



Kick Off Coffee 2022



Today's Agenda

- **Welcome and Thank You**
- **2021 in Review**
- **2022 BKWA Strategy and Plans**
- **Introduce Newest Members of Our Team**
- **Discuss Opportunities for Involvement**

2021 Review -- Events

SOCIAL EVENTS:

- (5) Coffees
- (4) Ladies Happy Hours
- (4) Couples Events - LeBarge, Couples' Happy Hour, Savor Sarasota and Holiday Party
- (11) Lunch Bunch luncheons, Holiday Luncheon
- Cookie Exchange

FIELD TRIPS/PRESENTATIONS:

- Myakka Elephant Ranch
- Zoom "Emotional Wellness" Presentation
- Mote Research Center Tour and Presentation

2021 Review

Financial Summary

- **2021 Beginning Balance \$3,003; Ending Balance \$1,862**
- **Deposits \$16,617 (new member dues, renewals and paid event fees)**
- **Withdrawals \$17,759 (expenses, fees to Field Trip venues)**
- **Major Expenditures: Name Badges, Constant Contact , Directory Printing, Social Event food/drink, Stationery**
- **Website updates, Logo/Graphic Design, Office supplies**

2021 Review Membership

- **We welcomed 28 new members in 2021 and 8 more so far in 2022.**
- **Our base has stayed around 115-125 members; since 2019 we have added 89 new members total!**
- **HOW? Welcome letters to new residents, BKWA website, and Melissa/BKHA brought new members**
- **...and BIG THANKS to all of YOU who reached out to neighbors and friends and encouraged them to join!**

2021 Review Technology

- **Automated on-line New Member Application**
- **Created new format for Newsletter to include photos of events and access to Resources**
- **Increased use of Zelle - automated fund transfer**
 - **Video Demonstration of Zelle – anyone can use it, and everyone should use it!**

2021 Review

Philanthropic Activities

- Designated Streets of Paradise as our 2021 Charity.
- YOU generously brought food, household items and furnishings to EACH event hosted in a member's home.
- Children's First Holiday Toy Donation
- Gocio Elementary Reading Program
- American Flag Placement on our island for Memorial Day, July 4th, Labor Day and Veterans Day

2022 Strategy Transition Plan

- **Created Operating Guidelines as governing document to assist and ease transition to a new team in 2023**
- **We defined our Mission:** *To provide Bird Key women the opportunity for fellowship through a variety of activities such as social gatherings and service opportunities. BKWA welcomes both new residents as well as long-time residents to explore and participate in a variety of Sarasota-based social, cultural and philanthropic offerings.*

Our 2022 Strategy and Goals

- **Increased/Redefined Roles:**

EXECUTIVE COMMITTEE

- **President -- Lynne Short**
- **VP Communication -- Shary Price**
- **VP Secretary -- Marshall Fernandez**

LEADERSHIP TEAM

- **Director of Membership -- Dee Kropf**
- **Directors of Programing/Social Events:
Gigi Matthews and Jennifer Lackland**
- **Special Interest Groups Coordinator:
Carolyn Bialosky**

Operating Guidelines Highlights

- **Membership**
 - **Open to all female residents of Bird Key**
 - **One year transition for members who move off Bird Key – unless relocation is within one mile**
- **Policies**
 - **Data collected from members may not be used for solicitation of individual member's personal businesses**



2022 Goal

Philanthropy and Volunteerism

- **Identify our 2022 Charity for collection items at events**
 - **Identify opportunities for volunteering in individual, small or large groups in and outside of Bird Key**
- 

2022 Goals

- **Social Activities:** Continue alternating between monthly Coffees and Ladies' Happy Hours; Monthly Lunch Bunch
- **Couples' events/activities:** Cocktail Parties, Savor Sarasota, La Barge Cruise
- Increase **Philanthropic** efforts and participation
- Expand **Special Interest Groups:** Book Clubs, Craft Club and others
- Coordinate **Guest Speaker Presentations** in members' homes
- Schedule **Field Trips** in Sarasota and surrounding areas

How Can YOU Help?

- **Volunteer to host social events in your home**
- **Provide suggestions for future activities and field trips**
- **Volunteer to coordinate new Special Interest Groups**
- **Continue to provide feedback to your Leadership Team for ongoing improvement--
bkwa100@gmail.com**

THANK YOU!

- **For your participation in 2021**
- **For sharing your homes, ideas and talents**
- **For being flexible during COVID**
- **For your enthusiasm and camaraderie**
- **For joining us today and traveling with us on our 2022 BKWA journey focused on making Bird Key an even better place to live, thrive, and connect!**