

Benzie Senior Resources (BSR) Fund Development & Public Relations Committee
Meeting Minutes –October 12, 2022

Committee Members:

Ingrid Turner—Present	Nancy Call—Present	Linda Ringleka—Present
Douglas Durand – Present	Dawn Bousamra – Present	Rosemary Russell—Present

Meeting was conducted via Zoom. Meeting was called to order at 9:30 a.m. by Roll call

1. Approval of 10/12/2022 Agenda—Rosemary made a motion and Ingrid 2nd. Added Giving Tuesday to agenda. Roll call. All ayes
2. Approval of 9/14/2022 Minutes –Ingrid made motion; Nancy supported. Roll call. All ayes.
3. Progress Report on the Year End Appeal—Dawn updated that she has the stories needed and will send a rough draft to the committee. Just waiting on this year's numbers which are being compiled now. Letter will have info on cost increases.
4. Update on Communication & Public Relations—Dawn updated that we will be meeting with the Record Patriot hopefully this week to discuss a package they have created for us. We want to have a monthly article in the paper. We also have our ad in the Betsie current. The Zonta festival is this weekend and Dawn will be presenting. Doug and Dawn decided to cxl ad in primetime news. It was \$65 a month and is mostly an Antrim County publication. Decided local was better.
5. Progress Update on the Christmas Holiday Bag Program—Doug shared that 6 churches have already signed up. St. Phillips is new. Deb Rogers talked to someone there and they thought it was a great idea. Staff at our local DHHS wants to participate in it as well. Doug sent out follow-up letters to the churches that he hasn't heard from yet. Haven't reached out yet to secure Family Fare but we will soon. We will be sure to have a list of items needed for when customers come to the store as well as a note at the register to remind them.
6. Celebration of the successful presentation with Benzie County 100 Women Who Care! — Great news! Nancy said that the info from Doug and Dave was very helpful to make the pitch and that Susie did a wonderful job on the presentation. Should end up with over \$15,000. Nancy said to not expect to be considered again for a very long time as we were the first to be picked twice. Nancy asked if we could present the check to kitchen staff at TGP and also to have Susan Goeff there as one of the 100 women who care pioneers in Benzie County and a TGP volunteer. Nancy asked if Susie Hughes was asked to be on WAT committee. Dawn cannot recall but will find out.
7. Update on Additional Fundraising Activities
 - A. Delivery Vehicle. Rosemary talked to Mike at Watson who was going to talk w/ Derk. Have not heard anything regarding fundraiser. Mike did call Doug w/ Promaster that was delivered and wanted to know if we wanted to purchase it. The price has increased over the last two years. We paid \$22,000 including extended warranty less than two years ago and now that same vehicle is \$34,000. Doug told Mike that we were not ready to purchases a vehicle. We need to write grants and raise funds. Need to raise our vehicle

fundraising goal to \$35,000. Ingrid asked if we approach churches for money for vehicles. Doug said we haven't because we've typically been so successful w/ grants but now with skyrocketing prices this might change. If we can get a grant with some of the money, then we might be able to get donations to help.

B. Pinball Machine Fundraiser. Rosemary spoke with her husband, and he is supportive. Just let him know when and where. She invited the committee to her Halloween party on Oct 29th at 5pm to check out the machines. Nancy asked if anyone had an idea on how to turn the pinball machines into a fundraiser. Rosemary shared that she has seniors ask to stop by and play. That it is nostalgic for them and was a big deal back in the day. How can we have it someplace where people can try or play? Nancy asked if it was possible to have one or two games at TGP for a couple of months to generate excitement and enthusiasm. Rosemary said that they could drop them off at TGP and whatever money raised could go to BSR. We just need to find the room.

8. Giving Tuesday—Dawn shared that BSR will participate mostly through Facebook posts and shares. Will also put in newsletter and website. Some groups try to get matching donors, but Dawn was concerned about it interfering with the year-end appeal. Doug suggested it would be a great kick off for the vehicle fundraiser.

9. Other. Nancy—Each committee is going to report at the annual meeting as to what the committee has done and what their goals are for the year. Doug and Dawn will review the minutes from the last year and send Ingrid a boiled down list of our events and the money that was raised. This will help us keep our plan moving forward.

Adjournment – Motion to adjourn by Linda, Nancy second. Meeting adjourned at 10:20 a.m.

Next Meeting Date is Wednesday, November 9, 2022 at 9:30 a.m.

Respectfully submitted,

Dawn Bousamra