

ELDERSTUDY MEMBERSHIP COMMITTEE MINUTES

WEDNESDAY, JANUARY 18, 2017

LOCATION: UMW STAFFORD CAMPUS/LLC

WELCOME AND INTRODUCTIONS:

Call to Order: Chair Donna Lewis called the Meeting to Order at 10:00 am

Present: Peggy Gratz, Eugenia Jones, Peggy Verdine, Peggy Johnson, Mary Neil, Suzanne Lazanov, Alan Zirkle, Jack Sulima

Approval of Minutes from Wednesday, November 30, 2016: A motion was made by Jack Sulima to approve the minutes. Peggy Gratz seconded the motion and the motion was approved.

OLD BUSINESS:

Free Pass: Donna Lewis suggested that we bring back the Free Pass that has been used in the past. The Free Pass is an invitation handed out to potential members at group talks as a way for them to visit ElderStudy before joining. Donna has been invited to give an introduction on ElderStudy to a group next week. She will update the pass and distribute it to the group. Donna will notify the Curriculum Committee about the Free Pass.

Non-Renewing Members: We discussed ways to collect feedback from non-renewing members as to why they are not renewing their memberships. It was suggested that we take a new approach and distribute comment cards to members at the Spring Luncheon to get their feedback about the ElderStudy Program. Suzanne Lazanov will draft a card.

Used Book Library: Donna Lewis has passed on the idea of an ElderStudy used book library to the ElderStudy Book Club group since that seems to be a more appropriate group to consider this issue.

Winter Holiday Party: Many ElderStudy members who attended the 2016 Winter Holiday Party at Lake of the Woods agreed that the quality of food served was not nearly as good as in years past. Carolyn Sulima suggested that we reserve the venue again for the 2017 party, but that we again make it known to the manager that we were disappointed with the food. We will begin looking for other locations where we might hold the Winter Holiday Party in the future.

General Membership Meeting: Donna Lewis asked the committee to come up with ways to increase attendance at the General Membership Meetings. Suggestions included a discount of membership dues for those members who attend the General Membership Meeting, provide a mini program at the meeting, or hand out door prizes. Donna will discuss the possibility of a mini program with the Curriculum Committee.

NEW BUSINESS:

Facebook Assistant Administrator: Alan Zirkle suggested that we look for someone to monitor the ElderStudy Facebook page. Preferably, it would be someone who is active on Facebook. Donna

will mention this request in her Newsletter Report.

REPORTS:

Bulletin Board/White Board: Connie Brady maintains the bulletin board and Alan Zirkle maintains the white board. Everyone agreed that both boards are looking great since Connie and Alan began maintaining them.

ElderStudy Voice Mail: The purpose of the telephone line is so that potential members can request information about ElderStudy and to report schedule change information. Nancy Neil reported that no inquiries about ElderStudy have been left on the voice mail. Schedule changes are also publicized by email and through the ElderStudy website. In order to decide if the phone line is needed in the future, Alan will send out a note asking how many members use the line to get schedule change information.

Membership Roster: Jack Sulima reported that we currently have 283 members. The membership has been increasing steadily since 2010, when we began keeping track of new members.

New Member Packets: Susanne Lazanov will not be ordering a new address stamp and ink pad.

Newsletter: All newsletter entries for the February newsletter are to be sent to Dottie Meyers by January 25 at the latest so that the newsletter can go to the printer by February 1.

Outreach/Publicity/Rack Cards: The Art of Aging Conference will be held in June. Peggy Verdine plans to reserve a table. The Fredericksburg Women's Forum will be on March 25. She will look into reserving a table.

Remembrances: Donna Lewis sent Get Well cards to Peggy Gratz and Michelle Esbenshade.

Reservations/Name Tags: Emails are being sent to all new members notifying them that their permanent name tag is ready to be picked up in the classroom.

Social: The next General Membership Committee Meeting will be on Wednesday, March 15. Carolyn Sulima will arrange for refreshments. The election of new Board Members will also take place at this meeting.

The Spring Luncheon will be held on Tuesday, May 16 in a new venue – Spotswood Baptist Church on Lafayette Boulevard. Peggy Gratz, Eugenia Jones and Carolyn Sulima will visit the church for planning purposes. Bill Wemmerus is arranging the entertainment. A flyer with the reservation information will be included in the April newsletter.

UMW Liaison: Peggy Gratz is preparing letters to all UMW retirees informing them that they are eligible for free ElderStudy membership.

Other New Business: An annual review of the Policies and Procedures, as it relates to the Membership Committee, will be conducted at our April meeting. Donna asked everyone to read

over Section G and Appendix G prior to the April meeting. The Membership Committee budget will also be reviewed at that time.

Adjourned: The meeting was adjourned at 11:10.

Important Dates:

January 25 - Deadline for February newsletter

March 15 – General Membership Meeting at 10:00 am

March 24 – Deadline for April Newsletter

April 5 – Next Membership Committee Meeting at 10:00 am. This will be the last scheduled meeting of the year.

May 16 – Spring Luncheon at 11:30 am. Set up will begin at 9:30

2018 - 25th Anniversary of ElderStudy