



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

MINUTES
COCA Membership Sub-Committee
Monday, May 15, 2023
4:00 pm

Attended: Katherine Maiorana, Kristen Summers, Paul Lewis Jr.

Attended: (Liaisons): Jennnifer Wright

Absent: Lucia Fishburne

Absent (Liaisons) : Michelle Personette, Heather Thomas

COCA Staff: Kathleen Spehar

AGENDA ITEMS

- I. Call to Order
Co-chair Kristin Summers called the meeting to order at 4:00 pm.
- II. Minutes from past membership meetings
The minutes from the November 2022 and February 2023 meetings were reviewed. A motion was made by Paul and seconded by Kathy to approve the minutes.
- III. AGENDA
 - A. Membership update
As of the subcommittee meeting, the membership level has lowered and is currently at 239 members.
 - B. *Build to 300* Campaign
Kathleen provided a detailed update on the *Build to 300* campaign since its launch on April 1. Renewals are occurring, and Kathleen explained the digital renewal communication staff has been making. However, no new members have signed up. That's a concern, so she asked if the board needed more information from staff to recruit new members. The board asked if people who have not renewed have been called. Kathleen explained COCA has not been fully staffed, so calls have not been made yet during this campaign. However, COCA has completed hires and new staff are onboard as of mid-May, so calls will be possible to include as part of the campaign in the future.

Kathleen continued to confirm the plan for monthly renewal communication through August, then weekly communication in September, until the end of the campaign. Kathy asked about different levels of membership, and which members are dropping. Kathleen confirmed individual and household memberships are the levels being impacted. Paul asked for a list of business members who have dropped off and asked board members to renew. He also asked that a social media link be made available to click on and go directly to the

membership page purchase. Kathleen affirmed she'd share these requests and suggestions with the COCA staff.

Kathleen continued and affirmed the messaging themes for the rest of the campaign. These include the impact of arts education for May, grantees for June, artists for July and arts businesses for August. Kathleen asked about the use of the membership card OR codes, and if that would suffice for campaign communication by the board. Paul added a request for support on Facebook, He'd write a strong message and would like a link to click on and sign up. He will also send an email with the same action step- click a link and sign up. Kathleen asked if the QR codes on the membership card are helpful and usable by the board. Paul confirmed COCA needs to make sign-up as easy as possible, which is why a link was requested. Kathleen confirmed the QR codes would continue to be used on the cards and links would be available for social media. Paul confirmed an email link would be the most helpful.

Kathleen asked if any other materials would be helpful to the board. She and staff are asking to confirm what needs to be created or available for the full board meeting later this month. Paul asked if television spots, or Public Service Announcements (PSAs) could be used. Kathy looked at COCA social media posts- of the past 12 posts, none of them made a direct invitation to become a member. She strongly suggested leveraging multiple channels. In addition, Kathy is worried there are too many newsletters, and wonders if COCA is losing eyeballs because there are so many newsletters. Kathleen clarified what newsletters exist & how the newsletters are curated so they are sent to targeted audiences. Kathy reiterated the importance of using and leveraging multiple channels, not just digital. She gave some examples of how multiple channels could work, including social media, an article in the Democrat, promotions (i.e. family or friends discount) and ads. Kathy continued to talk about discounts and incentives, and the challenge that current offerings are mainly related to artists but not to arts supporters. Offering meaningful benefits is key, and current benefits are aimed mainly at artists. Consider how benefit offerings can expand. Also, there are so many benefits now. What benefits are members using? A general discussion about member benefits ensued. Kathy suggested sticking with sector-related benefits, as opposed to seeking other benefits like restaurant discounts, etc. Kathy shared that messaging about membership is not prominent on the website. It's not easy to find, so consider making membership more visible. If membership is important to COCA, it needs more visibility. The committee discussed other ways to reach potential new members. Kathy suggested considering direct mail to non-members. She finds out about Tallahassee Symphony Orchestra (TSO) because she receives direct mail pieces. She's not a subscriber, so if she sees a concert she'd like to attend, she finds out about it via direct mail. Also, direct mail isn't that expensive. Jennifer affirmed Opening Nights does not send direct mail, but she likes direct mail and considers it useful for promotional purposes. Kathleen talked about the tie between programming and membership- that COCA memberships help support

COCA programming. That could be a key component of why memberships need to be supported. Kathy believes direct mail focused on membership would be effective.

The board agreed their main points had been captured and moved to action items.

IV. Action Items

These action items will be reviewed and discussed at the upcoming board meeting:

- Provide an email link for the board to recruit new members
- Provide a Facebook post link
- Clarify what we'd do to create additional visibility- PSA, direct mail, etc.
- Provide a list of lapsed business memberships
- Provide membership cards with QR codes

Kathleen confirmed communication with the board over the summer will help the board understand how the campaign is doing.

V. The meeting was adjourned at 4:32 pm

Respectfully submitted by Kathleen Spehar