

SPARK
Regular Session Meeting Minutes
March 20, 2014

The Executive Session Meeting of SPARK was held at the Boys and Girls Club Training and Resource Center at 6:10 p.m. on Thursday, March 20, 2014.

PRESENT

Abbey Brown, Adam Werner, Brad Owen, David Semko, Gina Smith, Jeff Ludden, Joan Allmaras, Natalie Rivas, Nicole Carr, PK, Tim Norris, Steffany Hamilton and Will Griffin

MINUTES

A motion was duly made and seconded to approve the minutes from the February 20, 2014 meeting. Motion carried unanimously.

MEMBERSHIP

Adam reminded ambassadors about the renewal of membership dues and announced there are currently 35 active ambassadors. Adam will give an updated membership list to the committee chairs.

SOCIAL EVENT UPDATE

Nicole gave a recap of the peers and beers event.

A committee is being set-up to organize the golf event, which will likely be at Sail Ho. A date has not been set, but it is planned for the end of May.

The 3rd quarter event has still not been identified. The end of April is targeted for identifying our large fundraising event. There was discussion about matching up the large fundraising event with the large service event.

SERVICE EVENT UPDATE

The painting event at the Oakes branch is scheduled for March 22nd. The event will be open to non-ambassadors. Jon will bring food for the volunteers.

A career day at one of the branches is in the planning stages and will likely be in May.

MARKETING COMMITTEE UPDATE

Will announced he will work on communicating the values, goals, and achievements of SPARK, with tracking of the goals, and following up on the results. He will currently be working on increasing membership and marketing for the golf event.

As part of increasing membership, a profile of the characteristics of people who want to become ambassadors will be created.

There was discussion regarding the conversion ratio of people who attend events, partnering with corporations, follow-up with potential ambassadors, and the membership dues.

COMMUNICATIONS UPDATE

There was discussion regarding sending out a newsletter or e-mail updates to keep ambassadors that were not able to attend the last meeting informed.

LITTLE JUMPS BIG CHANGES

Brad announced that SPARK exceeded its goal of \$10,000 and raised \$11,020 for Little Jumps Big Changes!

FINANCE UPDATE

Tim will be helping with the treasurer duties while Ann is traveling and will create a budget.

MEETING REFRESHMENTS

Tim and Nicole volunteered to bring drinks to the next meeting.

NEXT MEETING

The next meeting is scheduled to take place at the Clairemont Resource & Training Center at 6:00 p.m. on April 17, 2014.

ADJOURNMENT

The meeting was adjourned at 7:13 p.m.

Abbey Brown

Date