

GAYLA Council of Elders Annual Summary 2017

The GAYLA Council of Elders offers wisdom of experience and love of GAYLA in support of the GAYLA Coordinators and our larger brotherhood. The Council tends to the long-term growth and vision of GAYLA, freeing the Coordinators to focus on organizing our amazing conference.

The God Mothers began monthly video meetings by reading the GAYLA Covenant. We met quarterly with our Treasurer and Coordinators. Here are some current projects, accomplished in collaboration with the Coordinators, Treasurer, Ferry Beach and many of you.

Marketing

- ♥ Expanded GAYLA's participation in Pride Events. Thanks to everyone who came out in Boston, Cleveland, Portland and Bangor!
- ♥ Launched Facebook ads in April and again during Pride
- ♥ Advertised in South Florida Gay News (online) and Mirror Magazine (print). Thanks to some generous GAYLA brothers for helping fund.
- ♥ Created GAYLA 40 palm cards. Pass them along to friends!
- ♥ Convened marketing meeting with Ferry Beach Marketing Director during GAYLA

Community

- ♥ Created GO GAYLA – Greater Ohio GAYLA group.
- ♥ Helped men stay in touch through **GaylaAtFerryBeach** Facebook page
- ♥ Held community meeting at Winter Gathering
- ♥ Reached out to former coordinators for input on key questions
- ♥ Compiled information about each of GAYLA's 39 years programs
- ♥ Maintained roster of all known brothers since 2001

Financial Sustainability

- ♥ Organized Helping Hands fundraising
- ♥ Converted mass emailing to free MailChimp service, saving \$590/year.
- ♥ Transitioned GAYLA's web presence to **www.ferrybeach.org/gayla**, saving \$112/year
- ♥ Negotiated comp package with Ferry Beach

Leadership Development

- ♥ Created "Being A GAYLA Coordinator – What Does it Mean?"
- ♥ Started community conversation about ways to bring new energy and activities by expanding options for Coordinators to fund creative programming
- ♥ Engaged in ongoing conversation with Ferry Beach about GAYLA 40 and beyond

We are grateful for the contributions of Roger White, who stepped aside in December. Past Council Members also include Tom Lucas, David Sumner, and Tom Hughes. The 2016-2017 Council of Elders members were:

Ron King, Maine 2016 - 2021

Bob Walker, Ohio 2013 - 2018

Bill Mitchell, Massachusetts 2015 - 2020

Brad Cohen, Massachusetts 2013 – 2017

Troy Liston, Massachusetts 2014 - 2019