

2013 -11-20 Membership Committee Minutes

The ElderStudy Membership Committee met on November 20 at 1:30 p.m. in Rm. 2 of the Central Rappahannock Regional Library on Caroline Street.

Present: Alan Zirkle, Sherrill Bartholmew, Pat Parkinson, Peggy Gratz, Eugenia Jones, Chuck Watkins, Miriam Gerard, Suzanne Allen, and Suzanne Willis. Also attending were Bill Toomey, Donna Lewis, Sara Fartro, and Wendell Anderson. Wendell was also the auditor for ElderStudy.

Peggy Gratz, (Cards and Remembrances) will send a card to Mary Johnson who just had surgery. Peggy has sent cards recently to Janet Sullivan, Margaret Rose, Nancy Neil and Dot Meyers (editor of our newsletter.) We would like our ElderStudy members to let our committee know when someone is seriously ill or having surgery, so we could send them a card.

Eugenia Jones reported that at this point 26 members had signed up for the winter luncheon on December 11. She asked that Alan Zirkle send out another email announcing the luncheon. The deadline for reservations is December 2. (Rose Marie Schlemm later updated this number to 45 as of November 21.)

Dot Meyer (recovering from surgery and not present) had Suzanne report that the December newsletter is mostly complete. She needs to hear from Chuck Johnson on the number of newsletters she needs to send out. The last newsletter was mailed to 161 addresses for a total of \$284.94. Printing cost \$179.34 and the stamps cost 105.60. The weight of the newsletter was more, so postage cost 66 cents for each newsletter. The Spring Program will be included in this December issue, so all members will get a printed copy of the newsletter.

Chuck Watkins reported for Chuck Johnson that 63 members have agreed to receive only e-mail copies. This information will be reported to the Board before sending copies only to those who have "opted out" of hard copy mailing.. The membership committee moved that we stop mailing copies to those who have "opted put". Alan Zirkle was asked to again remind members that they can "opt out" of the "snail mail" mailing before the next mailing in February 2014.

Sherrill Bartholomew doesn't normally keep statistics on the number of new member packets she sends out because she sends her records to John Thompson, Treasurer. She did get the numbers this month, but if we need the statistics, John Thompson will always have a record. The cost this past month was \$51.24 cents for postage and \$37.93 for supplies. At this time, only 11 people do not have email and thus need to be called with new announcements. Sherrill takes care of this duty as well. Sherrill is giving the temporary nametags and holders to Chuck Watkins who has agreed to print them on the computer, rather than her handwriting the name of the new members.

Miriam Gerard has only three new nametags to send out. The committee decided that both the temporary and permanent nametags would be left in the classroom for pickup rather than mailed out. The committee also discussed checking on prices for nametags of the quality we have now but with a local distributor. By hiring someone local, we could eliminate most of the postage cost. Suzanne had started an inquiry with the Davis Designs & Details. The committee decided we needed to check out different local vendors and see what they could offer. Suzanne said she would do some checking but not until the New Year.

Chuck Watkins reported that he receives and replies to about one email a week off the website.

Pat Parkinson reported that there had been no phone enquiries this month on the information line of 540-654-1769.

Alan Zirkle reported that the once-a-year printed membership roster is mailed out in ElderStudy's October newsletter. As new people continue to join, Alan will send out updated rosters via email on a regular basis.

ElderStudy brochures are put in the Salem Church, Stafford, England Run and Headquarters libraries, as well as the YMCA on Butler Road and the communities of Falls Run and the Crossings. Members were asked if they thought there were any other places we could put brochures to spread the word about ElderStudy. Peggy Gratz said she would be willing to take some to Madonna House and the Evergreens

Under new business:

1) There was a discussion on what "new members would like to know". Is there information that is not currently in the new membership packet. Donna Lewis was asked to write up such an article for the newsletter and/or the Website, as this was one of her concerns as a new member. She is going to look into the situation and report back to us.

2) There was a discussion on whether or not ElderStudy should have a social media presence and if so, what and how. Alan was aware of Senior Navigator, which defines itself as a "One-Stop Source for Information and Access to Community Programs and Services." Suzanne is going to contact them. Donna Lewis, one of our new members has an excellent background in working on Groupshare pages such as Facebook and gave us ideas on what we might want to pursue. The public library might be of help to us as well. We need to ask ourselves these questions:

- a). How to provide a way to advertise ElderStudy to all Facebook users
- b). How to provide a way for ElderStudy members to post remarks and pictures
- c). Who is allowed to post on Facebook from the membership?
- d). Do only ElderStudy members see members' remarks?

The membership committee would like the support and approval of the board to implement ElderStudy's presence on Facebook. Membership Committee member Donna Lewis would be instrumental in getting the process started but she would need major assistance from the board.

Bill Toomey, president of ElderStudy, attended our meeting and thanked the membership committee for all the work they did for MW ElderStudy.

The meeting was adjourned at 3:10.

Respectively submitted,

Suzanne Willis