

WRO Board Minutes April 6, 2024

Attendees:

Doug Lohafer
Jennie Wilstead Fay
Patrick Grimes

Guests:

Dexter Goody
Diane Whitfield

Minutes approved for March meeting.

Membership drive:

We discussed doing a membership drive using a postcard mailer instead of going door-to-door. It might be most effective to use a third party to post and mail the postcards. Postcards would include a QR code that directs them to an online questionnaire to gather additional demographic detail.

WRO would need to design the postcard.

The cost for printing and mailing would be about \$400. We have more funds than that available.

Jennie will research someone to build an online form. It would include a questionnaire with some required and some optional questions, along with an electronic signature.

The meeting ended early.