

Blue Line Club Board Meeting
Monday, December 12, 2011

1. Call to Order – Paradis

Present: Paradis, Vassar, Knauss, Kirschner, Beal, Woehrlle, Botker, Buisman, Powicki

2. Approve Minutes & Agenda

Moved – Vassar

2nd – Knauss

Committee votes to approve minutes and agenda

3. Financial update - Cowan

None – Cowan was absent

4. Sub-Committee Business

- a. Membership Recruitment & Retention Committee (Paradis, Knauss, Cowan & Woehrlle)
 - i. Distribution of the List
 - ii. Next step

Powicki shared a list of all former hockey season ticket holders and Blue Line Club members. Sub-committee wants spreadsheet sent to them electronically so they can meet again to analyze information and break constituents into smaller sub-groups. After divided into sub-groups, the sub-committee will present information at next board meeting to ask for assistance in contacting these former Blue Line Club members based on similar alignment of industry (when applicable). The focus will be former members from the business sector. Sub-committee will use the "Mid-Season Ticket brochure" (see below) as the marketing/talking piece for calls.

5. Old Business: Additional Sub-Committees

- a. Member gift card update

Botker reports that gift certificates are printed and accompanying Holiday cards and letters (from coaches and BLC officers) will be ready this week to mail out to membership.
- b. Mid-Season Ticket package update and distribution

Powicki shared brochures with board. Powicki reports that brochures were mailed out last week to former hockey season ticket holders and Blue Line Club members. Follow-up calls will be made to those who received the brochure this week by internal staff.

Brochure will be available at Blue Line Club pre-game function.

Paradis requests of Powicki financial figures from 2011 Dan Meyer Golf Classic.
Information was requested at of Powicki last board meeting by Cowan.

6. New Business

No new business presented

For adjournment:

Moved – Vassar

2nd – Beal

Committee votes to adjourn meeting