

Benzie Senior Resources (BSR) Fund Development & Public Relations Committee
Meeting Minutes –June 12, 2023

Committee Members:

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

The meeting was conducted via Zoom. The meeting was called to order 8:34 at a.m.

Approval of the Agenda – Deb made a motion to accept the agenda, and Ingrid seconded. All ayes.

Approval of 4/19/2023 Committee Meeting Minutes. Nancy made a motion to approve, and Deb seconded. All ayes.

Jamie Gray Group/ Golf Outing Fundraiser Update—Jamie sent out the flyer. It is on BSR's FB page and will be in the June newsletter and on BSR website. Jamie asked for 4 volunteers. Deb, Linda, Doug, and Ingrid will be there. Jamie needs client testimonials and Doug reminded Dawn to send them from the VRE PowerPoint. Deb asked about a credit card machine stating that last year they were scrambling to get it set up. Dinah shared that the community choir uses an apple credit card machine, and it worked out well. Dawn will do a PowerPoint again about BSR. We'll have brochures, volunteer applications, and newsletters. Last year we used bags with the info stuffed in but this year we'll just have them out for people to take. Bring rocks to keep the papers down. People will be there by 8 a.m. It's going to be busy since it's a shotgun start. Jamie needs to bring a TV. We need to know what time she wants us there to help set up. We need to know her itinerary and whether there will be coffee and treats. Ingrid will get with Jamie.

Walk-A-Thon—Brochure edits. Remove spaces from the website. Change the date to August 5th. Dawn will do edits and get proof from Bayside. On WAT poster— Add *Be a champion for Benzie seniors. Contact us for a fundraising packet.* Could we get a QR code set up that will take you directly to the forms to sign up? Dawn will ask Rob about QR codes and using this technology. Dawn asked if they wanted to change the pics on the flyer. The consensus was to leave as is. Doug asked Dinah if we've promoted the WAT flyer in the past with the ministerial association. She said we can do this. Dinah suggested tapping into Fresh Winds Church as they might be able to get some folks from the other side of the county involved. Dawn shared Record Patriot contacts—Crystal VanBuren for placing ads, Michelle Fedder for submitting articles, and Colin Merry for press releases.

Marti will take over the food from Liz. Our committee has been dissolved by retirements. How about we ask our HDM volunteers? Dawn will ask around. Could this committee oversee the WAT this year and then build up for next? Need to get on community calendars now and also write the next article on WAT. Dawn will do both.

PAPER SHOES to churches. Key volunteers who would run the shoe campaign at a few churches have retired. Is it worth it? Should we instead put our focus on getting donations? Change outreach to churches to form teams instead of the busywork of shoes? Dinah suggested for two or three weeks collect donations in a "shoe bucket". Dinah is willing to reach out to church leaders to see if they'd be willing to do it. Do we want to pursue church groups to have a team? Dinah suggested considering changing it to June since August is so busy for people. Once we decide what we want to do, Nancy will craft the letter. Nancy and Dinah will get together to create something to share with the

committee. Remove the website links on SPONSOR form. Business letters and walker packets go out in June. Nancy likes the idea of a letter going out first to businesses before they call. BOD go through the list of sponsors and contact those they know.

Update on Communications & Public Relations. Intern update. Linda is going to work with the universities at the UC in TC.

Article for June idea--*reasons why you should participate in the events coming up*. Write an article about participating in Golf outing and WAT.

Linda suggested themed fundraising events. Derby day, Roaring 20's party, Second chance at the high school prom. Dawn cautioned the team on overextending staff. Dinah asked about a raffle and shared a story about a turkey raffle. Need a raffle license.

Once we are past the golf event, WAT and annual appeal we'll brainstorm as a committee to discuss future fundraising events.

The next meeting date is FRIDAY, June 9, 2023 at 8:30 a.m. via zoom.

Respectfully submitted,

Dawn Bousamra

with review by Doug Durand