



GOALS

- Maintain 300 members
- Build towards 400 as approaching COCA's 40th anniversary celebration
- Reach 350 members by the end of fiscal year 2024

TIMELINE MONTH-BY-MONTH

- January – February
 - Add membership tab to the website - **DONE**
 - Simplify the website's dropdown menu - **DONE**
 - Partner with a videographer to create more video content for social media to increase engagement. – **IN PROGRESS**
- March
 - Continue sending out reminder emails to lapsed members. Continue recruiting new members.
 - **ACTION STEP**: finalize one new member-exclusive program or event
- April
 - During tabling and festival season, recruit members in person at events. Utilize membership info cards.
 - **ACTION STEP**: develop/recommend new member benefit, can we incentivize this through a raffle?
- May – July
 - Summer membership campaign aimed at businesses.
 - **ACTION STEP**: Each Board member recruits one new Business Member
- August-September
 - Social media campaign highlighting community members & partnerships with new content created from February – July.

BOARD ACTION STEPS

- Continue to recruit new members (one business and one non-business)
- Develop and recommend new member benefits
- Share social posts
- Seek out business and organization partnerships
- Host a lawn sign





COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

Subcommittee Reports | April 2024

Membership

FY24 membership plan & program recommendations (attached)

Next subcommittee meeting- May 8 @ 3PM

Current Members as of April 10, 2024

Type	Amt	Renewals		New members		Lapsed
Producer						
Business Sponsorship	2					
Business Membership	6					
Group	37	3				3
Household	42	2				
Individual	185	4		2		9
Student	12	2		3		
TOTAL MEMBERSHIPS	284	11		5		12

Grant Programs

No new updates

Diversity, Equity & Inclusion

Creating Spaces events:

- May 13th @ 5-6 pm @ Anderson Brickler Gallery
- October 3rd concert with Haiqiong Deng & friends (pending funding)

Next subcommittee meeting – June



FY24 Board Sub-committees

MEMBERSHIP: To build a strong base of core supporters to COCA's mission, vision and values, by building membership and economic opportunity. Recruit new members, renew expired memberships, and support new ways to build value in membership investment. Build sponsorships, donations, and business initiatives.

Heather Thomas, Katherine Maiorana**, Kim Bryant, Kristen Summers, Michelle Personette, Reenee Williams**

GRANT PROGRAMS: To maintain a strong grants program that meets the needs of our community. Review grant programs, community, County and City feedback, and make recommendations for any changes to the programs.

Amanda Clements*, Ayne Markos, Beth Keating, Carol Hill, Kim Harding, Neil Mooney, Rachelle McClure

DIVERSITY, EQUITY AND INCLUSION (DEI): To continue refining COCA's cultural equity plan and embed it throughout the organization and community.

Brinda Pamulapati*, Dan Taylor, Donmetrie Clark, E. Marie Sissle, Hadley Peterson, Haiqiong Deng

*chair

** co chairs