

ENCORE Membership Committee Minutes July 15, 2024

Present: Rollie Lindstrom, Elfie Gross, Susan Wells, Aletha Westerberg, Craig Holt, Sharon Borgardt, Charlotte Thiringer

The meeting was called to order at 1:08 pm.

There were no minutes to review and approve for our June meeting, due to having a work party for our annual membership renewal mailing instead of a formal meeting. Sharon offered to take minutes during the absence of a Secretary.

Membership Report

- We do not have an accurate count at this time, approximately 24 memberships have been paid, but at this date not all renewals are paid.

Annual Summer Picnic

- Friday, August 16 at Cullaby Lake, potluck will be held in the South Shelter from 1:00 pm to 4:00 pm.
- ENCORE will provide:
 - Hot dogs (Costco), buns, condiments (mustard, relish, mayo, chopped onions), assorted chips (on hand), water, coffee
 - Paper plates, napkins, plastic cutlery, tablecloths
 - Craig will provide a speaker system.
- Entertainment
 - Aletha will ask the Seaside Ukulele Strummers if they are available to play for about 30 minutes
 - We will play Bingo, using game items from the Senior Center
 - Rollie will buy five lottery tickets with ENCORE funds, and Aletha will also donate five \$2 dollar lottery tickets to use as door prizes
- Recruitment
 - Fall Classes will be announced
 - Members will be encouraged to bring a friend to class
 - Have a raffle for a free membership (the following year) for current members who bring in new members

Fall Social Event

- We will plan an Oktoberfest or Halloween event
- Elfi spoke to someone who has a BBQ he brings to events, she will check with him for a possible Oktoberfest event
- Elfi suggested polling members to see which type of event they prefer, Craig can do this via email
- For Halloween we could have a prize for the best and the worst costumes
- We will need to decide if the events will be catered or held at a restaurant
- Event details will be discussed in August, please be thinking of ideas

Lunch Bunch

- Buoy 9 in Hammond on Friday, August 2nd, Craig will post on our website right away

Signature Event

- We have not had a signature event since before the Pandemic
- Programs under consideration:

- a presentation by Julie at the Maritime Museum
- Rollie is trying to secure having a history professor present on foreign policy in Russian and China
- Please be thinking of other ideas

Membership Promotions

- Place another paid ad in Daily Astorian, with more detail about what ENCORE offers to be included in the ad (our last ad was March 28, 2024)
 - Discussed using the updated poster as a newspaper ad, but at about twice the size of our last ad, Rollie will get pricing
- Larry Miller recently emailed an ENCORE poster to 500 Astoria Senior Center members
- Continue to post our class schedule in the Clatsop Community College class catalog
- Distribute updated posters in our communities and at Lunch Bunch
- Craig and Sharon will reach out to Donn Kettner to obtain an updated PDF version of the poster, Sharon will edit as needed to meet our needs
- We will continue to have a notice in the college bulletin
- Sharon will look into prices for an announcement in the Hipfish publication
- Sharon will continue to assist with media and outreach
 - We might consider having our own FB page so we can review analytics to determine effectiveness
 - Sharon joined Astoria Downtown Historical District Association, announced ENCORE information and distributed fliers, will share new posters, will look into attending their July 25 Sidewalk Faire event
- We sent Membership renewals to people who have not renewed in the past 4 years
- Utilize public service announcements on KMUN
- We will discuss and prepare a media blitz at the August meeting

Old Business

- Donn transferred all the member data he tracked to Aletha, she will review it and determine how to best manage the info going forward

New Business

- Rollie gave Sharon the info Donn had for the ENCORE Secretary position

Meeting adjourned at 1:46 pm.

Respectfully Submitted,

Sharon Borgardt, Acting Secretary

Next meeting is on August 19, 2024 at 1:00 pm.