

MINUTES

**Newcomers of Catawba Valley
Previous and New Board Session
March 22, 2017
Patrick Beaver Library**

WELCOME: Carol Hoover, President

Carol Hoover called the meeting to order at 10:00am. Carol thanked outgoing board members for their hard work and welcomed incoming board members.

Board Minutes: Adra Kryszczuk

Dianne Straley made a motion to accept the minutes and Shari Kidd seconded the motion. The motion passed unanimously.

TREASURER REPORT: Vince LeGrand

The projected month-end cash balance for 3/31/2017 is \$3,831.96. Actual membership renewals through March 22nd total \$1,689.00 with an additional \$375.00 projected for March 23 – 31, 2017.

Bob Jones made a motion to accept the Treasurer report and John Bates seconded the motion. The motion passed unanimously.

YEAR(S) in REIVEW: All Board Members

This year's board 'practices' will include the following:

1. Supporting new members by reaching out with personal invitations.
2. Attracting more men to activities
3. Encouraging more members to host activities and support their efforts by assigning a board member to partner with them.
4. Do not hesitate to attend events as an individual.
5. Encouraging ride sharing.
6. Offer a diversity of special events (parties, trips, tours, hiking, arts, etc.)
7. Maintaining a diverse monthly schedule of daytime and evening activities.

Marketing

Develop marketing plans by implementing the four practices: *Product/Price/Place/Promotion*

1. Continue current practices of John Bates.
2. Keep better track of attendance at meetings and events.
3. Place brochures at the Farmers Market, rack cards in various cities, Realtors, Supermarket and Church community boards, Radio spots on WHKY 12:90AM.

4. A recommendation was made by Denise Bukovan to form a committee to review venues for capacity and location. Denise recommended that Newcomers spend more time identifying venues rather than marketing, as growth will happen. Work on the mechanics of adapting to the size of Newcomers.
5. Location ideas for events included: Club houses on lakes, Hops and Grapes, Old Still Café, Anchors Landing, Fourk, and Hollar Mill

Next Board Meeting: Wednesday, April 26, 2017/10:00am/Patrick Beaver Library

Minutes submitted by,
Francine Gissy
Treasurer