

BENZIE SENIOR RESOURCES
FUND DEVELOPMENT COMMITTEE MEETING MINUTES
June 9, 2023

The Fund Development Committee meeting was called to order by Ingrid Turner, Committee Chair at 8:35 am. This meeting is being conducted via Zoom.

Committee Members Present Via Zoom: Ingrid Turner, Nancy Mullen Call, Deb Rogers, Dinah Haag, Linda Ringleka and Rosemary Russell.

Staff Present: Douglas Durand-non-voting member

Committee Members Absent & Excused: None

Staff Members Absent & Excused: None

Agenda

Motion by Linda Ringleka to accept the 6/9/2023 agenda as presented. Seconded by Deb Rogers. All Ayes. Motion approved.

Minutes

The meeting minutes had an incorrect meeting date and Doug will make the correction to reflect May 12, 2023, as the meeting date. Motion made by Nancy Mullen Call to accept the May 12, 2023 meeting minutes with the above noted correction. Seconded by Ingrid Turner. All Ayes. Motion approved.

August 5th Walk-a-Thon Discussion

Doug gave the following update. 1. He has spoken with Shannon Spencley from the City of Frankfort, and we are all set for the reservation of 7th Street/Bellow Park. Doug requested at least 6-8 picnic tables be at the pavilion and will remind Shannon prior to the WAT. A porta potty will be delivered that morning from the city. 2. Business Sponsor Letters and attachments have been sent out. Nancy would like the list to be included as part of the BoD packet for June's BoD Meeting. 3. The WAT Brochure, Walker Information Card and Posters are at Bayside Printing, and they were going to start printing today.

What still needs to be done & discussed:

Food – Marti is making 7-8 egg casseroles and other simple items. Doug will reach out to Mary and Kris Dykstra to see if they are interested in making Monkey Bread and Scotcharoos. Liz Crawford for a treat or two and maybe her famous bacon wrap sausages. Doug will also reach out to staff and other volunteers for possible dishes to make and donate to the WAT.

Shoe Campaign:

Dinah shared a draft of her throw-done challenge for the churches in the county around the BSR WAT and mentioned of the matched dollar for dollar of up to \$15,000. Another discussion took place regarding asking both Family Fare locations to see if they would be interested in offering their customers an option of donating to the WAT at their cash registers when they checked out. Doug discussed in the past of having several volunteers promoting the paper shoes at the Frankfort location

to those walking into Family Fare. This past November, during the Christmas Bag Program event held at the Benzonia Family Fare location, they did not offer us the opportunity to have their customers add to their bill an option of a monetary donation. In 2019, the Benzonia Honor Bank office choose BSR as their non-profit agency to support and they choose to promote the paper shoes campaign.

After further discussion, it was decided to drop the shoe campaign instead concentrate on the Dinah's church challenge, reach out to the managers of both Family Fare locations to see if they would allow a day or two their customers the opportunity to donate to the WAT at the cash registers as they check out. There was another good suggestion of reaching out to the Betsie Hosick Health Fitness Center and Crystal Mountain Fitness Center to encourage walkers to participate. There is also a new fitness center in Frankfort to investigate for possible participation.

Other upcoming needs for the WAT:

Once the printed items are completed from Bayside, Doug will have the office staff get these out to the past several years of walkers.

After the 4th of July holiday is over, we will need to get the yard signs out and staff, volunteers, and BoD usually accomplish this. Doug will bring these yard signs and posters to the June 21st BoD meeting to distribute. Posters will need to be placed around the community and typically, the concentration is in the Frankfort, Benzonia and Beulah area.

Contact Chris from UpNorth Fields about placing our large banner at his location. Contact Randy Gilbert to line up a port-a-potty along the walking path for use. Contact Ken Holmes to see if he is interested in driving up and down the walker's route to see if anyone would like a ride back to the pavilion. Someone dedicated to taking pictures throughout the event.

Articles in the Senior Scoop Newsletter, Record Patriot, and Betsie Current. Place on the different Community Calendars such as Interlochen NPR, Chamber of Commerce, Newspapers and new for this year to contact Vic McCarthy to see if would like to promote the WAT through a radio interview.

Contact Trinity Lutheran Church for 6 8-foot tables plus their garbage cans. Contacting mile marker volunteers. Contacting Family Fare in Benzonia for donating bananas. Signup sheets for staff and volunteers.

Update on search for Marketing, Media Communications & Fund Development Director

Doug shared that he has been conducting interviews for the past several weeks. His last interview with Kelly Ottinger, the former Fund Development Director of BACN, went very well and she checks off all of the necessary needs of this position that Doug was looking for. Kelly recently retired from BACN, but after a couple of months of doing other smaller scale projects, Kelly has decided to step back into the field. She is interested in joining BSR full-time and would like some flexibility in coming into the office and working from home. This is something that is doable. Kelly played an important role with BACN's new building campaign and helped to secure the \$3.5 million dollars needed to build their new building. She has been very successful in grant writing for both BACK and the Boys and Girls of Eckhardt Indiana. Doug would like to offer Kelly the position and is just waiting to hear back from her references. This is really a great opportunity to take BSR to the next level in our fundraising and building solid donor relationships. It was the consensus of the committee that if Kelly is hired, she could hit the ground running for the WAT fundraising and with her community connections, could bring in some new fresh ideas.

Update on Communication & Public Relations

Doug discussed that he has upcoming articles to write for the Betsie Current and Record Patriot with the next week.

Linda reported on internship site placements for BSR. She has made contact with the NMC University Center partners which include:

Central Michigan University, Davenport University, Ferris State University, Grand Valley and Michigan State University.

Linda has also contacted NMC and working with their new director, Lisa, who is new there and networking with staff to identify appropriate departments and programs that utilize interns or plan to develop site placements for their students in the future..

She is waiting for some responses from each of them to see if there are internship site placement options from BSR. Linda has left messages and will continue until she gets to the right person(s) at each university. Linda mentioned that there is a web site for NMC University Center Partners which has the contact information for each university.

There is also a website for the newly created site for students seeking internships in Northwest Michigan. <https://behavioralhealthinterns.org>. This was produced by the Northwest Michigan Behavioral Health Initiative. It will be a go to site for students seeking internships.

Adjournment

Motion made by Nancy Mullen Call to adjourn the meeting. Seconded by Linda Ringleka. All Ayes. Motion passed. Meeting ended at 9:15 am

Next scheduled Fund Development Committee will be on July 14, 2023 at 8:30 am.

Respectfully submitted,

Douglas Durand