

## BrooklineCAN Membership Committee

January 5, 2015

### Notes

Attending: Peter Ames, Ruthann Dobek, Karen Fischer, Molly Turlish, Sonia Wong, and Ellen Young

Absent: Linda Cheren, Shirley Partoll, and Virginia LaPlante

**Membership numbers:** BrooklineCAN has 315 active/paid members, up four from November and up from 298 in mid-December. November, December, and January are especially big anniversary months, with a lot of memberships expiring, so numbers are likely to be volatile.

Frank and Carol Caro have emailed about 40 former members whose renewal dates fall before March 1, 2014. Response to the emails has been very positive, with a number of renewing members choosing the Sustaining (3-year) options. We have also added at least one Town Meeting Member who has been invited to join several times, and we have had two new memberships as a result of the display at the Coolidge Corner Library in late November through December.

**Membership committee roles.** Molly introduced the concept of creating teams to focus on such roles as outreach to new members (new voters, Town Meeting Members, house parties, etc.), follow-up with former members (such as the calling and emailing we have been doing), social gatherings, and liaison to BrooklineCAN committees (particularly the Annual Meeting planning committee, but also Communications, Education, etc.) Forming a team to think about, propose, and follow through on social gatherings received the most interest and attention. As we build numbers of committee members, Molly will plan brainstorming time into the agendas to help develop these dimensions of our work.

**Spring Program.** Molly brought the group up to date on inviting Ellen Goodman to speak, followed by a mini-workshop based on the work of The Conversation Project. She hopes to know more shortly about whether such a program will be possible.

**Expanding the Membership Committee.** We currently have nine committee members, including Ruthann and Sonia, who have multiple responsibilities related to BrooklineCAN and the Senior Center. We could use five or more additional members, preferably people able to volunteer at least ten hours per month. We also would like to add some men to the committee. We reviewed a list of current and former members who live at 100 Centre Street and 1550 Beacon (buildings managed by Center Communities of Brookline) and a list of people who have joined as a result of particular outreach activities. We agreed to have conversations about joining the Membership Committee with Thomas Faulhaber (Ruthann and Peter), Sidney Gelb (Molly and Carol Caro), and Anne Robertson (Molly). Molly will also reach out to Karen Zweig and

Roberta Winitzer to ask about friends they recruited to join in order to find out whether the friends might be potential committee members.

**Calling Former Members.** We reviewed the list of 25 former members whose memberships expired March through November and who had been assigned to volunteers on the committee for follow-up. Two of them renewed the day of the meeting; nine were removed from the list because our efforts have led to dead-ends; and 23 former members with December renewal dates were assigned to callers. Molly will email the list of contacts to each person who volunteered to call.

**Next meeting.** Our next meeting is Monday, February 2; watch for room numbers on the daily schedule as you enter the Center.

Submitted by Molly Turlish  
1/6/15