

Meeting minutes of the MDC from 9/28/15 from 6:10 - 7:10 PM at
WPWA Headquarters

Attending: Donna, Walt, Jen, Pete, Helen, Alyson, Jill via
phone

Agenda consisted of the 4 items listed below as MDC tasks
provided by ED at 9/17/15 Board Workshop.

1. In response to #1 above, the MDC decided that it needs to consult with the FDC regarding list of watershed businesses and who is on the list and brainstorm next steps. Helen suggested that this be a board meeting agenda item. In addition, the MDC is interested in learning about what has been done in the past in terms of outreach / membership for businesses. Need to develop:
 - a. Talking points for businesses
 - b. What are the benefits for businesses (meeting space; access to paddling; ads on newsletter and website; others???)
 - c. Hold a focus group for watershed businesses to get their ideas, interests, etc
 - d. What is the goal for new business members
2. On hold until meet with FDC. Questions arose during our meeting that we would like to have addressed. They are:
 - a. Do we currently have a membership letter? If so, can this be posted to the board website to access.
 - b. What is membership baseline? We'd like to have the membership categories and how many within each category. This will help us set reasonable goals for 2016. We'd also like to get a tally of memberships by community.
3. Jill has volunteered to be trained as our rep to use Bloomerang. Other members want to be trained in read-only access.
4. MDC agreed that committee members should also be proactive with potential opportunities and forward them to ED for participation. Began a list of potential events to develop a calendar for future. Discussed other outreach possibilities for future:
 - a. Libraries
 - b. Visit local Chambers of Commerce to get list of events

Respectively submitted

Alyson McCann

FDC

In 2016 the FD Committee will: (in priority order)

...have a budget of 150 hours of staff time for back office support to be utilized at the discretion of the ED & Committee Chair.

- 1) Formulate a plan to restore the capital revolving fund which is a critical loan fund to support reimburseable grants. Our goal will be to raise at least \$25K by the close of 2016, with a long term goal of establishing a loan fund balance of \$100,000.
- 2) Identify and target Foundations and/or stable grant programs to support a WPWA Education Director for 2017. By close of 2016 the outreach will be complete with short term funding secured and solid prospects for long term funding. Otherwise this pursuit and the new position will be shelved or abandoned.
- 3) Develop a letter (or versions of letters) and the architecture of the outreach effort for our annual fund drive

NOTE: We have developed a membership brochure (circulate to workshop attendees) and a business membership brochure is forthcoming. Other resources will be developed as needed

- 4) FDC has developed a list of watershed businesses (in proximity to surface water) that we have targeted for membership solicitation with a pitch toward supporting our Water Quality Monitoring efforts. The FDC will partner with the MDC who will add businesses to the list in January and February. The partnership will then prioritize the list based on anticipated giving, and assign committee members to each business. Board members will be consulted during the list's development and those board members may choose to participate in the 'ask' process. The committees will schedule "sales calls" with the businesses beginning March 1st 2016 to solicit memberships that will extend to May 31st 2017. The list will be updated and expanded annually making this an annual function and partnership of the FDC and MDC.

MDC

In 2016 the MD Committee will: (in priority order)

...have a budget of 150 hours of staff time for back office support to be utilized at the discretion of the ED & Committee Chair.

- 1) See #4 Above
- 2) Develop a letter (or versions of letters) and the architecture of the outreach effort for membership renewal. And perform all duties related to maximizing retention through a personalized renewal reminder campaign.
- 3) The committee will designate one or more representatives to be trained by the ED and PS in the use of Bloomerang to facilitate direct access to member information without staff as an intermediary. Committee appointee(s) will have “read only” access to the database.
- 4) Will respond to requests for WPWA participation in watershed events like the Fall Festival to promote WPWA and cultivate new members.