

Minutes

Worman's Mill Civic Association
Board of Directors' Meeting January 14, 2014
Worman's Mill Clubhouse

Present: Allan Carlson, Carol Goldstein, Allan Joseph, Dedra Salitrik, Helen Maiwald, Anne Arnold, Bill Levin

1. Approval of agenda
 - agenda approved
2. Approval of minutes from December 10, 2013 meeting
 - minutes were approved as is
3. December meeting, report by Anne
 - Social Club (Committee), Garden Club & Civic Association will jointly hold an open house at the clubhouse in December. Date to be determined. We will share in the expenses. Dedra will notify the blues group that we will not be using them this year.
4. Website data ...Allan Carlson
 - Alan reported we have 401 email addresses. He is starting to explore the use of Google Analytics as a means to get statistics on our website. It is a free service.
5. Treasurer's report... Allan Joseph
 - Allan reported we have \$1876 in our bank account.
6. Membership drive ad campaign
 - Carol suggested sending out an email after our general membership dinner meeting that would let folks know what they missed by not attending the meeting and to consider joining if they hadn't already done so. We also discussed the idea of sending out personalized emails to those 2013 members who haven't signed up this year. There are a few issues with this idea, e.g. we don't always have names associated with an email address and to send out a personalized email might be manually intensive. Further consideration will be given to this idea.
7. Choice of restaurant for 50/50 raffle
 - Bill asked for any suggestions on restaurants that we might want to purchase gift certificates to raffle off at our membership meetings. A number of good suggestions were provided.
8. Holiday Party for 2014
 - See item #3

9. Other items:

- Discussed the use of permanent name tags. Decision postponed to a future date.

- Helen reported that we have 17 members signed up for 2014. These particular members will not be able to attend the January meeting. We have 45 people that called in to attend the meeting.

- Helen and Anne will get together to discuss registration/sign-in for the membership meeting since Helen won't be there.

8. Adjourn

- Meeting was adjourned at 7:40pm.