

BrooklineCAN Membership Committee  
Notes  
December 18, 2017 Meeting

Attending: Molly Turlish (Chair), Ellen Bick, Barbara Cone, Karen Fischer, Andrea Meyers, Linda Richards, David Trevvett, Melissa Trevvett, Ellen Young.

1. Pre-registration/Registration for Events and Reception Issues

- Sign Up Sheets after Events: Molly clarified that the completed sign up sheets currently should be put into the black bag. In the future the Membership Assistant will be trained to enter prospects and the workflow may change.
- Numbers: The well-attended John Ratey event prompted a discussion of ongoing issues related to registration. BCAN members staffing the reception desk noted that fewer than half the pre-registered people actually showed up. Some who called the Senior Center to register within 24 hours were told the event was full and there would be standing room only. However that was not the case. Molly will talk with Julie about accuracy of information given to callers interested in registering.
- The ongoing confusion between BCAN and the Senior Center was noted. BCAN members staffing the reception desk at events noted that attendees often think that donating to the Senior Center – or even participating in activities or using services – makes them BCAN members.

2. New Membership Levels

The membership levels recommended by the Membership Committee were approved by the Steering Committee. The changes will be announced in the February newsletter. Even after the announcement and changes in the brochure and membership envelope are implemented, BrooklineCAN will accept outdated forms in the current brochure and reply envelope.

3. Annual Membership Drive

Several issues were discussed as part of this topic:

- To improve the number of correct addresses that we obtain from prospect sign-in lists, we may be able to check prospects against Senior Center Donor lists and perhaps add Prospects from that list;
- After a brief discussion of wording for the mailing, Molly suggested that editing changes be submitted directly to her;
- Molly and Linda will work with Carol Caro in January to set up layout for brochure.
- The subcommittee preparing the mailing is looking for new photos to feature in the mailing.

4. Spring Membership Event

Ellen Bick presented the planning group's suggestion for a Trivia Night as the theme for the spring event. She explained how the Trivia Night would work in terms of

teams, questions, and pacing. She already has a contact that would be willing to facilitate the event at a favorable price for BCAN. There was discussion about the appeal of a Trivia Night and the best way to organize it to support the goal of encouraging interaction among BCAN members. Members generally agreed that a Trivia Night evening could be fun and planning for the theme should continue with an emphasis on how BCAN will encourage interaction among attendees at such an event.

#### 5. Business Memberships

Matt Weiss is chairing a group to develop memberships for businesses; these would be paid memberships to increase support and financial resources for BCAN. Concurrently BCAN is also seeking to encourage businesses to become age-friendly by developing criteria and then working with businesses to encourage their meeting these criteria; this is in line with Brookline's initiative as an Age-Friendly City. These are two distinct and parallel efforts.

6. Welcome/thank you calls: Barbara Cone will contact the two new members.

7. Next meetings: Feb. 12, 2018 is next scheduled meeting. David Trevvett will be notetaker. Barbara Cone agreed to take notes for the March meeting and Ellen Bick, for the April meeting.

Notes prepared by Melissa Trevvett