

## BrooklineCAN Membership Committee

### Notes of January 9, 2017 Meeting

**Present:** Ellen Bick, Judith Kidd (note taker), Andrea Myers, David Trevvett, Molly Turlish (chair), Peter Ames, Linda Charen

Molly gave the latest membership numbers: 337 active; 290 former members. Because of staffing issues, the numbers are not entirely up-to-date.

Molly announced that the Professional Service Providers Group (PSPG) has dissolved. The Service Referral Program is continuing.

The group discussed the Business membership program, approved May, 2016 by the Steering Committee, but not yet implemented. Molly will create an insert to be placed in BCAN brochures for specific use with businesses. She will also invite several people who were active with PSPG to work as a sub-committee to implement business memberships and advise on appropriate benefits at each level.

The group had fun reviewing the humorous greeting cards selected by Ellen and Andrea for placement on tables at the May 18<sup>th</sup> event, which will be from 5:30 – 7:30 p.m. at the Senior Center. David has been in touch with Julie Washburn to handle room reservation, AV access etc. The Party Planning group is meeting Jan. 13<sup>th</sup>, after which Judith will write a summary for Molly's use at the Steering Committee meeting on Jan 18<sup>th</sup>.

David and Molly reported on the Membership Drive. There will be two sets of labels for the mailing—former members, and those who have attended events. (Committee members identified mailing addresses of approximately 50 people, leaving only 15 people who attended an event without a current mailing address.) The 9 x 12 mailer has room for personal notes on the address side and Molly will organize note-writing, stamping parties.

The group discussed the welcome and thank-you calls. The basic sense was that they were not useful. Molly will see if she can a mailing list with only those who have made between 0-2 payments. No calls will be made until she learns if the new list can be created. The welcome calls program will be reconsidered at the March 13 meeting of the Membership Committee.

BCAN and Molly will host a panel at 100 Centre St. and needs two volunteers. David volunteered and either Melissa or Andrea will also be there.

The meeting adjourned at 4:00. The next meeting is on February 13<sup>th</sup>, from 3-4:30