

**BrooklineCAN Membership Committee**  
**Meeting Notes from February 12, 2018**  
*[notes prepared by David Trevvett]*

Attending: Molly Turlish (Chair), Ellen Bick, Karen Fischer, Linda Richards, David Trevvett, Melissa Trevvett

**Current membership numbers:** 318 active members (vs 307 in December); 309 former members

**Annual Membership Drive:** 308 mailers sent on 2/6-2/8. The sample Molly sent to herself arrived intact. Molly thanked those who had worked so efficiently and effectively to prepare the mailers w/ addresses, stamps, and personal notes. Melissa asked about Molly's expectation for results from the drive, and Molly said she would consider 5% an excellent return.

The smaller "personal note" area on this year's mailer helped the note-writing go faster. If one wants to write a longer note (e.g., to a friend to introduce BCAN) one can write "see my note inside" in this space and tuck a longer note inside.

Molly noted that some people had been given complimentary memberships in the past (including all speakers at education events). She suggested that if one of those does not renew within 12 months after their membership expires, then we recode them as inactive. (Speakers typically don't renew.) All agreed.

Some members took extra mailers to send to people they knew, the group decided that the rest could be placed on the BCAN table at upcoming events for participants to pick up, especially since they reflect the new membership rates, which the old brochures do not.

**Implementing the new membership donation levels:** The January renewal letters that went out to members for February renewals had the old rates, but the renewal letters have now been edited to reflect the new rates. Reply envelopes with the new rates were included in the membership drive mailers. There's been a BCAN newsletter article about the new rates (February issue), and the new rates are on the BrooklineCAN home page and the "Join/Donate" page. Molly is currently working on revising the membership brochure, and asked for volunteers to help review and edit the text – David & Karen agreed to do this.

**Spring "member celebration" event May 10:** There's bad news and GOOD news – the event planning committee discovered that we had lost the "trivia evening" presenter, who has moved out of state. Luckily, a friend of Linda's had told her about a book ("399 Games, Puzzles, and Trivia Challenges"), so Linda contacted the author (Nancy Linde) and discovered that Linde enjoys engaging seniors, has done so before, and is willing and available to lead our event evening. Voila! the event is set! She's not charging BCAN a fee, though is interested in being able to sell her books there. She'll provide an intro about how she began developing games, puzzles, etc. to keep brains young, discuss different kinds of cognitive function, all illustrated along the way with puzzles, trivia questions, etc. that she poses to the audience. No teams, no trophies, lots of audience participation. It appears that it would be a very interactive, lively, and fun event.

Ellen reported for the planning committee that the tentative title is "The Power of Play: Games, Puzzles, and Trivia to Keep Your Brain Young", with the event being held 5:30pm-7:30pm on Thursday May 10 at the Senior Center. The planning committee is proposing that the event be

free to members, but that we charge non-members \$10 at the door. All agreed that if someone joins on the spot at the event, then they would get in free as a member. Molly will be thinking about how to color-code or otherwise mark name tags to help keep all this straight. Ellen is working on food for the event, and has already lined up a couple of gift cards.

After a brief discussion on the possibility of serving wine at the event, all agreed that even though we no longer have to pay a presenter for the evening, the event budget is not sufficient by itself to cover bartender and alcoholic beverages.

**Welcome / thank you calls:** Molly handed out lists of recent joins/renewals, and those present agreed on assignments for who will call whom.

**Upcoming events:** March 8, Margaret Morganroth Gullette, “Ending Ageism”, 6pm – 7:30pm in Hunneman Hall at the Main Library. Linda agreed to staff the BCAN table at that event, Karen may be able to help.

**Next Meeting:** Monday, March 12, 3pm – 4:30pm at the Senior Center.

For reference:

