

Draft

Membership Meeting Minutes
Wednesday, December 20
3:00 PM

Present: Kathy Maiorana, Kristen Summers, Reenee Williams
Absent: Kim Bryant, Michelle Personette, Heather Thomas, Jennifer Wright
COCA Staff: Kathleen Spehar, Sahara Lyon

- I. CALL TO ORDER 3:06pm
 - a. No guests

- II. Past Meeting Minutes
 - a. Kathy asks if there are any questions or changes, there are none. Reenee motions to approve, Kristen seconds, all approve.

- III. AGENDA
 - a. Membership Update
 - i. Kathleen mentions that all of the membership documents are in the Board Portal. Kathy mentions her computer is low on power and requests for documents to be shared on the screen. Kathleen starts the membership update, noting that we had a great close to our last campaign and we built to 300 members. We're now focusing on maintaining that level of membership. Sahara reports current member numbers including total current members, mentioning that we're currently at 297 members across both Neon and TAG. Since November 28th 20 memberships were purchased, with 18 renewals, and 2 new members from the Giving Tuesday Campaign. Sahara mentions that we just sent out the fourth email of our Giving Tuesday Campaign.

 - b. Giving Tuesday Campaign
 - i. Sahara discusses the Giving Tuesday Membership Campaign, discussing the emails, social media posts, and other content going out. This year's theme is Unleash Generosity. COCA is focusing on local, community-based organizations and how they support their community, focusing on our grantees who are active members. We highlighted a number of organizations, not just members and grantees, but grantees were asked to provide a quote of how they support their community and how they feel supported in return. Each week's email and post focused on a different artistic genre, such as Theater and Literature, Visual Art and Film, and Music and Dance. There is one more email scheduled to go out, which is our Happy Holidays and Thank You message. Kathy asks if we had 20

new members, Sahara clarifies that we had 20 memberships purchased, with 2 new members and 18 renewals. Sahara also discusses the Level Up Campaign for renewals, offering the next membership level up for the cost of the lower level. The majority of memberships purchased are renewals, so Sahara believes that campaign is proving successful. Kathy asks if we're having more success with the email than the social posts, and Sahara believes we are. Sahara mentions that the Sachs interns have been helpful by suggesting improvements to our social media, stating that our captions are too long; for the Giving Tuesday Campaign, Sahara is attempting to shorten captions. Kathy mentions she's been seeing the campaign and getting the emails. Kathleen states that we're about 50% to our membership goal for the campaign. Kathleen will be reaching out to individuals who need to renew, including grantees and Board members. Reenee asks if Board members can reach out to other Board members about renewing, and Kathleen states that they can't because of Sunshine Laws. However, Board members can reach out to individuals not on the Board who lapsed in membership. Kathy states that all grant applicants should be required to be members to apply. Kathleen states that we're looking to make membership accessible for smaller organizations, and Level Up was a way to do that.

c. Sachs Media Survey

- i. Kathleen directs everyone to attachment 4 to go over the Sachs Media Intern survey. Kathy summarizes Sachs media project, which tasked the interns with coming up with a campaign to drive COCA membership. Interns started by surveying all subscribers to the COCA newsletter, all members, and a general Leon County resident sample. A little over 800 people were surveyed. The survey addressed what kind of benefits they would find meaningful, thoughts on the local arts community, and much more. Sachs intern focused on creating a campaign for nonmembers in Leon County. Kathy says to keep in mind that certain groups might not find member benefits valuable and that we have too many member levels. She elaborates that COCA would benefit from a strategic alignment of membership levels and benefits. Kathleen discusses the survey findings and Sachs' recommendations for our emails and social posts moving forward. Kathleen states the interest in invite-only or member-only programs, while still maintaining accessible programming inline with COCA's mission. Kathleen also mentions that COCA's 40th anniversary is in the calendar year 2025, and it could be a great opportunity to launch some new programs and member-only events. We're working on making it easier to find where to purchase a membership on our website as well. Sahara shares attachment 5, which is the compiled list of

survey responses. Kathy mentions that if we do qualitative analysis, many of the answers would align and prove very useful. Sahara agrees and mentions that Samantha is more familiar with these responses and the data set. Kathleen mentions that people on fixed incomes express a desire for flexibility in pricing. Kathleen mentions that we can use this feedback across our organization as well as in the membership program. She states that COCA is working on a one-page summary of the Sachs Media survey results. Kathleen shares attachment 6, which are the recommendations from Sachs after their data analysis. Recommendations include updating the website to make memberships easier to purchase, updating the ways that we communicate over social media and emails, and reevaluating the designs we use in our communication. Kristen states that she's impressed with how far we've come and has been loving the recent campaign. Reenee asks if we use Canva regularly, and Sahara states that her and Samantha use it for social media, emails, and other communication.

IV. ACTION ITEMS

- a. When COCA staff returns from break, we'll discuss implementing Sachs' action items and recommendations. Kathy states that creating a simple recap for the Board meeting in January, like a one-page, to state the stats and info, would be very helpful. Kathleen asks if we're including the most recent membership campaign as well as the Sachs project on the one page, Kathy says yes. Kathy says to highlight the simple things and quick takeaways. Kathleen checks with Kristen and Reenee if they have any questions or requests; they're all set.

V. ADJOURN

- a. 3:54pm

Submitted by Sahara Lyon and Kathleen Spehar