

**BCOA  
General Meeting  
August 12, 2010**

Ray Levi called the meeting to order at 8:20 am. The meeting started with a business card exchange at each table facilitated by membership chair Danielle Vetro.

Ray thanked the Garden Plaza for their ongoing hospitality in hosting the monthly meetings.

Anita Smith, representing David Arnott and Diane Smith, spoke for the nominating committee and presented the following slate for 2010-2011: President: Ray Levi; 1<sup>st</sup> Vice President: Deborah Coleman; 2<sup>nd</sup> Vice President: David Lotz; Corresponding Secretary: Laurie Langholtz; Treasurer: Kim Liberty; Recording Secretary: Carol Wheat. She then called for nominations from the floor and none were received – the vote and installation of the board will occur at the September meeting.

**Program:**

Program Chair Deborah Coleman introduced the speaker, Erica Campbell, Senior Manager, New Media Marketing at For Rent Media Solutions. Her topic was “Leveraging Social Media: Knowing the Risks and Rewards.” The presentation included basic statistics, definitions, myths, benefits and the landscape and was followed by a lively question and answer period.

**Business:**

**Minutes:**

Tom Elek made a motion to accept the minutes, which was seconded by Lorraine Bindman. The motion carried without discussion.

**1<sup>st</sup> Vice President:**

No report.

**2<sup>nd</sup> Vice President:**

No report.

**Treasurer:**

No report.

**Outreach:**

Annette Wellington presented 2 checks; one to Women2Women and one to North Broward Hospital District. She also announced that there was a survey on the tables concerning outreach projects, and requested that members complete it before leaving.

**Membership:**

No report.

**Public Relations:**

No Report.

**Legislative:**

Anita Todras announced that there is a legislative event scheduled for September 30<sup>th</sup> at Willow Wood. It will include a 2 hour training session on advocacy skills, followed by a reception for legislators, where BCOA members can advocate for their issues.

**Cheryl Wilson Fund:**

As there were many guests in attendance, Barbara Brietstein gave a brief history of the fund. She then announced that there are 2 fund raising projects in the works: one will be a rummage sale scheduled for Saturday, October 16, from 8 am to 1 pm at Renee Caruso's house; the second will be a generations cookbook. The cookbook subcommittee is chaired by Eric Langholtz who will be contacting members for recipes.

**TRIAD:**

No report.

**Program:**

No report.

**Scholarship:**

No report.

**Finance:**

No report. The new chair for this committee will be Michael McDonald.

**Web Page:**

No report.

**Leadership:**

The Leadership Moment was provided by committee member Mark Sweet, who had 2 messages for members: 'Lead by example' and 'You get what you inspect'.

Flyers were also distributed for the upcoming Leadership Training Workshop to be held at Covenant Village on Friday, October 15<sup>th</sup> from 7:45 am to 12:15 pm.

Ralph Robbins will be assuming the chair of this committee.

**Broward Aging Alliance:**

No report.

**Summer Social:**

Desiree Whitehead thanked everyone who sponsored, attended or in any way contributed to the success of the summer social. \$2,400 was raised and at next month's meeting, checks for \$1,200 each will be presented to The Pantry of Broward and Jewish Family Services.

**Roadmap for Aging:**

Ray Levi announced that Mark Sweet, Pamela Carre and Joy Siegel will be assuming the roles of co-chairs of this committee.

**Member Moment:**

There was no member moment. Next month's member moment will be presented by Diane Smith of Senior Volunteer Services.

The meeting was adjourned at 9:45

The next meeting will be at The Garden Plaza on **September 2nd**.

Carolyn Wheat  
Recording Secretary