

NW Membership Committee Meeting Notes

Project/Meeting Name	Kickoff Meeting	Date & Time	09/19/11 at 7:00 pm ET
Location	Panera Bread on Central Ave		
Author of Minutes:	Donna Fisher		
Meeting Materials			

Invitees (Attendees in boldface text)

Art Mroz amroz@bex.net,
Bruce Dunzweiler brucedunz@yahoo.com,
 Char Sherman csherman@bex.net,
Diane Wilke-Smith Dwilkesmith@msn.com,
Donna Fisher dcfisher@metlife.com,
 John Borell jabsr47@yahoo.com
 Leeanna Bornt Leeanna.Bornt@dana.com
 Stacey Anderson ayecats98@hotmail.com
Matthew Shanahan mshanaha@bsamail.org,
 Paul Lyons – plyon@bex.net,

Agenda

No	Item for Discussion	Presenter	Time Allotted
1.	Review OPEN Action Items and Status of Activities Since our Last Meeting	Donna Fisher	15
2.	Review Opportunities Discussed at Last Meeting and Begin to Establish Follow up Action items and execution plans.	All	20
3.	Review ideas from prior meetings. Determine which action items we want to immediately pursue and develop a plan for each.	All	15
4.	Wrap up / Close Meeting – Summarize Next Steps	Donna Fisher	10

Discussion Items**Review OPEN Action Items and Status of Activities Since our Last Meeting**

During the meeting we reviewed our open action items and reported status/recent activities on each.

- Matt shared with the group his tracking sheet for capturing new recruit info to compare against recharter information to track drop rates and reasons for new scouts. We'll follow up for results in April.
- We discussed recruiting additional volunteers to help create templates for newspaper announcements. Bruce suggested we reach out to Dan Fleming to get a copy of Dan Fleming Jr's Eagle Scout announcement as well as review the NESA (National Eagle Scout Association) website for other ideas.
- Diane shared with us the idea she came up for handouts at the Sylvania Fall Festival (and other events). Her suggestion is to take card stock - cut into squares - with instructions on how to tie a square knot on one side and contact info on the other. There's a small hole punch in each card, where a string is attached and tied into a square knot. We spent most of our meeting time reviewing the content on the card and discussing follow up action items to execute this GREAT idea (see Action Items)!
- Packs / Troops will assist with making the Square Knot Flyers and will distribute these at the Sylvania Festival on 10/16!

Review Opportunities Discussed at Last Meeting and Begin to Establish Follow up Action items and execution plans.

- Matt has had some success in reaching out to local media sources to secure radio and TV spots promoting scouting. He has several upcoming TV clips planned on local radio stations to promote popcorn sales and will be on 92.5 on Friday morning at 9:15. He has also invited several 92.5 DJs to Camp Miakonda to try out the High Ropes Course, in an effort to promote fun activities available to local scouts.

Wrap up / Close Meeting – Summarize Next Steps

- We briefly reviewed our accomplishments since our last meeting (see closed action items).
- Our next meeting is on October 17 at 7 pm – Panera Bread. We will continue to review the opportunities identified in our first meeting and discuss ideas and suggestions for further action plans that will help us achieve our committee goals.

OPEN & NEW Action Items				
Action Item	Action Assigned to	Date Initiated	Due Date	Status
Create email for Matt to distribute to troops and packs in the area to recruit assistance in making the Square Knot flyers. Communicate idea to and recruit assistance directly from Troop 2 and Pack 149 at upcoming meetings.	Donna Fisher	9/19/11	10/1/11	In Progress
Update our Square Knot Marketing flyers with cub scout, venturing and boy scout logos; Update with website and contact details; Update with details re: the Miakonda Halloween event. Secure materials for distribution to packs/troops will to help create flyers.	Matt Shanahan	9/19/11	10/1/11	In Progress
Packs / Troops Distribute Square Knot Flyers at the Sylvania Festival on 10/16!	Volunteer Packs and Troops!	9/19/11	10/16/11	Upcoming!
Identify other events or ways to use the Square Knot Flyers. (Possibly with a new type of knot?) Identify other upcoming events through the Chamber of Commerce, Scout Sunday Events, etc.	ALL	9/19/11	10/17/11	In Progress
Plan ways to utilize our new Eagle Scouts in upcoming events and presentations.	Matt Shanahan	9/19/11	10/17/11	In Progress
Look for other scout templates/announcement examples on NESA.	Char Sherman	9/19/11	10/17/11	In Progress
Get copies of Dan Fleming Jr's Eagle Scout announcement.	Donna Fisher	9/19/11	10/17/11	In Progress
Identify other radio stations to join in the fun at the High Ropes Challenge at Miakonda.	Bruce Dunzweiler	9/19/11	10/1/11	In Progress
Matt to continue to explore with the Council opportunities for tracking member persistency rates and reasons for declines. Matt to execute his plan for tracking new recruits and drop rates/reasons with follow up results sharing in April.	Matt Shanahan	8/8/11	April, 2012	Ongoing
Paul to develop some templates to be posted on our Council/NW District website with media contact information as a resource. A parent or PR person for the unit could easily change the content in the template to report the happenings at the event. A picture could be added with names.	Paul Lyons	8/8/11	TBD	In Progress

OPEN & NEW Action Items				
Action Item	Action Assigned to	Date Initiated	Due Date	Status
No Update				
Paul could help develop ideas for other forms of media use to bring awareness to scouting, fun activities and also help support recruiting goals and objectives.	Paul Lyons	8/8/11	TBD	In Progress
No Update				

CLOSED / COMPLETED Action Items				
Action Item	Action Assigned to	Date Initiated	Due Date	Status
Diane to find one other volunteer to work on some handout materials for future events, like the upcoming Sylvania Fall Festival.	Diane Wilke-Smith	8/8/11	9/19/11	Complete
New Leader Training – Update: Info shared during RoundTables and University of Scouting plans finalized.	Art Mroz	8/8/11	Ongoing	Complete
Donna to work with Russ to update NW Membership Committee Page on the Website Update: Added resource links, goals, contact info and meeting info	Donna Fisher	8/8/11	8/19/11	Complete
Donna to get team feedback and schedule next Committee Meeting Update: 3 rd Monday of every month at Panera Bread on Central 7 pm – 8 pm ET	Donna Fisher	8/8/11	8/12/11	Complete
Open House Planning Update: We had representatives at many of our local Jr High Schools (something new!) resulting in some new recruits!	Art Mroz / Matt Shanahan	8/8/11	8/19/11	Complete
Bruce to send Russ Eby (website developer) contact info to Team	Bruce Dunzweiler	8/8/11	8/9/11	Complete
Donna to send example of website link for helping adult leaders find ways to meet requirements while having FUN.	Donna Fisher	8/8/11	8/9/11	Complete