

Wood Pawcatuck Watershed Association
Membership Development Committee

Notes July 23, 2015

Attended by Alyson, Walt, Donna and Helen

Goal: As a standing committee of the board of Trustees, the Membership Development Committee helps the organization assure that the WPWA membership roster is grown and maintained in a fashion that helps sustain the fiscal and political health of the organization.

Objective: WPWA to become more visible in the community.

Strategy - A pilot program at Farmers' Markets in the watershed to recruit/renew members in the Fall of 2015, two per month with a WPWA display and materials to distribute.

Preparation:

Talking points: Document what membership in WPWA supports:

- Education programs on the rivers for school children
- Monitoring water quality in the watershed
- Three staff and many volunteers
- Dam removals (Lower Shannock and White Rock)
- Fish passages (Horseshoe Falls and Kenyon)
- Keeping the rivers clear of downs and passable
- Wild and Scenic designation to protect the watershed

*Need to assure list is complete and there are more details on talking points

Set - up - Small table, chair, WPWA signs, lap top, DVD or power point illustrating WPWA work, i.e. Wild and Scenic power point, photographs of the river, etc.

Material: A brochure to hand out that reflects the strategic planning goals, pictures if there's space and has membership application on back side.

Staffing: Membership committee members agreed to each attend to Markets between August and October. We will ask other Trustees to help as well as recruit volunteers.

Recruiting: Offer members who sign up a 'first program free' or SWAG

Tasks:

Review the Membership Development Committee May 6, 2015 draft and submit edits (All)

Assure Elise and Fund Development brochure aligns with Membership needs (Helen)

Send along list of Farmers' Market masters for markets in Charlestown, Richmond, South Kingstown, and North Stonington (Alyson)

Charlestown Market: Fridays 9:30 AM - 1 PM

Church of the Holy Spirit 4150 Old Post Road Charlestown, RI (Rt. 1A)

Linda Boback [401-742-1131](tel:401-742-1131) cell [401-364-8814](tel:401-364-8814) office Lindaboback@yahoo.com

Westerly Market: Thursdays 10 AM - 1 PM

85 Main St, Westerly, RI 02891, USA

James Moran

[860-800-4593](tel:860-800-4593)

jmoranlpa@gmail.com

Weekapaug Farmers Market: Fridays 8:30 - 11:30 AM

4 Wawaloam Ave Westerly, RI

Julia Bradford

juliabradford@gmail.com

South Kingstown Market: Saturdays 8:30 AM - Noon

URI's East Farm, 2095 Kingstown Rd Wakefield, Rhode Island

Steve & Pat Gardiner

[\(401\) 789-1388](tel:401-789-1388)

Richmond Farmers Market: Saturdays 9 – Noon

Richmond Town Hall

Send along contact information for SC Volunteers (Donna)

Debra Tanner is the Executive Director. She can be reached at www.southernrival.org. Phone numbers for the Charlestown office are 552-7661 or 789-2362 for the South Kingstown office.

Review WPWA strategic plan and work plan (all)

Ideas for later:

Review membership application

Identify how WPWA has recruited members in the past

Identify the expertise on expanding membership

Assure Membership Development addressed in the annual workplan

Set goals for increasing membership