

**"NATO Charity Bazaar" ASBL**  
Square du Vieux Tilleul 1/4, 1050 Ixelles, Brussels, Belgium  
No: 874.358.592  
General Assembly Meeting  
09 April 2014

The General Meeting started at 10h05

In Attendance: 26 Full Members were present or represented

Absent: Albania, Artist's Corner, Bulgaria, Canada, France, Georgia, Iceland, Luxembourg, Montenegro, Poland, Romania, Sweden, Tajikistan, Turkey, Ukraine and the USA

**1. Agenda – Jimmie Bradshaw (President) / [president@natocharitybazaar.org](mailto:president@natocharitybazaar.org)**

**1.1.** Jimmie welcomed the members to the General Assembly meeting.

**1.2. Welcome to new members**

Jimmie welcomed the following new member: (Alice Luukas, NR Estonia). A motion was made and seconded to confirm this new member. The vote by the General Assembly was unanimous.

**1.3. Farewell to members**

Jimmie called the following members up to thank them for their hard work and to be presented with Farewell Certificates: Saule Shamelova (ANR Kazakhstan) not present, Monika Naderer (NR Austria).

**1.4. Approval of minutes – March 20, 2014**

A motion was made and seconded to approve the above minutes. The resulting vote was unanimous. The approved minutes will be placed in the "Members Only" section of our web-site.

**2. Guest Speaker, Mr. Patrick Lambert, NATO Security Office**

Mr. Lambert, who is our main contact at NATO HQ and has been for the past 12 years, explained that he is responsible for access control at the Bazaar. In that matter, he ensured the members that 2013 was perfect. However, his colleague, who provides support from the police and fire department and is in charge of the safety of the staff and visitors to NATO, has some serious concerns. The problem is that during peak hours, between 11h00 and 14h00, there are simply too many people to allow for a safe exit, should the need arise. Therefore, if we would like to continue having the Bazaar at NATO HQ, we are going to have to come up with a plan that is satisfactory.

Several suggestions have been made:

- Limit the number of passes
- Specify on the passes the time of the visit (morning or afternoon)
- Reorganize the floor plan - Place the sponsors among the national stands and use the sponsor area to create more room and limit bottle-necks
- Use shelving behind the stands and fewer tables (shelves from IKEA are inexpensive and effective)
- Hold the Bazaar somewhere else (such as the Staff Centre) and include tents

Jimmie emphasized that everyone is going to have to be flexible. The Board would like any and all suggestions. We are working hard to come up with solutions and we will keep our members informed.

**3. Membership – Trine Lauvsnes & Linda Skou / [membership@natocharitybazaar.org](mailto:membership@natocharitybazaar.org)**

Linda informed the members that Trine will be taking over the membership responsibilities for her. She then went over the Membership Info form (which can be found in the "Members Only" section of our website), stressing the importance of keeping our membership up to date. She pointed out that we have created a new e-mail account ([membership@natocharitybazaar.org](mailto:membership@natocharitybazaar.org)) to which anything concerning membership should be sent. She then asked that the nations inform Trine by e-mail – preferably at least a week in advance - of any changes in the membership of their NCB team – both newcomers as well as farewells.

**4. Vice-President & Guest Access – Beckie Metelko / [vice-president@natocharitybazaar.org](mailto:vice-president@natocharitybazaar.org)**

**4.1. Moniteur Belge Update**

Beckie informed the members that she and Alessandra have been working hard to get all of the paperwork ready for the Moniteur Belge, and that they will have an update at the May 20<sup>th</sup> GA meeting.

**4.2. Guest/Helper Passes**

Beckie stressed the fact that it is important that we raise as much money as possible for charity, but whether we raise more or less money than last year is NOT important. It is more important that we and our guests at the Bazaar are safe. She informed our members that in 2013 we had more helpers than guests, and that helper passes will be limited this year. We will implement helper passes for Saturday only or Sunday only. We will also have a guideline number of passes per nation/stand (for example 12). She ensured the members that we understand the challenges this may cause them and that we will be as flexible as possible. However, she asked that they help us by making sure that their helpers are actually helping them. She also asked that they ensure that they have efficient working shifts in both the kitchen and restaurant area as well as at the national stand.

**4.3. Small Change for Big Change**

Beckie then told the members that we have come up with an idea similar to Karen Kiaerskou's "Outdoor Life", as Karen will be returning to Denmark. Beckie will bring a jar to every meeting, and she asks that our members consider placing all of their small change in it. Dionysia suggested that we have the jar at all of our events (i.e. bake sales, promotions in the Press Hall), and that we encourage our guest to deposit their small coins there.

## **5. Bazaar 2014, Emily Michnay / [coordinator@natocharitybazaar.org](mailto:coordinator@natocharitybazaar.org)**

### **5.1. Participation Questionnaire**

Emily explained that we need each member nation to fill out the 2014 Participation Questionnaire. We need to know as soon as possible which member nations will be having a national stand and/or a restaurant stand. She stressed that the nations should not feel obligated to have both – even if they have done so in the past. She also requests that each nation appoint one coordinator for their national stand AND a different coordinator for their restaurant stand. These people will be responsible for making sure that everything runs smoothly at their particular stand.

We have added two statements, which we ask that the nations consider. We would like to know if any nation is interested in a different stand location at the Bazaar this year. We will be making a few changes to the floor plan, so if your nation would like a different location, please let us know.

We would also like to know if your nation would like space in the actual cooking part of the kitchen. This does not include shelf space or refrigerator space.

She then reminded our members that ALL member nations must participate in the Tombola with two gifts worth a minimum of €100 each.

The deadline for handing in the 2014 Participation Questionnaire is June 17<sup>th</sup>. Until that date she will have a slide at each General Assembly meeting listing those nations who have not yet handed in the questionnaire.

### **5.2. Preparing for the Bazaar & Finding Sponsors**

Emily suggested that the members begin preparing a list of potential sponsors already now. This should be followed by preparing and sending out your letters requesting sponsorship. There are samples on our website. Once you have sent your letters, follow up on getting replies, and don't forget to say thank you. Should you have any questions or need some help, you can contact Jimmie, Emily or Beckie.

### **5.3. Layout Adjustments & Improving Safety**

Emily then emphasized that our goal is to safely accommodate as many people as possible at the Bazaar without blocking emergency services and exit routes. We need to reduce the "bottlenecks / chokepoints". We will be adjusting a few of the national stand locations for this purpose and to provide space for our two new countries. She, Jimmie and Beckie will be speaking with individual country representatives about this as needed.

Another idea is to provide maps of the layout at each Bazaar entry point, which might cut down on the amount of time our guests spend wandering around trying to find a specific country.

MORE IDEAS ARE WELCOME!!!!

### **5.4. Important Dates**

Next meetings: May 20<sup>th</sup>, and June 17<sup>th</sup>

Next bake sale: June 12<sup>th</sup>

Bazaar: November 16<sup>th</sup>

After Sales November 24<sup>th</sup> – 28<sup>th</sup>

### **5.5. Website Reminder**

Emily went through the process of accessing our website, where the members will be able to find any and all of the material which is discussed during our meetings.

## **6. Charity Update – Sabrina Janssens & Julija Vejić / [char@natocharitybazaar.org](mailto:char@natocharitybazaar.org)**

Sabrina introduced herself to our members, explaining that she is the Belgian Charity Coordinator. She will be working together with the International Charity Coordinator, Julija, who was unable to attend the meeting. Sabrina then gave our members a brief explanation of the charity selection process, reminding them that the deadline for receiving the applications is May 1<sup>st</sup> at 12h00 (noon) CET. We have not as yet received any applications, but this is very normal.

She also informed the members that we have received an Emergency request for funds from Zakynthos, Greece, for earthquake relief. We are waiting to receive a complete application. Sabrina reminded the members that Emergency requests are for a maximum of €2,000.

She then informed the members that the Charity Committee has a new e-mail address (see above) for contacting either her or Julija. The "old" e-mail address is intended for charity applicants only. However, she ensured our members that she and Julija check both e-mails several times daily.

## **7. Tombola Update – Carla Bucalossi Quatrini / [tombola@natocharitybazaar.org](mailto:tombola@natocharitybazaar.org)**

Jimmie explained that Carla was not at the meeting because she was helping Dionysia with a promotion event in the Press Hall area. Therefore, Jimmie reminded the members that they must donate at least two prizes valued at a minimum of €100 each. We will need a picture and a description of the prizes from each nation in September. During the ticket sales, Carla will update the prize list ONCE A WEEK, so please do not expect to see your prizes listed from one day to the next.

## **8. International Restaurant Update – Christina Arvanitaki / [restaurant@natocharitybazaar.org](mailto:restaurant@natocharitybazaar.org)**

Christina informed the members that there will be possible kitchen and restaurant changes this year. She will have more information at a later date.

## **9. Sponsorship & Events, Bake Sales Update – Dionysia Leolei / [sponsor@natocharitybazaar.org](mailto:sponsor@natocharitybazaar.org)**

### **9.1. Events**

#### **9.1.1.** Dionysia informed the members that the Shen Yun event was a great success. We sold a total of 56 tickets (44 of which were sold at NATO HQ during several promotional events) for a total of €436,80.

- 9.1.2.** The next event is the Hulencourt Art Project, which is a classical music concert to be held on May 19<sup>th</sup> at 20h00, at the Koninklijk Conservatorium Brussel, Rue de la Régence 30, 1000 Bruxelles. The tickets cost €25 for the concert or €45 for a “walking dinner” and concert. Dionysia told the members that if each nation was to sell just three tickets, it would be a total of 136 tickets, the proceeds from which go uncut to the NCB. She encouraged all of the members to spread the word to their groups.
- 9.1.3.** She then explained that the NR of Kazakhstan, Gulistan Khamzayeva has written a book, *Behind the Silver Curtain*. The book is about her life as the wife to the Ambassador of Kazakhstan. Jimmie then explained that the book is easy to read and very entertaining, and that each of us are able to identify with her experiences. Gulistan will hold a book presentation on June 5<sup>th</sup> at 10h30 in the Grande and Petite Chalet, at which she will read a short excerpt from the book and offer some traditional dishes from Kazakhstan. The books will be signed and sold for €20 each, and 100% of the proceeds from the sales will go uncut to the NCB.
- 9.1.4.** Dionysia then reminded the members to mark their calendars for our next bake sale, which will be held on June 12<sup>th</sup>. Dionysia and Linda are looking forward to whatever help and baked goods our members can donate to this fun cause.

## **9.2. New Sponsor Levels**

Dionysia explained that she would like to implement new sponsor levels as follows:

- Bronze = € 500
- Silver = € 1.000
- Gold = € 2.000
- Platinum = € 3.000
- Diamond = €10.000 ( so far the Staff Centre is our only Diamond sponsor)

A proposal was made and seconded to approve changing our sponsor levels as listed above. The resulting vote was unanimous, and Dionysia will update all of our sponsor material as soon as possible.

## **10. Treasurer Report 2014 – Alessandra Foresti (Treasurer) / [treasurer@natocharitybazaar.org](mailto:treasurer@natocharitybazaar.org)**

Alessandra introduced her team, which consists of Biljana Miralovic and herself, explaining that she is now in her fourth year as the Treasurer of the NCB, and that before that she worked for three years on the Italian national board. Her experience is valuable to us, and should anyone need any assistance, they should feel free to contact her.

She then informed the members that as of April 6<sup>th</sup>, we have €1.936 in our account - €1.919 from our bake sale on February 14<sup>th</sup>, and the remaining €17 from the loyalty premium from Banca Monte Paschi.

## **11. Any Other Business & Closing - Jimmie Bradshaw (2014 President) / [president@natocharitybazaar.org](mailto:president@natocharitybazaar.org)**

Jimmie reminded the members that Mrs. Anne-Mette Rasmussen’s FINAL Charity Ball will be held on June 21<sup>st</sup>. The Board will be gathered at two table of ten people. If you have not already bought tickets, you may be too late!

Future General Assembly meeting dates and the Key Focus:

- 20 May – Lottery for Belgian Charity Visits, Status on Charity Applications, Bazaar First Steps and Participation Questionnaire
- 17 June – Participation Questionnaire Deadline & Status, Charity Application Status, Charity Visits Agenda
- 9 & 23 September – Pre-briefing books, Blind vote on priority of projects, Tombola gifts, Restaurant Instructions
- 7 & 21 October – Tombola ticket sales lottery and ticket sales, Restaurant Instructions
- 11 November – Final arrangements, 2014 Bazaar

The General Meeting was adjourned at 11h45

This document is the original and authentic text.

In the event of litigation, the English version of these minutes shall prevail.  
Brussels, 13 April 2014

President, Vice President  
Treasurer, Full Members