

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

Committee Members:

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|--------------------------|-------------------------|--------------------------|
| Ingrid Turner—Present | Nancy Call—Present | Linda Ringleka—Present |
| Douglas Durand – Present | Dawn Bousamra – Present | Rosemary Russell—Excused |
| Deb Rogers—Excused | Rev. Dinah Haag—Excused | |

The meeting was conducted via Zoom. The meeting was called to order at 9:33 a.m.

Approval of the Agenda – Linda made a motion to approve, and Nancy seconded.

Approval of 2/8/2023 Committee Meeting Minutes. Ingrid made a motion to approve, and Linda seconded.

Discussion on future committee meeting date/ time. It is difficult for Linda and Rosemary to join because of their work schedule. Mondays or Fridays are workable for Linda and 9:30 a.m. is still a good time. Linda sees clients Tuesdays and Thursdays and won't work at all for her. Monday is out for Dinah. Linda said that 4:30 p.m. would work for Rosemary and that Rosemary doesn't have control of her schedule. The committee will try Fridays at 9:30 a.m.

Final Year-end Appeal—\$65,572. Our goal was \$62,000. As of March 8th. Final update.

Jamie Gray Group/ Golf Outing Fundraiser Update—Doug let Jamie know that Ingrid is the contact person. Dave, the owner of Crystal Lake Golf course, is returning from Florida this month. Doug and Ingrid have not heard anything from Jamie or Dave. Last year the event was on June 12th. Jamie really took charge last year. If we stick with the same schedule, it'll be June 10th.

March for Meals/ Fundraiser for HDM Delivery Vehicle—Doug will do follow-up email with Rep Roth. Currently, we have the President of Paul Oliver, Kelly Tomaszewski; the COO and Chief Nursing Office, Kristi Johnson; Benzie Bus Executive Director, Jessica Carland; Sheriff Kyle Rosa; BACN Executive Director, Sarah Sullivan; Pastor Patty Higgins, and hoping that Rep. John Roth will come as he did put it in his calendar. Dawn would like more people and Nancy suggested that she bring it to the Board of Directors meeting on Wednesday, March 15th.

The Cherryland Cares grant has been submitted for \$10,000 toward the HDM vehicle.

Doug was told by Susan Goff that her husband Thor who serves on the Community Chest Board said that we should apply again (just got a \$10,000 check for Senior Essential needs fund). There is additional "emergency funding" available and Thor suggested we ask for \$15,000. Dawn is also applying to the Oleson Foundation. This has all tied into the van fundraiser. Doug's article in the Senior Scoop was the kick-off and is tied into all media/newsletters and FB. Doug will reach out to learn how to apply for this "emergency funding".

Update on Communications & Public Relations. Update on Record Patriot. Dawn received an email from Michelle (Colin Merry sent the request to her). She clarified that we could advertise in the calendar of events. Dawn responded asking if there was an opportunity to have an article in the Rec Patriot like Manistee COA does in the Manistee Advocate. Michelle said that we could and asked for clarification on how often we would like this to happen. Committee decided that a once-a-month

quality article is doable. Over time it could be more frequent. After every article, have a blurb about BSR.

Marketing—TC Ticker/ Northern Express. Dawn shared the proposal, and it was found to be too pricey for the market served. Dawn will ask how much for just the October 55+ insert for Northern Express. Consider the GIVE insert with Traverse Magazine. Doug not wanting to advertise monthly in these entities. Ingrid suggested reaching out to the churches to ask for them to place our upcoming events in their newsletters. Doug has met with the ministerial community, but attendance was down in that meeting from normal. Doug stated the advertising budget is \$6,600 and is used for: Thank you ads for sponsorships and prizes to VRE, XMAS, WAT; Help Wanted ads; The prescription bags at both Hometown Pharmacy in Honor and the Pharmacy in Family Fare in Benzonia; the Betsie Current monthly ads; and the ad in Crystal Yacht Club. Benzie Home Healthcare always had an ad in this, and we kept it. No extra wiggle room in this budget for ads in publications that don't serve Benzie County.

Internship Update. Linda updated on her progress. She is focusing on two intern backgrounds. A Marketing/ Communication intern helping with social media, videos, pics, stories, etc., and a Business Administration/ HR/ FD to help with volunteer recruitment, grant writing, and shifting paper forms to the computer. The Culinary and Nursing categories are on the back burner. Still need a lot of development. Linda will get back to her contact at NMC. Nancy and Doug are both very interested in the Marketing Communication Intern and like the idea of focusing there first.

Nancy spent some time on the website and is happy with it and the portal.

Adjourn at 10:30 a.m. Ingrid made a motion to adjourn, and Linda seconded.

The next meeting date is Friday, April 14, 2023, at 9:30 a.m. via zoom.

Respectfully submitted,

Dawn Bousamra