

THE COMMITTEE OF ONE HUNDRED

Minutes of the July 17, 2012 Board of Directors Meeting

The meeting of the Board of Directors of the Committee of One Hundred was called to order at 12:05 PM by President Mike Kelly. In attendance were Ross Porter, Paul Rucci, Jim Bonner, Quint Crews, Gerald Kolaja, Tom Jackson, Pamela Miller, Peggy Matthews, Fern Murphy, Cub Parker, Joy Ledford, Betsey Frankel, Rich Bregante, Nancy Moors, David Frost and Robert Wohl.

Minutes. The minutes of the June 19, 2012 meeting were approved.

Old Business.

EBTC. We are currently paying \$100 monthly while negotiations continue.

New Business.

Membership and Donor Development. The meeting was extended to allow for discussion of this important topic. A preliminary planning meeting was held on July 11 with attending Board members Lynn Silva, Pam Miller, Tom Jackson, Kay Rippee, Fern Murphy, Cub Parker, and Mike Kelly in order to activate and energize our Membership and Donor Development Committees. Pam Miller presented the results of this meeting with an extensive outline of issues, objectives, actions and strategies to increase membership and revenues to support C100 programs. A printed copy of this report was previously distributed to Board members via e-mail and can be referred to for details (attached). Discussion of suggestions resulted in a decision to mail membership renewals in March with memberships still running through May 31. This way the membership drive will not coincide with the annual luncheon announcement and we could even offer a luncheon discount to those who had renewed. Pam circulated a signup list for board members willing to approach a museum gift shop with which they are associated. Cub Parker proposed that a corporate donor committee meet Wed 7/25. Possible tours of CA tower, Organ, St Francis chapel for members. Free parking? Speakers? License plate holders? Thank donors for years of membership.

Reports.

Treasurer. Jim Bonner distributed the June 2012 Balance Sheets. Current total equity is \$155,237.25.

Updated 2012 Membership Appeal Report as of 17 July: 128 donations for a total of \$10,785.

There being no further business, the meeting was adjourned at 1:30 PM.

Next meeting will be held in the Balboa Park Club at noon Tuesday September 18, 2012

Submitted: Paul Rucci, Secretary

[This is the outline provided to board members before the meeting]

THE COMMITTEE OF ONE HUNDRED

Membership and Donor Development Committees Planning Meeting

17 July 2012

We all agree that the time is Ripe, with 2015 fast approaching, to increase our Membership and Development efforts. It is time to make the public aware of Who we are and What we do; What we Have Done and What we Will Do.

A preliminary planning meeting was held at the home of Lynn Silva on the 11th of July. Board Members attending were Lynn Silva, Pam Miller, Tom Jackson, Kay Rippee, Fern Murphy, Cub Parker and Mike Kelly.

It was agreed that we should re-activate our Membership and Donor Development Committees

Purpose of the Committees

Membership Committee - To attract new members and sustain existing members in order to raise money for and awareness of the preservation of Balboa Park's historic architecture, gardens, and public spaces.

Donor Development Committee – To raise funds to support the mission of The Committee of One Hundred.

Goal – 2012/2013:

To raise \$100,000.

To increase membership by 20%. This would increase membership from 200 to 240.

Immediate Initiatives:

Sculpture Court (restoration project)

Digital Archives

Fountains (restoration...collaborative effort)

Discussion: The idea was brought forward to have a "get together" in the Sculpture Court or near the fountains in the Fall of 2012 to bring people together to see what "makes us real." Have a wine and cheese event to generate interest, possible involvement, donation and/or membership.

Wish list:

An Underwriter for the purchase and maintenance of an appropriate Development Software Package. [approximate cost?]

How do we reach our goal to adequately fund the Mission of the Committee of One Hundred?

The first step will be to make some core decisions:

Agree on a clear definition of Who we are and What we do; What we Have Done and What we Will Do. Make it clear to the potential donor/member what the benefit is of their donation.

Define and delineate the roles of the Membership and the Donor Development Committees and maintain clear and frequent communication between the two Committees and the Board.

Consider adjusting the Membership levels. Presently there are eight. (See last page.)

Coordinate Event and Appeal Dates:

Annual appeal - December

Membership Renewal – Presently, May. (*Should we move to avoid conflict with Annual Luncheon? Re-define the term of membership?*)

Annual Luncheon – End of May (Invitation mailed the end of April)

Reception in Sculpture Garden – Fall 2012

Discussion:

It was suggested that we mail the Membership renewal letter mid-April (to arrive after April 15th) and mention the date of the Annual luncheon and offer a discounted price for Members. Two weeks later, people will receive a reminder in their Luncheon invitation with the discounted price for Members.

The term of membership could be May to May instead of June to June.

Presently we send approximately 500 Membership letters and receive approximately 200 responses.

New brochures will be available soon.

Refine our Mission Statement/Tag line to meld Committee of **100** with the **100th** Anniversary of the park.

Do we want to develop a group of non-board member volunteers and/or docents to help?

The next step will be to attract New Members, New Donors...and turn Members into Donors. And how do we keep them?

It was agreed that we must step up our efforts to get the word out to the public.

EXPOSURE!

Speaker's Bureau

It was agreed that we should establish a Speakers Bureau of Board Members willing to present "talks" to share our story to generate interest and donations. Topics could include a look at a slice of history of the park, the Centennial, or our projects. The Speaker's Bureau will be available to give presentations:

In Private Homes:

Informal, informative neighborhood gatherings in private homes. "*Concierge Event*"

Tours of private, significant homes

Discussion: It is hoped that every Board Member will be able to host an event in their homes. Guests would include neighbors/friends who would be potential members and donors. We might want to invite neighbors who are already members as a Member Benefit. Someone from the Board will give a presentation that shares our story and gives the guest new insight and knowledge of the history of the park. Brochures and other materials will be given to each guest. It was suggested that we keep it simple and just serve dessert and coffee.

Kay Rippee has kindly offered to have the first gathering in her home. Mike will give the presentation.

If this goes well, we could offer Members the opportunity to have one of us speak to their own in-home event.

In Balboa Park:

Special walking tours or behind the scenes events for members.

Discussion: This could be a special benefit available only to members. All members? Or only for certain membership levels?

To Organizations:

Rotary
Optimists
Kiwanis

Discussion: Who has contacts with these or similar organizations?

To Media:

"Local events" guest on television and radio.

Discussion: Who is available to talk? What topics?

Who is invited? Members only? All membership levels?

Coordinator to process requests is needed.

Publicity/Information

Direct Mail

Newsletter

Appeals

Invitations to events

Discussion: Who receives our Newsletter? Appeal letters? Event Invitations? Is it cost effective to increase our mailing lists?

Publicity – Paid and Free

Print ads

Pre-Event notification and coverage

Event press coverage

Discussion: This includes PSA's in local print. Our events should be in every possible free calendar.

Someone is needed to coordinate this.

Member Benefits

Presently there is no tangible benefit for our members. Suggestions include:

Invitations to Special Events

Annual Luncheon

Dedications

“Talks” in private home in their neighborhood

Walking tours in Balboa Park

Events surrounding 2015

Discounts on cost of admission, food or goods:

Discussion: If we decide this is a good idea, please look at the list of names and let us know who you would be willing to ask. Any other suggestions of where to ask?

Balboa Park:

Shops, Restaurants and/or Admission:

House of Hospitality
Japanese Friendship Garden
Marston House
Mingei International Museum
Museum of Photographic Arts
Fleet Science Center
Air and Space Museum
SDAI: Museum of the Living Artist
Automotive Museum
History Center
Railroad Museum
Museum of Man
Natural History Museum
Museum of Art
United Nations Building
WorldBeat Center
Zoo
Spanish Village
The Olde Globe

A complete list of the restaurants, pubs and coffee carts can be found at

<http://www.balboapark.org/in-the-park/Restaurants>

Outside Balboa Park

Businesses in the neighborhood. *Need to identify*

Here is a link to Urban Spoon showing restaurants near Balboa Park

<http://www.urbanspoon.com/ps/27/9388/san-diego-balboa-park-nearby-restaurants>

Premiums

Blankets, tote bags etc. *Discussion: The general consensus is that this is not desirable at the present time. It would complicate our bookkeeping, someone would be needed to order items and fulfill requests including packaging and mailing and might not be worth our costs.*

The only exception to this might be giving away the many brass Christmas ornaments we already own.

Donor Development

It was agreed that we re-activate the Donor Development Committee. Cub Parker agreed to oversee this.

Corporate and Organization:

Donations

Expertise

Client participation (ie Companies like Ralphs that give a donation to your charity with each purchase you make in their store.)

Who has connections to what corporations and organizations and is willing to either make an appeal, or pave the way for a member of the Donor Development Committee to do the ask.

Grant writing

Board Development

Lynn Silva has offered to oversee.

Comments:

Do we need to try to have a greater involvement with other Balboa Park Organizations to leverage ideas, costs and funding? Should we host/coordinate an event/meeting?

Should we publish a membership directory?