

BrooklineCAN Membership Committee

Notes from June 11, 2018 Meeting

(prepared by Marsha Frankel)

Attending: Molly Turlish, chair; Ruthann Dobek, Linda Richards, Barbara Cone, David Trevvett, Ellen Young, Ellen Bick, Andrea Meyers, and Marsha Frankel

Molly reported on current (active) members as 369 up from 343 in May. (14 new members were sponsored by JF&CS). There are 281 former members.

A lengthy debrief of the Spring Member Celebration on May 10th was held with the goal of creating a record for future events. The remarks by Barbara Cone will be included with the notes.

- Publicity: 2 email blasts (using MailChimp) to 1000+ (Newsletter list), 200 flyers, calendar item in TAB, articles in April and May BCAN newsletter, article in May *Senior News and Events* as well as listings on BCAN's Facebook and Twitter accounts. Recommendation before next event is to compile a list of places to distribute flyers to (i.e. Town Hall, Libraries, Banks) for most impact.
- Attendance: 42 attendees (plus presenter Nancy Linde and her assistant Sue De Marco). 7 of the 42 were non-members with 2 joining; 4 former members with 3 renewing – including one whose membership expired in 2012 (!); and 31 current members.
- 59 people preregistered and there were 3 walk-ins
- The attendance matched our pre-event estimate
- Nancy Linde was sent a one-year complimentary membership as a thank-you.
- Expenses: Total expenses of \$329.74 (budget = \$500). \$42 donated at door. Expenses included printing flyers, name-tags, table cloths, cups, plates, napkins, minimal food and seltzer expenses. Left over name-tags are in black bag.
- Food and drinks: the appetizer type foods were eaten more than the sandwiches. Many cupcakes left over. Ellen Bick wrote thank you emails to most of the vendors (not supermarkets who gave gift cards) and received a note back from Party Favors! Group suggests that wording on the flyer let people to believe there would be less food provided. May want to consider just doing lighter fare in future.
- Registration and name tags: Went smoothly having 2 tables- one for current members and the other for non-members. Only recommendation is for list of pre-registered attendees to have last name listed first for ease in locating. Having a laptop at registration worked well to check on membership status and allow for joining using credit card.
- Fee for non-members: the fee for non-members seemed to work fairly smoothly. One attendee said she was not prepared (even though we had emailed her several days before); she contributed \$2 and seemed pleased that we accepted that amount (instead of the requested \$10. Each non-member was given a receipt for their donation.

- Logistics: It would have been helpful to have the BCAN logo on the screen prior to the presentation but it was not doable as currently set up. Needs to work seamlessly and the presenter had some challenges in hooking computer to projector. Ideally clip on microphones would be better to enable presenters to move from the podium. The tables worked well but a recommendation for the future is to also have a few chairs on the sides of the room for those who are “less social.”
- Program: Generally positive. Most people found the activities fun and engaging. The PowerPoint was less well-received. Would recommend shortening of initial remarks re neurobiology. It was hard to describe the program in a way that would appeal to non-game/trivia players.
- Book Sale: A good number of Nancy Linde’s books were sold and the Booksmith was pleased.
- Remarks: Barbara’s remarks were on target and well-received. A copy of them is attached.
- “Way finding”- This went well with the arrows being helpful. More were copied that evening and a flyer with the floor number was put in the elevator. All agreed that having a greeter on the first floor set a nice tone and was helpful!
- Overall consensus was that this was a well-received, successful membership event.

A review of welcome/thank you calls/emails to new or renewed members was conducted and new assignments were made for this month’s new or renewed members.

The May 24th event commemorating Helen Kass and featuring Paula Span was reported upon.

- Approximately 70 people attended including g members of Helen Kass’ family. Some came to honor Helen Kass and others to hear the speaker. Mixed crowd.
- It was helpful to have a third member of the committee assist at the Registration Table given the number of attendees,
- Offering the incentive of a free book to the first five people who joined/renewed was helpful and may have led to four people taking advantage of this offer.
- If we offer a book or similar incentive, need to have a sign indicating this. Future possible incentives such as signed copies of books, etc. were discussed. Further discussion is needed to create a plan.

Next Molly provided pie charts and a discussion on BrooklineCAN income and expenses. (See attached pie charts). This was in response to a request from a committee member at a previous meeting. Basically, BrooklineCAN would need more than 400 active members to equal costs. Much of the expenses for programs, etc. are offset by in-kind donations – and sometimes cash donations – from the Founding Members.

Ruthann spoke about the BCAN annual meeting which will be held on September 13th at the Senior Center. The program will include a panel on Age Friendly Businesses.

Molly reminded all that she was stepping down from Chair of the committee effective June 30th. She was presented with a bouquet of roses and a card in appreciation for all she has contributed. Frank Caro and Ruthann Dobek will co-chair the membership committee until a new chair is appointed.

David distributed copies of a proposed revised renewal letter for the Committee to review and discuss at the July meeting. He reviewed a number of organizations' renewal letters to tweak the existing one. The recommendation was that, once a new version was accepted, the email that goes out should also be revised. Timing of the email and paper letter was discussed but no decision made. This will be discussed further at the July meeting. Members are encouraged to send along comments/suggestions to David in the meanwhile.

The next meeting will be held on July 9th from 3-4:30 at the Senior Center. David will take notes.

Attachments

Remarks introducing "The Power of Play," May 10, 2018

Pic Charts of FY2017 income and expenses

6:10 **Announcement** – Program to begin in 5 min., so please take this time for one last pass at the food or beverage tables. Also at this time, I'd like to recognize Ellen Bick (stand up please, Ellen), a very resourceful member of the Membership Comm. of BCAN, who secured all the food donations here tonight.

6:15-6:20 **Welcome**

First, can everybody hear me?

My name is Barbara Cone, and I'm a member of the BrooklineCAN Membership Comm and we're all very happy to welcome you to our 2018 Spring Membership Celebration. Yes, we can finally say "spring." I'd like to touch on just a few reminders about Brookline CAN. First, CAN is an acronym for Community Aging Network

We're an all-volunteer membership organization and we pay dues to sponsor programs that help make Brookline an even better place for seniors – and everyone - to live.

These include Information and Education – where, through our Website and monthly newsletter, we inform members and other subscribers of events and opportunities to remain engaged in the life of the community and we also sponsor authors and speakers on various topics related to aging well .

And there's Advocacy – where we work toward improving town services and amenities, which include street lighting, pedestrian access, transportation alternatives for those doing less or no driving, expanded access and affordability of housing for seniors.. . Could be a long list.

And Engagement – we encourage all our members to participate and bring their energy to these various efforts. Clearly strong membership numbers help when we're trying to get officials to sit up and take notice of our needs.

And for those of you who came as guests, we hope tonight will spark your interest in joining us. There's Brookline CAN informational material about the hall, or speak to any of us wearing nametags that suggest you ask us about BCAN. We're all members of the Membership Committee and Steering Committee .

FUN – Let it begin

What tonight's really about is rewarding ourselves for our hard work and having some fun, and what better way to do that by playing some games.

It's now my privilege to introduce Nancy Linde, who will host our game playing.

Nancy is a multi-talented individual who has long ties to the Boston area – as a producer on WGBH/Channel 2's highly acclaimed and long running NOVA series, as a master quilter, and as a GAME CREATOR.

Nancy Linde has been creating games all her life. We all know that playing games is fun and NANCY will tell us how playing games is not only good fun, but it's good for us too (but shhh, we won't tell anyone about that.) Her experience caring for her mother first inspired her to create an online website service for activities professionals who work with seniors called NEVER 2 OLD 4 GAMES .com..

Her first book followed, 399 GAMES, PUZZLES & TRIVIA CHALLENGES SPECIALLY DESIGNED TO KEEP YOUR BRAIN YOUNG . This book, and her follow up book 417 MORE GAMES will be available for purchase here tonight thanks to our friends at BROOKLINE BOOKSMITH.

So now we're ready to start with our theme tonight, The Power of Play. Please welcome our GAME HOST NANCY LINDE.----

7:15 CLOSING

Hasn't this been a wonderful evening! Please, another round of applause for Nancy.

And also for Linda Richards, another member of the Membership Comm., who discovered Nancy and brought her to our celebration tonight.

Have I said member enough? I just want to be sure you get the idea that, as a member organization, we're the ones who decide on our agenda and programs. And we would love to hear from you with any suggestions you might have. For those of you who came as guests tonight, we hope you're considering joining us. Remember the name tags to look for.

And finally, we want to thank the Senior Center and Ruthann Dobek, its ED, and Julie Washburn, Program Director, for sharing their facilities – and their good will and support – for so many of our events. Thank you Ruthann and Julie.

BrooklineCAN Financial Summary

FY 2017 (7/1/2016-6/30/2017) ~ Totals = \$14,918.26

