

Development Committee Meeting October 05, 2011

Voting members in attendance: Evelyn Bless, Nancy Stearns, John Miley, Bob Kerns

Voting members absent: Tom Aderhold, Libbie Jae, Nancy Manning, Kathy Sutton

Also present: Paul Berg, Todd Dunkle

Chair: Evelyn Bless, **Minutes:** Bob Kerns

Called to order 1:09 p.m.

September minutes: Could not be formally approved because we did not have a quorum. No changes.

Development report:

Golf: The golf outing was moved till Dec. 5, which gives us more time to promote. We need a minimum of 40 golfers. Presently we have only one foursome. A poster will be placed in the lobby. EG signage will be loaned for other locations.

- Nancy Stearns will need copy for an article in November Northdale newsletter by the 13th of Oct.
- Include flyer in Village Views next issue: need 3500 copies. Todd needs to check with Bud Grudnik on due date for inclusion. Cost is about 200.
- Publicity (large poster, flyer, registrations) will be needed for West Chase, Village Fest booth, Keystone Village Fest (Oct 15) booth. Todd will handle this.

Community opportunity:

Paul Sterzinger arranged a meeting with new owner of Emerald Greens to discuss future possibilities of partnership projects for our common good. Paul, Todd and others felt the meeting was quite a success. Further planning sessions will be considered to make the association a reality. The group considered several ideas, such as our promoting the hotel or restaurant, or mutual promotion and use for meetings, that can be followed up at a later date.

Member Surveys:

An early report of the first 40 membership surveys that have been returned was presented by Kerns. *Jazz with Jim* seemed to be the most popular activity so far. Friendliness of the staff was high on the list. A more thorough report will be presented by Todd when a final tally is completed.

- Make surveys available in lobby so people who forget to fill out at home can do so when at the Center. Todd's responsibility.

Membership Drive:

Todd welcomed suggestion from all in creating a successful membership drive. John suggested calling the effort a "membership campaign" rather than a drive. It was suggested we prepare action items over the next few months to be ready to kick the campaign off early next year. Some points raised:

- Why are people not renewing? Todd will look at charter members—see how many have left, if data is available on them.
- How many actual members? An individual and family membership are both counted as “1”. Can we get more granular in the data?
- Before kicking off any campaign, we must establish firmly how we will handle memberships: get a formula down. For new members, members who are renewing. Why should you become a member? What do we use to appeal to people? Philanthropic ideals, perks? Personal followup calls or calls soliciting feedback make people feel special. If we want volunteers to make calls, we must get a group of volunteers together to do this and train them so it is consistent.
- Do we want to offer more perks, such as priority seating (just beginning to experiment with this). Different levels of membership, so members blend into higher levels of support?
- This is an ongoing thing: both the way we treat members and renewals, and the campaign for new members. It should be standard operating procedure for us.
- We talked about targeting specific groups, such as HOA board members and HOA residents. We agreed that the February membership meeting would be a good place to roll out any changes and the campaign to the membership.

Evelyn volunteered to work with Todd in pulling the data together to establish needed information on which to build a strong campaign. A start in analyzing data will be ready for review for the next meeting.

Budget:

Paul presented a budget chart that covered Jan-Sept 11 Actual, 2011 Budget and 2012 proposed Budget. After a short discussion, the information suggested a successful year for the CCC assuming predictions develop as indicated. Memberships should be about on target. We should see uptick beginning in grants and sponsorships. For items such as First Chair next year, we need to decide on time of year when we target this to people—remind people it’s there. Piano fund will be brought up at classical performances. Next version will have more detail to explain figures for 2012.

Holiday Get-together

Volunteers will have special appreciation get-together and performance event early next year. In the past, we’ve had Board/staff Thanksgiving luncheon. The Board will take care of food this year. Nancy will arrange. The luncheon will be sometime between Thanksgiving and Christmas and include Board, staff (we need to appreciate them), committee members, anybody else we want to invite. She will give information to Board at next meeting.

Meeting adjourned 3 p.m.

Next Development meeting: November 2, 1 p.m.

Minutes respectfully submitted by Bob Kerns