

## **Event Report Great Lakes Restoration Initiative (GLRI)**

**Event Date:** November 18, 2009

**Location:** Cheboygan Area Public Library

**Attendance:** 26 (24 CYC members, 2 general public)

**Theme/Description of Event:**

A public meeting planned for the purpose of informing club members and the community about the GLRI, increasing community awareness of the CYC, and as a forum for showcasing the club to prospective new members.

**Project Coordinator:** Tom Crook

**Special Acknowledgments:**

Jim Nihls, Rear Commodore and Membership Committee Chairman presented a Powerpoint presentation highlighting club statistics, activities, and membership advantages. Jim also provided applications to those interested in joining.

Grenetta Thomassey, PhD, Policy Director for the Tip of the Mitt Watershed Council gave an hour long Powerpoint presentation outlining the history, goals and challenges that lay ahead for cleaning up and restoring the Great Lakes.

Al Herrmann provided coffee, cider, and cookies.

Gary Rowe and Sue Schorfhaar sold Ship Store items.

**Evaluation:**

- Informing Club Members and the Community of the GLRI: Dr. Thomassey's presentation was very informative and enthusiastically presented. She was very knowledgeable about her topic. Her discussion generated a variety of questions which she expertly answered. However low turnout limited the ability to increase our club membership's as a whole and the general community's awareness of the GLRI.
- Increasing Community Awareness of CYC: This is difficult to quantify. A notice of the meeting was placed in the Cheboygan Daily Tribune that ran daily for one week prior to the event. A press release was posted in the Tribune one day before the event. The librarian announced the event at a well attended Audubon Society meeting. The Society also posted a notice in their newsletter. Therefore, the clubs name was in front of the public more than would have been without the event.

- Showcasing the Club to Prospective New Members: Jim Nihls did a fine job in presenting the CYC to those in attendance. Unfortunately, only two people in the audience were not already CYC members. The nonmembers did take an application home.
- Refreshments: Food was planned for 50 people. Two 35 cup coffee pots were used to make regular and decaffeinated coffee. Two gallons of cider along with 4 dozen assorted cookies were purchased. The numbers were about right as approximately half of the food and beverages provided were leftover.
- Ship Store: About four items were sold. Sales are difficult to forecast. Events are the only venue whereby members can directly purchase from the store. Until a more permanent point of sale location is obtained, it is suggested that the Ship Store committee continue to bring items to scheduled events.
- Discussion: Low member (11%) and general public turnout indicate either the subject matter was not compelling or that events of this type are not worth doing. It is suggested that one more informational meeting be attempted. The evaluation for that event should indicate the future of such events.

**Notes:**

- Publicity: An email was sent to each member about two weeks before the presentation followed up by a "Notice of Informative Meeting" about a week in advance in the regular mail . Cost of regular mail was about \$120.00. Local Notes are sent to Mike Eads at [m.eads@cheboygantribune.com](mailto:m.eads@cheboygantribune.com). There is no charge for Local Notes. The reporter who handles press releases for CYC is Mark Spencley. Send releases to Mark at [mark@cheboygantribune.com](mailto:mark@cheboygantribune.com).
- Library: Mel Eno is the contact person for reserving a room. Her phone number is 627-2381. Rooms are free of charge to nonprofit groups during normal business hours. There is a \$20.00 charge for kitchen privileges and a \$30.00 per hour charge outside of regular library hours (includes kitchen privileges). Users are required to clean and return the room to its original condition.
- Refreshments cost about \$40.00
- Speaker; no charge.
- Approximate total cost (mail, 1 hour room rental, refreshments): \$190.00

report prepared by Tom Crook, November 19, 2009