

League of Women Voters of Collier County (LWVCC)

November 10, 2011 – Minutes, General Fund

US Trust, 765 Seagate Drive

9:15 a.m. Coffee, 9:30 a.m. Meeting

Board Members Present: Lydia Galton, President, Joyce Fletcher, Paul Kardon, John Levy, Tom McCann, Linda Penniman, Bernice Schmelz, Ira Sharp, Vi Steffan and Donna Suddeth

Board Member Excused: Mollie Ottina

Call to Order: The meeting was called to order by President Lydia Galton at 9:30 a.m. There was a quorum present.

Publicity: Ira Sharp has agreed to handle LWVCC publicity.

Consent Agenda: The Climate Change and Membership reports were missing from the agenda; Lydia will forward the missing reports. Lydia noted that the attendance at the October General Meeting numbered 70 people. Tom McCann moved that the reports presented be approved; John Levy seconded the motion. All approved.

Meeting Dates Discussion: With the change of the General Meetings to the first Tuesdays beginning in February, a change of Board Meeting dates was necessitated. Lydia will send out a revised meeting schedule. The dates are as follows:

<u>General Meetings:</u>	Monday, January 9, 2012, at Hilton Hotel
	Tuesday, February 7, 2012, at Country Club of Naples
	Tuesday, March 6, 2012, at Country Club of Naples
	Tuesday, April 3, 2012, at Country Club of Naples
<u>Annual Meeting:</u>	Tuesday, May 1, 2012, at Country Club of Naples

<u>Board Meetings:</u>	Wednesdays, 9:30 a.m. – 11:30 a.m.
	January 25, February 29, March 28 and April 25, 2012

Expanding, Engaging and Energizing our Membership Discussion: The discussion centered on the “fundamentals,” that is, how to increase our membership, get them involved and then keep them involved.

Expanding Membership: Recognizing the reality that we do live in a retirement community and as much as we understand the need for everyone to be engaged in their local communities, we need to focus our “marketing” efforts on those people/groups who will get involved. It was suggested that we need 200 members for a critical mass; we currently have about 150 members. Many suggestions were made as to whom and how to attempt to reach potential members, but, it was finally decided that the best source was probably our own members. We also recognized that we needed someone to actively take up the role of Membership Chair.

ACTION: John Levy agreed to make a very short presentation at the upcoming General Meeting challenging our members to each bring in a new member this year. ACTION: Actively recruit a new Membership Chair.

Engaging Membership: Matching member interests with club needs is an on-going challenge. With the initial membership application, information regarding interests is solicited, but, there is no active database with that continuing information. ACTION: Set up “Committee Tables” at the General Meeting luncheon to provide members the opportunity to learn about the different committees and entice them with getting involved. As members check in, they will be given a card indicating the Committee in which they are interested and then seated at that table.

Energizing Membership: It was generally agreed that the meetings would be more interesting and more substantive if less time were spent on the administrative issues and more time spent on League issues that would generate the passion that is needed to make a commitment and get involved. ACTION: Minimize the time devoted to administrative issues. Maximize the time spent on League priority issues. Focus on one issue each meeting with a Committee Chair making a “short, passionate” presentation on that issue.

Membership, Website Manager, Publicity, Development and Observation Corp Manager Chair Positions: The Publicity Chair position has been filled by Ira Sharp. An active membership Chair is crucial to new membership development. Lydia is talking with a potential candidate.

Bylaws and Governance Committee: After discussion, Paul Kardon asked that a Governance Committee be established. Chris Straton and Wendy Riedel have agreed to serve on the Bylaws Committee.

Adjournment: The General Fund Board Meeting was adjourned at 10:50 a.m.

Respectfully submitted,

Donna L. Suddeth
Secretary