing plan for the World War II Memorial Fundraiser was reviewed:
  - i) Discussion on marketing plan to raise \$15,000 for walkway installation.
  - ii) Plan includes but is not limited to; brick sales, community events, and social media campaigns through:

- a) Local businesses, crowd funding, sponsorships, grants, recruitment, collaborate with local schools, Bob Beasley's organization, and merchandise sales named as possibilities the Commission would like to recommend.
  - b) C. Mickelson requested archival data of marketing for the memorial to look into elements needed now. M. Elkins responded. Conversation on the marketing plan further ensued.
- iii) Motion to approve marketing plan:
  - a) Moved by Jarrod Suffecool.
  - b) Seconded by Tim Freeman.
  - c) Vote: Unanimously approved.

## VII. New Business

- a) **Email Marketing Plan:** Discussion on marketing plan to raise \$15,000 for walkway installation to the WWII Monument at the Veterans Memorial Park.
  - i) Discussion on leveraging city newsletters with QR codes to connect with veterans.
  - ii) Plan to develop a mailing list and share resources on veteran services.
- b) **Veterans Survey**
  - i) Draft survey reviewed; feedback from the commission members by T. Freeman.
  - ii) Discussion ensued regarding including the Veterans Survey with the city's annual survey.

## VIII. Adjournment

APPROVED:

\_\_\_\_\_  
Tim Freeman, Chair

\_\_\_\_\_  
Date

ATTEST:

\_\_\_\_\_  
Johanna Gooding, Secretary

\_\_\_\_\_  
Date