

BrooklineCAN Membership Committee

November 3, 2014

Notes

Attending: Peter Ames, Marga Dieter, Karen Fischer, Shirley Partoll, and Molly Turlish.

Absent: Kathy Burnes, Linda Cheren, Ruthann Dobek, Virginia LaPlante, Sonia Wong, and Ellen Young

Introductions and Note Taker: Marga Dieter joined us, as she is considering joining the committee. We introduced ourselves. Molly requested that someone volunteer to take notes but did not receive an offer.

Membership numbers: BrooklineCAN has 309 active/paid members, up five from October and 10 from September – continuing an upward trend.

Membership representation at events. Peter, Shirley, and Virginia attended the October 15 program on enhancing mental health and brain function through nutritional supplements. We put sign-in sheets outside the room and 35 people signed in, including 23 non-members and one former member. Committee members volunteered to call four or five of them to ask for feedback on the event and invite them to join BrooklineCAN. A phone script was distributed. We agreed to complete calls and emails before Thanksgiving.

Two events are upcoming:

(1) For the Special Town Meeting on Tuesday, November 18, in the auditorium at Brookline High School, we will be set up by 6:30 and plan to stay until Town Meeting Members enter the auditorium for the 7 p.m. meeting. Karen and Shirley agreed to check calendars in hope of joining Molly.

(2) Forum for Seniors on Override Proposals on Wednesday, December 3, 3-4:30 at the Senior Center – Molly asked everyone to put it on their calendars, to be confirmed at our December 1 meeting.

Program brainstorming and Expanding the Membership Committee. These topics were held to our next meeting because of a lack of time.

Calling Former Members. We reviewed the list of 38 former members whose memberships expired March through September. Seven of them have renewed (and have been removed from the attached spreadsheet). Another person is moving out of state and has also been removed. Updates were recorded and are included on the spreadsheet. We know that a majority of people we actually speak with do renew, making these contacts among the most effective ways to retain members. We agreed to complete our contacts before Thanksgiving.

Brainstorming about ways to recruit new members. We reviewed the status of the ideas brought up at the October meeting:

- Gift memberships: Molly has an inquiry out to Carol Caro about including gift memberships in the December newsletter
- Karen will ask about installing the display at the Coolidge Corner Library; later, we will approach the new head librarian about installing the display on the main floor of the main library.
- Molly agreed to ask Virginia to edit last year's letter to newly registered voters for use this year.
- A special handout for TMMs to pick up as they enter the meeting is coming back from the printer in a day or two.

We will consider the brainstorming ideas at our December meeting and conduct further brainstorming.

Meeting notes. Molly is seeking volunteers to assume responsibility for note taking for our meetings. Email her if you are willing. Without volunteers, she will begin inviting committee members to take on the notes.

Other. Shirley mentioned that she spoke with her bank about offering shredding services, to be sponsored by BrooklineCAN. A shredding truck would park outside the Senior Center, and by offering refreshments inside, we would lure potential members to find out more about BrooklineCAN. Molly will bring up the project at the next meeting of the Steering Committee (November 19).

Next meeting. Our next meeting is Monday, December 1; watch for room numbers on the daily schedule as you enter the Center.

Submitted by Molly Turlish
11/7/14