



Overbrook Farms Club Board of Directors

Meeting 5 - FY2019 Cycle

Date: January 17, 2019
Location: Overbrook Presbyterian Church, Chapel
Time: 7:00 - 8:30pm
Contact: Thaddeus Squire | 215 760 1634 | ofcexecutivecommittee@gmail.com

Present:

John Taylor, Ted Greenberg, Cynthia Kardon, Heather Durkee, Ethel Peterson, Gene Chollett, Randy Roach, Thaddeus Squire, Mike Doyle.

MINUTES

1. Call to Order

Thaddeus called the meeting to order at 7:15pm.

2. Consent Agenda

- a. Approval of Minutes for December 20, 2018
- b. Approval of Agenda for January 17, 2019

Thaddeus called for discussion or approval of the consent agenda items. Gene moved, Ted seconded, and the motion carried unanimously, without objection or abstention.

3. Discussion Agenda

- a. Mission, Vision, and Key Messages
Member: adult owner, tenant, \$25/capita, full-time

Thaddeus presented a proposal for new membership structure and the need to prioritize basic communications channels and membership development before embarking on other initiatives. Emphasis would be placed on creating a verified and active members-only email list and regular electronic newsletter. A conversation ensued in which Gene ultimately proposed to make membership initially "free", but with the requirement that members submit full contact information as the requirement for membership. Concern

was voiced by Heather, Mike, and Ted concerning people who may not have email. It was decided that text or SMS could be a viable alternative means of sending electronic member notifications.

The following bylaw amendment was proposed in concept and approved unanimously without abstention or objection, by motion of Thaddeus, seconded by Mike:

“Membership in the Overbrook Farms Club is defined as any owner or full-time tenant of a property within our Registered Community Organization catchment who is of legal age and who has submitted to the Overbrook Farms Club their full contact information, including full name, mailing address, email address or text message number, and preferred telephone number. Membership will run on a calendar basis from January 1 to December 31 of each year.”

b. The Value of Membership

Thaddeus presented some preliminary copy and bullet points about how we might frame the value of membership at this time.

c. Communications Channels

d. Member Development Strategy

Given the extent of the conversation about the definition of membership, both of these fronts were tabled for the next meeting. Gene volunteered to assist with formulating a membership development campaign. Thaddeus presented the need for a refresh for the OFC website and graphic identity and proposed to solicit bids for this work to present at the next board meeting.

4. Adjourn

Thaddeus adjourned the meeting at 8:30pm.