



Minutes

NCB GAM Tuesday 28 September 2021

09:15 – 11:00

President, Hanne Jørgensen

- Opening words & Roll call

Welcome and roll call of nations present.

For the second year running, we have a different set up. It's great that we can still have a physical event. Thank you to those nations who have kept us in the loop with regards to what they're planning.

Expectation management: we can ask for the use of NATO facilities, but we can't demand them.

Hanne will go through the alternative bazaar set up later in this meeting.

From 4th October: the Bazaar will have a 'PR stand' for any questions. You will also be able to book meetings with us and have a walk through of the Staff Centre. To book a meeting, please ring or email Hanne.

Doodle poll: to go out soon via email. Please fill out this poll with regards to your preferred dates and any information about which nations you'd like to collaborate with. We will try to accommodate your preferences.

- Approval of minutes from the General Assembly Meeting on 7th of September 2021:

Minutes approved. See attached Attendance List with votes for minutes.

- Welcome and Farewell to members

In case you are leaving the NCB, please send your Membership Forms to our Membership Coordinator (Olivia).

Importance of Hand Over Take Over (HOTO) with your successor and team members. National emails: the Board encourages these to facilitate HOTO and to centralise the flow of information.

Farwell to national members from France, Portugal, and the UK. Welcome to national members from Estonia and USA.

If you'd like a leaving certificate, please contact Hanne. For those who have been in touch about this, Hanne will send these out soon.

Treasurer, Serge Devynck

- Financial update

Deposits:

Savings account: +6615 EUR

Primary account: +1618.03 EUR

These incomes are primarily from Sponsors and from the NCB shop sales.

Expenses:

AION bank fee: 18 EUR.

NCB Account details: please find on meeting slide.

Transfers 2021 must be completed by: **Monday 6 December 2021.**

Detailed instructions on how to do this transfer will be mentioned at the next meeting.

Charity Team, Monica Fornari

- Update on the ranking of the charities

See slides: Results of the voting process for the rankings

Belgian charities: Goal: 56.572,33 EUR

International charities: Goal 231.564,58 EUR

We are hoping to help charities for the maximum amount the charities requested, but even if we don't reach this we will try to reach the minimum amount.

The charities, once they receive the funds, have a year to implement these funds for their project.

Monica is happy to answer any questions you may have.

Tombola Coordinator, Tanya Borchert

- Update on ticket sales & prizes

Tombola: a large raffle. Each nation donates at least 2 prizes. In value worth per prize: around 100 EUR.

Thank you to submissions received so far (26 prizes).

2021 Prize Description Form: available on the NCB website.

Prizes will be published frequently on the NCB website, Facebook page, and newsletter.

Tombola draw: in person on Monday 29 November.

Nations can deliver their prizes in November to the Staff Centre → more information to come on this.

Tickets: 2.50 EUR each. Each nation can sell tickets. Suggestion: selling 2 tickets for 5 EUR or 10 tickets for 25 EUR.

Please ensure the ticket is filled out by the purchaser. You then tear along the line and give the purchaser the right hand side of the ticket (with the NCB logo).

When NATO people contact Tanya about tickets, she always offers a National Team connection first.

Come visit the PR stand for any questions.

Bazaar Coordinator, Diana Defta

- Status on National Catalogues

Online catalogues: these continue to be an additional option.

Same format as last year. The template will be sent to you after this GAM.

As soon as the catalogues are ready, the NCB will advertise them via newsletter, Facebook, our website.

Any questions? Contact Diana by email or come visit the PR stand.

- Pick up point option at Staff Centre parking lot

- Update on the Cook Book Project

We are still working on formatting, editing etc. ready for printing.

If you haven't sent in a recipe but still wish to do so, please send this to Diana by 15 October.

Dedicated Cook Book email: cookbook@natocharitybazaar.org

Sponsor Coordinator, Lara Ronayne Casimiro

- Status on sponsorships 2021

7 sponsors: 20.000 EUR

13.500 EUR in cash

In kind sponsors: jewellery designer donation + gem talks; Brussels chocolatier 5 boxes of luxury chocolates.

We're about halfway through getting donations.

We'll need to be flexible owing to the changed bazaar format in terms of honouring sponsor contracts.

- Website & new Brand Guidelines 2021

New Brand guidelines: We are trying to standardise our branding, font, text, logo etc. This is to increase brand recognition, awareness etc.

Who does it apply to?

- Mandatory for the NCB Board Members.
- Optional for national representative teams. **Please don't use the NCB logo for your communication, but you can use the stamp we've sent to you.** This is important owing to legal reasons.

NCB website: will be updated soon; adding some colours, changing fonts etc.

Website login: instructions on how to access the NCB sub-site are attached to the GAM invitations. The sub-site provides you with one place for all of the documents we send you. If you don't know your password, contact webmaster Lara.

Event Coordinator, Ildiko Incze

- Wishing Tree Project

Following the floodings in Belgium, our host nation, we have come up with this project idea. This doesn't require national involvement, it will be done by the Board members on their own.

The idea is to send gifts to fulfil the wishes of affected families, and in particular children.

We will contact affected schools, churches, and hospitals for wishes. Five festive trees will be placed inside HQ (the Agora) with the wishes hung on the tree branches. NATO HQ staff can then take the ornament with the wish they'd like to fulfil and deliver the gift to the Board.

We will keep a record of the wishes and gifts. We will need to be realistic with the number of wishes we can fulfil. We anticipate that this project could be used for other NCB years. As this project develops, we will let you know more.

President, Hanne Jørgensen

- National Bazaar Days 2021

8 – 30 November (weekdays only)

Doodle poll for your preferred dates will be sent out tomorrow afternoon. We encourage nations to team up. The Doodle poll will also ask more details about what nations are planning e.g. whether they'll be preparing food.

2 possible days of 'after sales'

Tombola draw: 29 November. You can sell tickets up to 29 November.

Question raised: why don't we do this in 1 week instead of 3 weeks?

Hanne in response: we have been granted all 3 full weeks in November, after the All Saints Holiday. We're working in coordination with IFM and NOS at NATO HQ. Due to restrictions in numbers of visitors permitted in the Staff Centre at once, it is not possible to "squeeze" all National & Restaurant stands into a five-day scenario.

We may NOT need all 15 Bazaar Days to fit all Nations and their stands to everybody's satisfaction, however; we will know more about that once the "puzzle" of which nations on which dates is solved.

Location: Staff Centre: left of front entrance.

One way flow will be created for COVID-19 reasons.

Kitchen and bar available. We are hoping Aramark will offer walk throughs of the kitchen space (to be confirmed) as they have done in the past. We are wishing for two walk through dates to better accommodate everyone.

We have asked for 9 standard-sized stands (5 x tables of 120cm by 60cm set up in a U-shape 1-3-1) from IFM. IFM will also set up seating areas and high tables.

Pick up location in the car park will be possible. Also to accommodate pick up of National Catalogue items.

Easier access for visitors and VIPs. More information on this at the 12/10 Q&A session.

Set up: flexible set up of product and restaurant stands possible.

There are time restrictions: restaurant stands open for lunch **1100 – 1400**.

Product stands can open when they're ready.

We'll open the doors at **0800**. Stands, kitchen, bar area to be cleared and cleaned by **1800**.

VIP event: we're working on having a VIP event. A suggestion we have so far: a VIP aperitif event. More information to come.

We will hand out print outs of the bazaar days from the PR stand to ensure publicity. Posters with which nations on which dates will be distributed to HQ offices, national delegations and to people passing by the PR stand-

The Members turn to speak

- Experiences & Expectations

Danijela from Serbia: it is again an unusual and challenging year. A challenge also: starting from scratch. The materials provided from the NCB are helpful, especially as a new NR. The members stamp is helpful for our email communication with sponsors. Personally, talking to Hanne and Tanya has been helpful and edifying. The website is also useful. A suggestion: a list of NCB members could be useful on the homepage of the website. From previous experience, bazaars are great events as they facilitate cultural exchange and mutual friendship between nations, in the name of charitable fundraising.

Tuulika from Estonia: The Baltic Nations have joined forces. Our team has planned what they can offer at our stand. A lot of coordination as we need goods to be delivered from 2000km away. We are making plans for what food and goods we wish to have available. As well as the Baltic Nations' bazaar day, the Estonian team is concentrating on a bake sale in the delegation during November and are also arranging guided tours of Brussels for our delegation members for a small fee.

Vice-President, Tanya Borchert

- Update on NCB shop

A lot of items → links in the newsletters. Newest item: wine bags.

If anyone wants to sew these bags for their national team use, please contact Tanya.

- Social media

NCB has three options: FB group, FB page, Instagram.

President, Hanne Jørgensen

- Any other Business & Closing

Correspondence issues: please don't email the postmaster account.

Next newsletter: 21 October.

Next GAM: 26 October. A hybrid option. In person at the Press Briefing Room at NATO HQ as well as on Zoom.

o Note extra Q&A session mid-October: 12 October.

Minutes taken by Eleanor Braithwaite (secretary)

Meeting closed by Hanne: 11:22.