

# Concord Carlisle Neighbors Club

## Board Meeting 10/02/17

### Concord Public Library

#### **Board Members:**

*Present:* Sven Olson, President; Shawna Pelton, Communication Coordinator; Janine Olson, Membership Outreach; Dan Stapleton, Treasurer; Kim Donovan Haverstock, Member at Large; and Carolyn Schweitzer, Secretary

*Absent:* David Rosenbaum, Webmaster

*Quorum present:* yes

*Carolyn provided the September minutes to all Board members via email in advance of meeting. Sven asked if there were any corrections to the minutes. None were noted. Dan made a motion to approve the minutes and Kim seconded it. Unanimous approval by Board.*

#### **Status Updates:**

- **Treasurer** – Dan provided CNN Treasurers Report to Board for review. He highlighted that the club has healthy reserves at this point. Dan continues to work on standard funding language for the club.
- **Advertising/Sponsorship** – Janine confirmed that Bill Dickinson will become a sponsor and Todd Stout will also continue as a sponsor. Once a business becomes a sponsor, they provide the logo to CCN. David places the logo on the CCN website. Main website page advertisement placement cost: \$500 and Interest Group page (example: Gourmet Club) advertisement placement cost: \$250. Non-profits can advertise at half-price i.e., Milldam Preschool.
- **Membership Outreach** – Sonja from Concord Green Apartments requested information from CCN. She would like to have something to provide her tenants about the club. Board discussed creating a CCN pamphlet to make available to renters in Concord. Discussion then focused on sending a CCN postcard to all rental units in Concord twice per year at the bulk mail rate. Sven suggested asking John McKinnon (print shop in Acton) for apartment addresses. Board identified The Muse, Concord Green, Twin Towers as a few of the rental units in town.
- **Fall Social/Chili Cook-off** – There is concern about lack of sign ups for the Chili Cook-off. The invitation to the event did not require attendees to bring chili. It was suggested another email invite members to participate in the Chili Cook-off. Sven volunteered to make extra chili. Carolyn and Dan also volunteered to make chili. Deadline to register for this event is October 14<sup>th</sup> 2017.
- **Website** – Shawna is updating content on CCN Facebook page and developing a Facebook advertisement. Shawna explained how she would like to structure the advertisement with an opt-in to get information for the person expressing interest in CCN, provide an automated response, gather information about the individual's interests, etc. CCN currently uses Wild Apricot. Shawna will look into Mail Chimp and follow up with David. *Dan made a motion to provide \$100 for Facebook advertising; Sven seconded the motion. Unanimous approval.* Shawna reported that the Facebook CCN Business page is dated.

- **Activities –**

- The CCN Holiday Party will take place on January 20<sup>th</sup> 2018. Location TBA

Motion by President to adjourn; Treasurer seconded with unanimous approval.

Meeting adjourned 8:24 p.m.

Minutes submitted by: Carolyn Schweitzer