

## **Plastic Free Restaurants Meeting of the Board of Directors Minutes**

12.07.2020 1:00 PM ET-2:00 PM ET

### **Board Members Present:**

Melissa  
Harry  
Rachael  
Kate  
Kim  
Jody  
Patrick  
Sara  
Charles  
Murphy  
Eric  
Melanie  
Travis  
Kenny  
JCM

- Approval of Minutes from previous meeting.
- Melanie Renfro is acting Chair. We will have elections again in February, for two-year terms, per our Bylaws.
- New Board prospects Sara Leikin and Jody Foldes joined call. Vote for official addition will happen at the end of the meeting.
- FUNDRAISING:
  - Raised \$12,693 from 38 unique donors.
  - JCM personally raised \$8,404 of that (or 66%) alone.
  - Source of donation on portal is not showing many Board members sending supporters to donate. Please make end of the year asks from your network. EOY is prime giving season.
  - REMINDER: ALL DONATIONS TO PFR ARE FULLY TAX-DEDUCTIBLE.
  - JCM setting reach goal of \$50K by 12/31 in hopes of breaching CharityNavigator level for review. Will put \$4k of personal funds to help reach this goal. Please set personal goals individually to help drive towards this goal.
    - Jody asked for a script for asking for funds
    - Ideas around Zoom fundraising - maybe a scientist that gives a webinar about plastic in the ocean - like a lunch & learn
    - Kenny seconded / Melissa also likes - maybe talk to a restaurant for a testimonial
    - Melissa/Kenny/Jody will connect and discuss - John will also bring in Maria who couldn't attend the meeting today.
  - It's also worth noting that we plan/expect to have our first "celebrity PSA" sometime in 2021, which will hopefully expand our reach exponentially and reduce the fundraising pressure on the 17 of us.

- PLEASE ENCOURAGE DONATIONS VIA CHECK, AND PLEASE MAKE ANY PERSONAL DONATIONS VIA CHECK. Donations by check incur zero fees.
- Discussion: Should we revisit that decision, and ask for 3% bumps on donations to cover CC costs? Or add verbiage at the bottom of the page explaining the fees? Or is that just going to scare people off from donating?
  - Kate - add small fee with a pop up - they add up
  - Rachael - add language 'here's why we ask for checks - it's credit card fees'
  - Murphy - Likes the ask because it helps people understand and is clear
  - Melissa - let's just ask because who wants their donation to go to a credit card company?
  - Kenny shared Venmo language: *Language from Venmo's website: We're committed to providing a no-fee fundraising experience for nonprofits. Our platform lets your donors cover the 2.9% + \$0.30 transaction fee so you keep 100% of every donation.*
  - Vote - Passed with majority vote
- Expenses to date are \$1,354.42.
  - D&O insurance \$900.
  - First fourteen months of Square Space web site \$250.39
  - Credit card fees of \$133.25
  - Initial bank set-up fees of \$61.61
  - Paypal fees of \$9.17.
- Update on Core Purpose - No funds spent (yet).
  - First restaurant, Hop River Brewing Company in Fort Wayne Indiana, long ago swapped out its plastic but still has not submitted a single invoice to us (despite several reminders and nudges).
  - The other two restaurant partners we've identified to date, Nectar Café of Portland Oregon and Zia Taqueria of Durango Colorado, are in the process of ordering new products and gathering their invoices.
  - We may or may not make our first payments to them before the end of the year, but they should both be plastic-free within a few weeks.
  - JCM has connected with Resilient Restaurants to help identify our second restaurant partner, Zia Taqueria.
  - JCM has connected with High Road Restaurants, a non-profit working to eliminate the sub-minimum wage for service employees, and have offered a subsidy slot to one of the restaurants in their membership.
  - JCM has connected with for-profit company called PlasticScore, which crowd-sources reviews of plastic use in restaurants. They provided a nationwide list of highly-ranked restaurants who are potential recruits to become plastic-free restaurants.
  - Please continue to share any potential restaurant partners with JCM as this is the most time-consuming work at the moment.
- JCM will be recording a free PSA using next-generation in-camera keying technology at a friend's studio who is donating the opportunity. He will share when it's ready.
- If you have not yet sent your PSA footage, please do so ASAP.
- Legal Flag: PLEASE start exclusively using the verbiage "Plant-based," and delete the words "biodegradable" and "compostable" from pitch vocabulary. From

now on, the language we use is that we are “replacing petroleum-based plastic with plant-based items.”

**Action Items:**

- Fundraise before the end of the year
  - SMILE.amazon.com  
Amazon automatically donates 0.5% of every purchase you make FROM SMILE.AMAZON.COM to the charity you’ve chosen. PLEASE CHANGE YOUR AMAZON SMILE CHARITY TO PFR AT THIS LINK:  
[smile.amazon.com/ch/85-1083459](https://smile.amazon.com/ch/85-1083459)
- Please think about places you already know of that might be plastic-free and share with JCM for vetting. Promoting these restaurants is the fastest way for us to grow our social media accounts until we have PSAs.
- Outstanding PSA videos from five Board members. Please send them to Charles and JCM ASAP.
- Please ask your friends to follow us on social media, even if it’s just via links at the bottom of your fundraising email. We’re on [Instagram](#), [Facebook](#), [Twitter](#), [Youtube](#), and [LinkedIn](#).
  - If you have a LinkedIn account, please add “Board Member of PlasticFreeREstaurants.org” to your resume. It helps us, and it looks good for you!
- If you have any interest in assisting with grants - Research, write, do whatever can be done, please connect with JCM.

**Board member comments:**

- Melissa highlighted  
<https://www.plasticpollutioncoalition.org/blog/2020/12/1/online-press-conference-to-launch-presidential-plastics-action-plan-on-dec-8>
- Plastic Free Inauguration

The Board unanimously agreed to officially add Sara and Jody to the Board after JCM requested they leave so the vote could take place.