



MINUTES  
COCA Membership Sub-Committee  
Wednesday, March 15, 2023  
4:00 pm

Attended: Kathy Maiorana, Kristen Summers  
Attended (Liaison): Jennifer Wright  
Attended Staff: Sahara Lyon, Kathleen Spehar, Samantha Sumler  
Absent: Lucia Fishburne, Paul Lewis Jr  
Absent (Liaisons): Heather Thomas, Michelle Personette

- I. CALL TO ORDER, WELCOME GUESTS, and PUBLIC INPUT  
The meeting was called to order at 4:05pm
- II. CONSENT AGENDA  
Kathy moves to approve old minutes, Kristen seconds. However, since there isn't a quorum, minutes approval was tabled until the next meeting.
- III. REPORTS  
Samantha and Nick met with Jeff from website host Artsopolis and discussed. COCA will be keeping the Neon CRM system and TAG operational through the year. In FY24, the plan is to only run membership through TAG. COCA will spend the rest of this year tweaking the TAG system and transferring members over from Neon to TAG.
- IV. *Build to 300* Membership Campaign
  - a. The campaign was reviewed and will be launched on April 1. Kathy mentioned COCA might want to survey members to see what benefits they would like. A quarterly newsletter was previously suggested, but she isn't sure if a membership quarterly newsletter will be read or used by members. Kristen and Jennifer agreed, and believe members being invited to exclusive events is a better option. Staff will look into these suggestions and how or if they can be integrated into the membership program.
- V. ADJOURNMENT  
The meeting was adjourned at 4:30 pm.

Respectfully submitted by Sahara Lyons and Kathleen Spehar