

BrooklineCAN Membership Committee

Notes of March 13, 2017 Meeting

ATTENDING: Peter Ames, Ellen Bick, Karen Fischer, Judith Kidd (note taker), Andrea Meyers, Linda Richards, David Trevvett, Melissa Trevvett, Molly Turlish (chair), Ellen Young

Molly opened the meeting with introductions to welcome Linda Richards.

The results of the membership mailing (“Annual Membership Drive”) are encouraging, and it should be repeated, with possibly the printer or mail house doing the stuffing and sealing. B-CAN currently has 360 active members (compared with 337 in January!). There are 253 lapsed members. Despite problems with the mailing we had a 7% response rate from returning members and 4% response rate from those who had come to an event.

The Membership Assistant has resigned. We need someone to complete administrative work four hours per week on Fridays; the pay rate (Brookline’s official “living wage”) is \$13.71 per hour.

The May 18 party team reported on progress:

- Ruthanne is arranging liquor license and bar tender;
- Ellen Bick is handling decorations, baking cookies for the exit table, getting food donations. She gets the over-achiever award;
- Melissa and Karen finalized the questions that will be placed on the tables;
- Jude is revising the B-CAN newsletter posting and also informing the Senior Center newsletter editor and the B-CAN publicity chair. She has also confirmed Steve Shain and Stacy Greenspan as guest presenters;
- Melissa and Ellen checked in with John Seay and found that Evite would not work. We decided to do an email blast to the 1000 mailing list with a separate response email for sign-ups;
- Linda is writing the email blast.

Welcome and thank-you calls were discussed and an in-depth discussion will be held at the next meeting to determine if the program is effective.

Upcoming Events:

- April 6 at Goddard House, 6-8 p.m. “The Age of Longevity”. Melissa and David have B-CAN membership materials there.
- April 20 at SC, 6-8. Reception for Reunion Project.
- April 24 at SC, 4-6. Candidates Forum, greet only. Peter and Andrea.

B-CAN Annual meeting will be Thursday, September 14, 5:30 -7:30 at SC. Molly and David are members of the committee. The theme is “The Power of Engagement in Successful Aging.” A keynote speaker is being invited, and exhibitors will be identified at the next committee meeting.

Next meeting of Membership Committee:
April 10, 3-4:30 at Senior Center