

BrooklineCAN Membership Committee

May 11, 2016

Notes

Attending: Karen Fischer, Andrea Meyers, Gayle Rich, David Trevvett, Molly Turlish, Ellen Young

Membership numbers: Today, we have 384 active members, compared to 390 at the time of the April meeting. We also have 230 former members, who have with renewal dates from 2012 to yesterday.

Membership assistant: Susan Halpert has begun work, updating the database, preparing thank you and renewal letters, and related responsibilities.

Staffing registration tables at upcoming events: For Tuesday, May 17, Karen and Ellen will register attendees for “Giving Up the Car Keys,” 6-8 at the Senior Center. They will arrive by 5:30, and Molly will attempt to have the table set up before they arrive. Karen will get the sign-in sheets to Molly the following day. For the June 16 program on “I Gave Up the Car Keys,” David, Andrea, and Karen will staff registration. Committee members are asked to check calendars for July 11, when the program “Social Security: How to Get What’s Yours” will be at the Senior Center, 6-8 pm. Volunteers will be confirmed at the June Membership meeting.

Welcome calls to new/renewed members: The committee reviewed the list of recent renewals. David, Andrea, Karen, and Ellen volunteered to call 13 newly renewed members, using the script approved at our March meeting. Copies of the current list of committees (“working groups” in the script) were distributed. Molly agreed to mail a printed copy of the phone script to Andrea and Karen and to attach it to the notes. The Committee will debrief on these calls at the June meeting and fine-tune the process as needed.

Business memberships: The committee reviewed a concept for Business memberships that will be forwarded to the Communications Committee and the Steering Committee for review and approval. Such memberships will be available when business representatives inquire.

Concept – Business Memberships: Available at Bronze (\$100), Silver (\$250), Gold (\$500), and Platinum (\$1,000) levels on an annual basis. Business Members as of December 15 will be listed by category each year in the January BrooklineCAN newsletter. Those active as of June 30 will be listed in the program booklet for the Annual Meeting in September and featured on a poster displayed during the Annual Meeting. Gold and Platinum members would be named in a press release distributed in March each year that details how their support furthers the work of BrooklineCAN, and the logos for Platinum Business Members will be featured on www.BrooklineCAN.org home page.

Membership events: Committee members continue to explore possible sponsorship of a shredding day, probably for May 2017. We will also continue thinking about other concepts for a membership event for spring 2017 – something other than a presentation/discussion. Smaller house-party events could be held at almost any time, but the focus in September is on the Annual Meeting, followed by the Senior Center fund-raiser, making a big fall event difficult. Think Spring!

Annual Meeting 2016: Thursday, September 15, 5-7 at the Senior Center. The theme is housing, and roles for committees have not been assigned. Molly anticipates that the Membership Committee will have a role in greeting, registration, and staffing a membership table as part of the 5-6 pm “expo.” Gayle shared her experience as a greeter in 2015 and said that the entry to the Senior Center became congested. She recommends locating the tables for BrooklineCAN committees in the large room with other exhibitors. Room 103 could be used for coats, etc.

Reaching out to committee members who have not attended recently: Gayle will call Barbara and Judith; Molly, Virginia LaPlante. Our goal is to encourage them to be more active on the committee, or “allow” them to resign if that works better for them.

Next meeting: Wednesday, June 8, 3-4:30 at the Senior Center.

Molly Turlish
5/12/16