

Benzie Senior Resources (BSR) Fund Development & Public Relations Committee  
Meeting Minutes –February 8, 2023

**Committee Members:**

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

The meeting was conducted via Zoom. The meeting was called to order at 9:30 a.m.

Approval of the Agenda – Did not have a quorum.

Approval of 1/11/2023 Committee Meeting Minutes. Did not have a quorum.

**Progress Reports/Updates:**

**Year-end Appeal**—Doug reported appeal raised \$64,242 from 209 donors.

**Golf Outing Fundraiser**—Doug did reach out to Jamie, and she is interested in doing the golf outing again. She will get with the golf course and see what dates are available. Ingrid said she can be the contact for Jamie again.

**March for Meals/ Fundraiser for HDM Delivery Vehicle**—The state requires that each volunteer pass a background check, and there is no way around it. Dawn would still like to have a champions week (or longer) and will get a letter together to send out to area businesses; commissioners; Sheriff dept; banks; Vic McCarty; Aubrey from Betsie Current; Jamie Gray; WTCM (Krystal Frost); Points North, etc.

**Newspaper Articles Update—**

- a. **Betsie Current:** We are advertising monthly again with them.
- b. **Northern Express:** Dawn was supposed to have a call with them on Tuesday, but the person had to reschedule. Hoping to connect this Friday. (Her name is Kaitlyn Nance)
- c. **Record Patriot:** Dawn reached out to Colin asking about having a column like what Manistee COA does in the Manistee paper. Colin said he would pass it on to his editors. Dawn explained that it was meant to be a public service more than an advertisement. Nancy asked if we could just pay for a monthly ad with Rec. Pat and Doug said it was an option. Dawn could run the same ad in both Betsie Current and Rec Pat so it would not require any extra work. Northern Exposure and Traverse Magazine would be great to get our info in their special inserts.

**Update on Communications & Public Relations**

- a. Benzie Ministerial Association—Doug going today to do a presentation and will mention March for Meals champion ride-a-longs
- b. Benzie County Human Services Collaborative—Doug emailed Sarah May (Coordinator) to see if he and Dawn could present in April but has not heard back.
- c. Senior Expo—takes a commitment and manpower to get going. It was suggested that with so much going on the rest of year, to postpone the event.

**Fundraising calendar for 2023**—Nancy and Dawn talked last week about a communications calendar. Doing ads, doing press releases, doing fundraising. Plan out the year. Send letters on this date or put flyers up on this date, for example.

Dawn wondered about getting additional members on this committee. Nancy will ask Pam Howe-Perry and Ingrid will ask Dinah. Ingrid also mentioned Andrew Johnson and his wife who was on the Benzie school board. Ingrid will talk to them about being on the committee. Andrew's mom Barb was on the BSR BOD. Doug will reach out to Rosemary and Linda and see if there is a better time of day to meet.

**Contacting Char from Emmett County Friendship Center.** Dawn spoke with Char, and she shared that they sent letters out to local businesses to solicit donations to help celebrate the 50 years of their meal delivery program. They don't do it all the time and there was no new information.

**Donor Perfect Training Session Update:** Marti is scheduled to take a class on how to clean up the donor perfect database. Ingrid would like to get a log-in so she can look at the webinars and training available and learn more about DP. Doug will get with Sabra on that. Dawn will find out what level of DP we have so Ingrid can learn what services are available to us. Doug shared that we do get a report on who gave on a specific day and we do send thank yous to all. Ingrid asked if she could talk with Marti when she is in the office waiting for the Finance Committee meeting to end (before the BOD meeting). Doug will talk with Marti.

**Update on the Possibility of NMC Interns for BSR.** Linda wants to meet with Doug and Dawn next Tuesday or Thursday to discuss NMC intern.

Adjourn 10:30 a.m.

**Next Meeting Date is Wednesday, March 8, 2023, at 9:30 a.m. via zoom.**

Respectfully submitted,

*Dawn Bousamra*