

**NW Membership Committee Meeting Notes**

Project/Meeting Name	Kickoff Meeting	Date & Time	10/17/11 at 7:00 pm ET
Location	Panera Bread on Central Ave		
Author of Minutes:	Donna Fisher		
Meeting Materials	n/a		

Invitees (Attendees in boldface text)

Art Mroz amroz@bex.net,
Bruce Dunzweiler brucedunz@yahoo.com,
Char Sherman csherman@bex.net,
Diane Wilke-Smith Dwilkie-smith@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 Accomplishments Since our Last Meeting	Donna Fisher / Team	10
2.	Review OPEN Action Items and Status of Activities Since our Last Meeting	Donna Fisher / Team	10
3.	Review ideas from prior meetings. Determine which action items we want to immediately pursue and develop a plan for each.	All	20
4.	Wrap up / Close Meeting – Summarize Next Steps	Donna Fisher	5

Discussion Items**General Announcements**

- There is a **council membership meeting at 7pm on Wednesday 10/26 at Miakonda**. We are all invited to attend and present recent accomplishments and activities. Donna will prepare a small update presentation and will plan to attend, unless schedule conflicts arise.

Review Accomplishments Since our Last Meeting

- Square Knot flyers were finalized and posted to the membership page of our NW OH District website for us by any pack, troop or venture group.
- Donna created and Matt distributed flyer announcements to all leaders advising of the benefits and purpose of the flyers as well as the availability of materials, etc.
- Troop 2 made flyers and handed them out at their booth at the Sylvania Fall Festival.
- Bruce finalized the press contacts list and Donna created additional materials for our new **Advancement and Awards** section of the membership page of our NW OH District website. Materials included on the website include the press contacts list, a sample Eagle Scout announcements/templates, Eagle Scout publicity tips and a link to NESA!
- Matt was invited to talk about popcorn and other scout activities on the 92.5 radio station morning show on 9/23.



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

During the meeting we reviewed our remaining open action items from our last few meetings.

- Matt identified a few upcoming events where he will be distributing the flyers. Donna will provide him the leftover flyers from the parade. It was recommended that the flyers be updated to include the cost of admission for the Miakonda Halloween Party.
- We discussed other opportunities for advertising the Miakonda Halloween Party. Donna agreed to send the flyer to the NW OH Girl Scouts – to encourage Girl Scouts to attend with their Troops. The committee is encouraged to continue to think of other ways to use the flyers.

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

- We need to advertise the Membership page and updates / materials available.
- We need to distribute a list of Webelos Leaders / contact info to Stacey and others so that Troops can invite Webelos dens to attend upcoming Troop events.

Wrap up / Close Meeting – Summarize Next Steps

- Everyone is encouraged to spend time reviewing or original list of “brainstorm” ideas and come to the November meeting with new ideas and suggestions for impacting membership in NW Ohio!
- Our next **committee meeting will be held on November 21st at 7 pm at Panera Bread on Central Ave.** Donna is going to cancel the December meeting, due to the Holidays. A new schedule will be sent for the 2012 year! Feedback on meeting location/frequency welcome.

OPEN & NEW Action Items				
Action Item	Action Assigned to	Date Initiated	Due Date	Status
Donna will “advertise” the materials posted on our Membership page by sending an announcement to Matt to distribute to all leaders.	Donna Fisher	10/17/11	10/24/11	In Progress
“Brainstorm” ideas and come to the November meeting with new ideas and suggestions for impacting membership in NW Ohio!	Everyone!	10/17/11	11/21/11	In Progress
Distribute a list of Webelos Leaders / contact info to Stacey and others so that Troops can invite Webelos dens to attend upcoming Troop events.	Matt Shanahan	10/17/11	10/24/11	In Progress
Send Miakonda Flyer to Girl Scouts for distribution.	Donna Fisher	10/17/11	10/24/11	In Progress
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
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	Matt	8/8/11	April,	Ongoing



OPEN & NEW Action Items				
Action Item	Action Assigned to	Date Initiated	Due Date	Status
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.	Shanahan		2012	
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. No Update	Paul Lyons	8/8/11	TBD	In Progress
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. No Update	Paul Lyons	8/8/11	TBD	In Progress

CLOSED / COMPLETED Action Items				
Action Item	Action Assigned to	Date Initiated	Due Date	Status
Look for other scout templates/announcement examples on NESA. Update: Donna looked at templates - none available for Eagle announcements on this website. Other templates found, however, and Donna drafted a sample for the committee to review. These are now posted on the website.	Char Sherman	9/19/11	10/17/11	Complete
Get copies of Dan Fleming Jr's Eagle Scout announcement. Update: Sent request; did not receive a response. Marking complete as other examples were found to create template.	Donna Fisher	9/19/11	10/17/11	Complete
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	Complete
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	Complete (does not have all logos)
Packs / Troops Distribute Square Knot Flyers at the Sylvania Festival on 10/16!	Volunteer Packs and Troops!	9/19/11	10/16/11	Complete
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



CLOSED / COMPLETED Action Items				
Action Item	Action Assigned to	Date Initiated	Due Date	Status
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