

## **BrooklineCAN Membership Committee**

### **Notes from November 13, 2017 Meeting**

**Attending:** Ellen Bick (notes), Linda Cheren, Barbara Cone, Karen Fischer, Andrea Meyers, Linda Richards, David Trevvett, Molly Turlish (chair), Ellen Young. Guests: Roberta Winitzer, Matt Weiss.

**Announcement.** Judith Kidd has resigned from the committee after several years of service. Molly has thanked her for her leadership and contributions to BrooklineCAN.

**Membership numbers.** BrooklineCAN has 323 current members and 298 former members, about the same as in September. Four former members have renewed since email went out on Friday to lapsed members that provided a link to coverage in the TAB of the annual meeting and to renewing online.

**Annual Meeting.** David, Andrea, Linda and Barbara provided feedback from the Annual Meeting. They all agreed that having the Membership table in the coffee lounge on the first floor was optimal. Three people on the third floor was too many – two would be fine – and three at the registration desk is appropriate.

**Annual Membership Drive.** Linda reported that “we are not done.” Decisions still to be made concern personalizing the mailers and finding fresh photos. The sub-committee is working to streamline the process for renewing online with a credit card.

**Spring Member Celebration.** Molly advised that the Senior Center has been booked for May 10, 2018 for our Spring event. Linda reported on her research into Pickle Ball and other activities as well as adaptive technology as themes for the event. Ellen Bick reported on her chats with the Eureka game store and The Studio clothing store as possible presenters at the event. Ellen B. and Ellen Young may visit Eureka in person to talk about what they might do within our budget. As we narrow down our themes, we plan to survey the membership for preferences.

**Thank you/welcome calls.** Barbara, Ellen Bick, Linda, and David will reach out to new and first-time renewing members to thank them and (when appropriate) invite them to become actively involved.

**Lecture/Book signing.** Andrea, Barbara and Linda volunteered to greet / register participants on December 5 at the event with John Ratey, MD.

**B-CAN finances and membership levels.** We discussed membership level designations, the financial health of BrooklineCAN, and ways to increase revenue. Roberta and Matt presented a rationale for increasing BrooklineCAN dues (“membership donations”). Highlights include: there have been no increases since the organization was founded in 2010 (in fact, several reduced-cost options have been added); as the organization grows and adds dimensions to connect throughout Brookline, costs rise; our innovative collaborative way of operating

enlarges the impact of a member's ideas and actions. We serve as a "megaphone" for our members. The list of accomplishments included in the handout will be incorporated into the membership drive mailer and brochure revisions.

The committee voted to accept their recommendation to raise membership levels to \$35 for individuals and \$55 for households. These changes will go to the Steering Committee on Wednesday (11/15). We will continue to work on streamlining the dues level designations.

**Next meeting.** We have enough business to justify a December meeting. Molly will email with options. The meeting following is scheduled for January 8, 3-4:30 at the Senior Center.