

MEETING MINUTES

PRESENT: Stacy Balzarini, Brandy Ellison, George Garner, Corey Hull, Krista Jurs, Briana Jury, Michelle Koehler, Jacque Korabek, Roy Saenz

ABSENT: Jitin Kain

RE: 'BASS Exec

DATE: January 21, 2007
TIME: 7:00 pm

TOPIC	OBSERVATION / ACTIONS REQUIRED
<i>Welcome, and thanks!</i>	George shared his welcome and thanks to members of the 2007 Exec team. Those returning to different positions deserve tremendous thanks for being the "heart and soul" of the organization, and new members deserve thanks for the great work they will do during the coming year. Each member shares a vision for the organization, its mission, and a desire to turn the 'Bend Area into a great place for younger adults.
<i>Distribute pertinent information</i>	George shared copies of the updated organizational chart. Printer troubles delayed distribution of other documents until the minutes are distributed. In the email with these minutes members will find a copy of our by-laws, updated draft budget, a summary of and full text of IRS 501c4 tax code. Members, especially new members, should read the by-laws and all members should read the summary of the tax code to familiarize themselves with how 'BASS works as an organization.
<i>'BASS 2007: Where are we now?</i>	<p>To start planning for the coming year, George engaged the Exec team in a brief SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to determine the present state of the organization. The Exec team shared their thoughts on each. If any member thinks of other ideas not mentioned here, please share them with George.</p> <p>Strengths:</p> <ul style="list-style-type: none"> - Good Committee structure, committed leaders and members serving on each Committee. - Increasing membership during the past three years. We continue to increase our email list and paid membership numbers. - The Community continues to grow adding new businesses and organizations, many of which are important to our members. - Strong financial and people resources at our disposal. - A professional looking website that continues to serve as the first impression for many 'BASS members. - Strong name recognition. Many people in our community are familiar with 'BASS and recognize what we do. - IRS 501c4 not-for-profit status allows us a certain cachet. We're not a fly-by-night organization - we have professional standards and the wherewithal to achieve our not-for-profit designation. - No competition. There are no organizations in Michiana with the same mission as 'BASS. - Support from governmental organizations and Chamber of Commerce, plus local businesses. <p>Opportunities:</p> <ul style="list-style-type: none"> - South Bend's 20 Year Plan. The City is committing itself to growth, and 'BASS can take part in that process helping guide its development as a place younger adults will want to live and work in. - Although our resources are strong, there is still room for growth. We have not yet tapped our market, and our membership continues to be more diverse allowing us the chance to expand our offerings to them. <p>Weaknesses:</p> <ul style="list-style-type: none"> - Difficulty reaching people who arrive in the area. Unless someone tells them or they search us out, they may form an opinion of the area before we have a chance to influence that opinion. - Follow-up. If we do not give a member a strong first impression, that member may never return. We do not currently follow up with attendees to learn what we can do better. - Membership program is not perceived as a great value. Many balk at the initial \$25 and feel it's more of a donation than a value for their money. - Some Committees struggle with attracting and retaining volunteers. As an all-

	<p>volunteer organization, we rely on them to forward our mission.</p> <ul style="list-style-type: none"> - We have not yet found the formula to effectively cross market with the Chamber of Commerce's Young Professionals Network. Each maintains a separate mission, yet our potential membership is essentially the same. <p>Threats:</p> <ul style="list-style-type: none"> - Although we currently do not have competition, anyone could change that tomorrow by starting a different organization. - As members successfully find new friends and things to do, they may rely less on 'BASS. - Overtaxing those volunteers can lead to burnout, thus jeopardizing our future leadership.
<p><i>'BASS 2007: Where are we going?</i></p>	<p>Once we identified the current state of the organization, the Exec team engaged in a discussion about our goals for the coming year. Although we had a great discussion, we did not identify many key goals or timelines for completion. The Exec team should discuss with their Committee members what the organization needs to do in 2007 and be prepared to identify measurable and attainable goals by the February meeting.</p> <p>We did, however, begin to identify some loose goals, including:</p> <ul style="list-style-type: none"> - Make a great first impression on all members. - Maintain strong financial status and continue increasing 'BASS resources. - Hold each other accountable to accomplish our goals in a timely manner. - Increase membership, both paid and non-paid. - Increase business relationships. Allow businesses to use 'BASS as a resource for their current employees and a recruiting tool for future employees. - We are allowed to lobby government leaders and should to the extent of our mission. We should establish a method to be more of a power in influencing local politics on the subjects that our members care about relevant to our mission. - Make the Executive team more transparent so members know who we are, what our goals are, and that we are receptive to their involvement. - Update and revise paid membership program to make it more of a value. - Revise the website making it more user friendly and with content that reflects our needs. - Increase event participation and attendance by planning more events in line with the stated needs of our members. - Start grooming the next generation of 'BASS leaders earlier. - Consider planning our own events, like an Octoberfest, instead of or in addition to partnering with other organizations, like Kicks for Kids.
<p><i>Where do we begin?</i></p>	<p>The Team offered Event forms and upcoming events for consideration.</p> <p>Service:</p> <ul style="list-style-type: none"> - St. Margaret's Winter Walk. Volunteers will help St. Margaret's during their annual winter walk in a variety of facets. The event is February 11 from 1:15 to 4 pm and was approved by all members. <p>Social:</p> <ul style="list-style-type: none"> - Hockey Game at ND. It has been a success in the past, and the Committee expects this year to continue. Events are TBD. - The Social Committee decided to postpone their Casino trip until July, awaiting the opening of a new casino. They believe the hype from the new casino will greatly increase participation. <p>Marketing:</p> <ul style="list-style-type: none"> - The next New Member Night will be at Corby's on Monday, January 29 at 7 pm. Each Committee must send at least one representative to greet new members and talk about their respective Committees.

Next meeting will be Sunday, February 18 at 7 pm

Respectfully Submitted,

George Garner, January 23, 2007