

ELDERSTUDY MEMBERSHIP COMMITTEE MINUTES
WEDNESDAY, NOVEMBER 30, 2016
LOCATION: UMW STAFFORD CAMPUS/LLC

WELCOME AND INTRODUCTIONS

Call to Order: Chair Donna Lewis was out of town so Jack Sulima called the Meeting to Order at 11:00AM. All persons present introduced themselves.

Present: Connie Brady, Peggy Gratz, Peggy Johnson, Eugenia Jones, Marge Mi, Dottie Meyers, Pat Parkinson, Carolyn Sulima, Jack Sulima, Peggy Verdine, Chuck Watkins, Alan Zirkle

OLD BUSINESS

Approval of Minutes from August 30, 2016: A motion was made by Peggy Gratz to approve the minutes. Connie seconded the motion.

Website Challenge: At the August 30 meeting Alan challenged all Committee Members to review the website to become familiar with its contents. Two members accepted the challenge. Alan continues to recommend that all members familiarize themselves with the website.

Outreach to All Members Who Did Not Renew Their Memberships for 2016: In order to get some idea as to why members do not renew their memberships, Alan contacted all non-renewals but did not receive any feedback. We need to collect the information another way.

Outreach to All New Members: A questionnaire asking all new members how they heard about ElderStudy is included in the New Membership Packet. Alan has had no response.

NEW BUSINESS

Fall Half-Year Memberships: The Board decided we should not offer half-year memberships for the Fall Semester. Everyone agreed that half-year memberships should only be offered for the Spring Semester.

Used Book Exchange: Members were asked if they would be interested in creating a library in the classroom for used books. Some thoughts: 1) There would be enough room in the classroom to accommodate this service; 2) Someone would need to volunteer to maintain the library; 3) There are already enough organizations where we can donate our used books; 4) It is not necessary. No one present expressed interest in volunteering to take on library duties.

Gift Membership Option: Alan reminded everyone to consider giving a gift membership. He reported that the people who have been given this gift generally do not attend our classes. We will continue to offer this option.

ElderStudy Presentation: The Board of Directors of Fredericksburg Newcomers and Old Friends asked if someone from ElderStudy would make a presentation about the ElderStudy program at their meeting on Wednesday, January 25. Peggy Verdine would normally do this but is unable to because of medical reasons. Donna is happy to make the presentation if no one else is interested. There were no additional volunteers.

REPORTS

Bookkeeping: Pat reported for John Parkinson that the only expenses submitted since August was for the November Newsletter and the refreshments for the General Meeting.

Bulletin Board/White Board: Connie is preparing to change the bulletin board for Christmas. Alan thanked Dottie's daughter for donating the ElderStudy banner, which is on the white board. Alan plans to purchase plastic inserts to organize the ElderStudy information on the white board.

Membership Roster: Jack reported that we currently have 263 members. This is approximately the same number of members we had at this point last year. There are 59 new members, which is also similar to new member totals at this point in the 2015-2016 year. We are on track to exceed the end of year member totals from last year. We have lost 76 members since September. One reason for the loss was because of members who moved out of the area.

Newsletter: Dottie reported that the November Newsletter is finished and at the printer. After she picks it up, Chuck will post it on the website. Jack will email the link for the Newsletter to all members. The deadline for the February Newsletter is January 15, 2017. Only 50 people have chosen to receive a paper copy of the Newsletter.

Spring 2017 Curriculum: Alan has posted the new curriculum for Spring 2017 on the website. The paper copy of the newsletter includes the curriculum schedule.

Rack Cards: Peggy Verdine reported that the newly printed rack cards are now available. Let Peggy know if you need a new supply.

Remembrances: Peggy Gratz reported that Get Well Wishes were sent to the following members: Peggy Verdine, Dottie Meyers and Nance Hansen.

Holiday Luncheon: Eighty people will be attending the Holiday Luncheon on Thursday, December 1 at the Lake of the Woods Clubhouse. Eugenia has arranged for Doug Gately to provide entertainment. He will be given a \$100 honorarium. Kevin Caffrey, our ElderStudy Liaison, and his wife Debra, will also be attending as guests. ElderStudy will be paying for the meals for all three guests.

Name Tags: Carolyn has been contacting all new members by email when their permanent name tag is ready to be picked up. Even though this has not resulted in an increase of new people picking up their name tags, she will continue to contact them.

Website: The ElderStudy Website was down for a couple of days due to a technical glitch. The problem has been resolved.

UMW Liaison: Peggy Gratz sent a letter to all UMW retiring faculty notifying them that they are eligible for a free membership to ElderStudy. Alan suggested that the letter include a link to the Membership Form on the ElderStudy website so that they will always have an updated copy of the form.

Other Business: Peggy Gratz announced that the Spring Luncheon will be held on Tuesday, May 16, 2017. This year, we will be moving to a new venue – Spotswood Baptist Church on Lafayette Boulevard. Plenty of parking will be available. We cannot get into the church to set up until Tuesday. So we will be setting up tables and decorating from 9:30-11. The luncheon will be from 11-2. Peggy will provide more details.

ElderStudy Member, Marge Mi, offered all ElderStudy members discounted tickets for the Candlelight Tour which is sponsored by Historic Fredericksburg Foundation, Inc. Sixty-one tickets have been sold. All people who purchased a ticket will be eligible to enter a drawing for a free ticket. The drawing will take place at the Holiday Luncheon.

Important Dates:

December 1 - Winter Luncheon

January 15 – Deadline for February Newsletter

January 18 - Membership Committee Meeting - 10:00. Please note time change