Benzie Senior Resources (BSR) Fund Development & Public Relations Committee
Meeting Minutes –December 14, 2022

Committee Members:

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

Meeting was conducted via Zoom.

Meeting was called to order at 9:34 a.m.

Approval of the 12/14/2022 Agenda – Motion by Linda Ringleka to approve the agenda as submitted. Seconded by Nancy Mullen Call. Roll Call – Ingrid-Yes, Linda-Yes & Nancy-Yes. Motion passed.

Approval of 11/09/2022 Committee Meeting Minutes – Motion by Nancy Mullen Call to approve the 11/9/2022 meeting minutes as submitted. Seconded by Ingrid Turner. Roll Call – Ingrid-Yes, Linda-Yes & Nancy-Yes. Motion passed.

Progress Reports/Updates:
Year-end Appeal—Doug reported that as of 12/12/2022, $34,443 has come in from 107 donors. Compared to last year for the same period, $17,911 from 79 donors.

Subaru Share the Love Event – Doug reported that the required social media posts are progressing via BSR Facebook page and webpage. The event runs from November 17, 2022 – January 3, 2023. We won't know how much money BSR will receive until May/June 2023. It depends on how many Meals on Wheels Programs in Michigan participated and how many vehicles were sold during the event time frame.

Giving Tuesday – Doug reported that it is difficult to determine since Giving Tuesday is just a social media fundraiser. Doug would need to check into the BSR Pay Pal Account to see if anyone donated on 11/29/2022 or several days after 11/29. Both Nancy and Doug saved some other non-profits Facebook marketing for Giving Tuesday for our own marketing campaign for next year. A discussion took place regarding using several different QR codes to subscribe to in order to gauge the successes of our fundraising projects.

Family Fare Customer Event Day – Doug reported that just over $600 in cash was collected and a good amount of items collected. It was suggested that for next year a "Primer" be handed to each volunteer with talking points and general overall expectations for the volunteers. It was suggested by Nancy that first time volunteer be teamed with a "experience" volunteer to help orient the new volunteer while operating the table at Family Fare.

Holiday Christmas Gift Bags – Doug reported that just under 250 bags have been assembled and delivery has begun with the goal of all deliveries completed by Thursday, 12/22 to HDM, Home Healthcare, Commodities and BACN Red Bag clients. There are enough items to put together a few more bags to give out.

Christmas Card Distribution – Goal is to mail out next week.

Update on Communication & Public Relations – Linda would like to set up a meeting with Dawn and Doug to discuss implementing a BSR Internship Program. The goal would be the Intern gains experience and BSR gets increased manpower for no cost. Linda reported that she would also volunteer to be the liaison assigned to Northwest Michigan Community College. Nancy commented that Isabella COA has an Internship Program with CMU and Nancy was impressed with how well it was explained to her and how all of Isabella COA Departments benefit from the Interns.

It was discussed if anyone has yet to contact Jamie Gray to see if she is interested again in sponsoring a Golf Outing Event for 2023. It was decided to contact Jamie in January 2023. Either Dawn or Doug will contact her.

HDM Vehicle Fundraiser for 2023 – Doug would like to begin planning for this after our busy December. Discussion took place about the possibility on how to collaborate with Benzie Watson Dealership. Doug thought it could be something like the Share the Love Event in that Watson would donate a certain amount of money per vehicle purchased made during a specific period. This topic will be discussed further at the January committee meeting.

The meeting was adjourned at 10:10 by committee consensus.

Next Meeting Date is Wednesday, January 11, 2023, at 9:30 am via zoom.

Respectfully submitted,

Douglas Durand