

**DRAFT**

**MINUTES**

COCA Special Executive Committee Meeting

Tuesday, November 15, 2022

4:00pm

Attendance: Dan Taylor, Kathy Maiorana, Lucia Fishburne, Nathan Archer, Rachelle McClure, E Marie Sissle

Absent: Kristen Summers

Staff Attendance: Kathleen Spehar

I. CALL TO ORDER, WELCOME GUESTS, and PUBLIC INPUT

Dan Taylor, Board Chair, called the meeting to order at 4:02 PM. There were no guests in attendance and no public input. Dan asked Kathleen about the COVID meeting guidelines, and she confirmed the hybrid meeting option remains in place to keep board members safe.

II. CONSENT AGENDA

Dan asked for any questions on the consent agenda items. None were shared. Rachelle moved to approve the consent agenda, Kathy seconded, and the motion was unanimously approved.

III. REPORTS

Dan asked about reports for the board. Kathleen confirmed no reports were requested. Board reports will be given at the full board meeting on November 17<sup>th</sup> and have already been reviewed by the Executive Committee. Staff reports were given at the October 20<sup>th</sup> Executive Committee meeting and will be given to the full board at the November 17<sup>th</sup> meeting.

IV. OLD BUSINESS

Dan confirmed with Kathleen there was no old business to cover.

V. NEW BUSINESS

Dan moved to the Membership campaign. Kathleen confirmed there was a membership subcommittee meeting at the beginning of November and reviewed the membership campaigns. She reviewed the results of the September campaign, which were the best on record. There are currently 267 members, and the December campaign aims to increase memberships to 300. The committee provided feedback, which was incorporated into the plan. Kathleen reviewed the plan and board goals. The campaign will launch on November 29, Giving



Tuesday, and run through December 31. Kathleen then answered questions from the board about making a donation, explained how this worked through the new membership portal and additions to the membership program that are new. She also confirmed staff was putting together a membership flyer for the Thursday board meeting. Lucia shared she's glad to see the value-added assets. Kathy asked about the donation option, and Kathleen confirmed credit card donations can be accepted through the new portal. The board engaged in additional discussion about the donation option. Kathleen shared membership allows COCA more flexibility to support programming needs. Lucia asked about Amazon Smiles, which Lucia and Nathan affirmed they do for COCA. Lucia asked for more information from the COCA end, and Kathleen affirmed COCA will report back about Amazon Smiles at a future meeting. Kathleen asked for additional changes to the membership campaign document, along with requests for the flyer. Nothing else was shared.

#### VI. ADJOURNMENT

The meeting was adjourned at 4:13 PM and the committee entered executive session. The executive session began at 4:13 pm and ended at 4:52 pm

*Respectfully submitted by Kathleen Spehar*