

## **Minutes of the 3/14/16 Staying Put Board Meeting**

4:30 – 5:34 pm meeting of the Board of Staying Put in New Canaan in the Parlor at the Congregational Church.

Present: Barb Achenbaum, Betsy Afragola, Judy Bentley, Lyn Chivvis, Jim Cole, Lila Coleman, Tom Ferguson, Patti Geanakos, Nancy Helle, Chris Hussey, Phil Ives, Peggy Jay, Judy Johnson, Steve Orteig, Kathy Pasternak, Joel Pelzner, Lois Sandberg, Sue Scannell, Priscilla Thomas, and Cynn timer Yates.

**Fairfield County Giving Day:** Thank you to Betsy Afragola who supplied lunch for the 26 people who enjoyed camaraderie and fundraising at the office in the “Larry Brown Room” most of the day.

**Operations:** Committee structures’ have been refined. The Technology Committee will be separate from the Publicity/Communications Committee and will work closely on all communications with the idea that SP has print communications and publicity, as well as social media publicity, and communications. A system will be organized for the photos to be archived and made available for use in print as well as on the website. Marketing has been added to the Development Committee.

**Volunteers:** Kelly DeFrancesco is having a coffee at her home this Wednesday to recruit more Volunteers from the National Charity League. She has 16 potential recruits coming.

**Membership:** The Care Connections has become very important to the SP members who are mostly at home and benefit from socializing. Steve and Phil gave many examples of how meaningful their visits have been to themselves as well as to SP members. Phil mentioned that just being there is enough; there is no need to worry about the conversation. (There’s no worry about conversation with Phil anyway!) As Peggy has said, “Your presence is a Gift.”

**Publicity:** Nancy is working on a print article about the upcoming End of Life programs at the library. These lectures are scheduled for Apr 27 and May 11 from 5-7pm.

Barb has developed a spreadsheet to track SP’s presence in all print and online media. People move to New Canaan from other towns in the area because of SP. Therefore, realtors are a good target for SP marketing. Kathy Pasternak will be sure to make a presentation to the Board of Realtors. SP brochures should be made available to the realtor community. The committee will also reach out to Kiwanis and Senior Men’s Club.

The focus of the Membership Committee will be recruitment of Volunteers. Pete Stair is helping to develop an ad to be seen on Channel 79. It will encourage people to volunteer for SP and show the SP phone number.

**Events:** SPNC will hold its annual fundraiser on June 26th at Lila’s! It will be “A Night in the Caribbean.” The Annual Meeting will be held in Smith Hall at the Congregational Church. Bill Piper from Waveny will speak about services for seniors.