

BrooklineCAN Membership Committee

July 13, 2016

Notes

Attending: Peter Ames, Andrea Meyers, Melissa Trevvett, Gayle Rich, and Molly Turlish

Membership numbers: Today, we have 349 active members, compared to 370 in June and 384 in May 11. The number of former members is currently 264. A mailing is going out soon to former members whose renewal dates are prior to May 1st this year. Similar mailings in the past have had good results. Molly will follow-up on the new discounted membership option in the fall.

Review of 2015-16 activities and accomplishments: The committee met with BrooklineCAN volunteers to learn more about TRIPPS (then known by a different name), the guides to residential buildings with elevators, two safer sidewalks projects, and statistical information about our members. We also had a presentation on demographics by Linda Pelke, and we considered at some length what is membership for and thus who to count – a conversation launched by Matt Weiss from the Steering Committee.

We also presented to the Steering Committee for approval two new types of memberships: discounted memberships (designed for households with annual incomes under \$35,000) and business memberships. We initiated thank you / welcome calls to new and renewing members. At a fall meeting, we will evaluate the welcome calls to determine what works and what does not.

Staffing registration tables at events: Molly thanked Karen, David, and Andrea for staffing the event on driving retirement on June 17; 38 people signed in, including 11 active members and two former members. For the program on Social Security Monday, July 11, Melissa, Ellen Bick, and Molly staffed the registration table. Most people in the large crowd signed in, and the list is still being entered into Excel and has not been checked against the membership list. Two new members joined at the event. Melissa, David, Molly and Julie Washburn should brainstorm in the fall about how to make registration easier.

Welcome calls to new/renewed members: When we reach people, we often learn that they are already volunteering in numerous ways. Sonia spoke with a new member who is interested in the Membership Committee, and Molly will follow-up. Peter, Andrea, Gayle, and Molly took assignments.

Meeting day for 2016-17: Because Wednesdays have become impossible or difficult for several committee members, the committee decided to meet the second Monday of each month, starting in September. We will evaluate after a few months to see whether Mondays seem to work. In October, the second Monday is Columbus Day, so we will plan to meet the first Monday

(October 3), but since that is Rosh Hashanah Molly will think about ways to have us work in teams during October instead of having a meeting that day. One topic we hope to include in our fall meetings is an update on TRIPPS, now that it is actually operating and is funded for a second year.

Next meeting: Monday, September 12, 3-4:30 at the Senior Center. The agenda will include evaluation of the welcome/thank you calls. There is no August meeting.

Molly Turlish
7/14/16