

## Meeting of WPWA MDC/FDC Sept. 14, 2016

In attendance: Chris, Walt, Tom, Donna

Agenda:

### MDC

- Lapsed member update
- Christmas Gift Memberships

### FDC

- Update on initial asks (two done, two to go)

Notes:

### MDC

Membership Report: We had 217 non-renewals as of 7/21. The postcard campaign resulted in 63 renewals which brought in an additional \$6,000. Our original revenue estimate had been \$26,000 but it had been revised down to \$23,000. The good news is that we have reached \$25,500 so should reach the original goal before the end of the year.

Farmers Market: Tom and Donna attended Charlestown Market on Aug. 26. We may gain some new members as a result. Laminated membership materials have gone to libraries, Chambers.

Member surveys: In 2014 member surveys were sent out and over 100 returned. Report will be given at the Board meeting.

Christmas gift campaign: After Thanksgiving a Christmas greeting card will be mailed thanking members for their support and suggesting they give a gift of membership.

Remittance envelope: Quote being requested from Print Source and will be done with the Annual Appeal.

Outreach: Chris has arranged for ads in Sept and Oct on Eco RI for a reasonable \$441. Also a great video of a beaver dam removal was done.

### FDC

Fund Development: The "ask" script has been completed. Alan and Chris met with the Woods. Helen and Walt met with Harold Ward. These two meetings produced favorable results. Donna and Chris will meet with Malcom next week. In Oct. Helen and Walt will meet with the Lacoutures.

The Woods offered to match 3 to 5 \$2000 donations made for 2-3 years. Details TBD at 9/29 board meeting. It was also suggested that a group be formed of those making that level of donation that over the next few years would work to develop a \$1M endowment specifically for

WQ. We would like to have a discussion of this and related suggestions as a part of the September 29 board meeting. We will have completed 3 of the 4 asks at that time and want to have a very solid discussion of our experience to date and future activities such as those suggested by the Woods.

NOTE: A suggestion was made to have at least the MDC/FDC committee meetings either before or after our regular board meetings. Our preference would be to have the committees meet at 6, and have the board meeting from 7 to 8:30. We would like time on the 9/29 agenda to discuss this as well.

Respectfully submitted,

Walt Galloway  
Donna Walsh