

Minutes of Boy Scout Membership Recruiting Team July 24th, 2003

Meeting:	July 24, 2003, 6:30 pm, Cockrell Service Center	
Purpose:	Continue Detailed Plans for Outdoor Troop Fair, October 4, 2003	
Participants:	Name	Sub-Team
	○ Rob Bartlett	Promotion, Patches
	○ Anne Hanaoka	Promotion
	○ Victor Koosh	Project Schedule
	○ Jayne Leuterman	Troop Profile, Logistics
	○ James Neville	
	○ Derek Spier	Logistics
	○ Jon Walters	Chair, Project Schedule

Next Meeting:	Thursday, Aug 7, 2003 7:00pm-9:00pm, Cockrell Service Center
Decisions:	<ol style="list-style-type: none">1. Goal of fair is to pique the boys interest in Scouting so that they sign-up2. Layout3. Logistics Team to handle planning and implementation4. Flyer accepted as proposed5. 3 Measures to Success –<ul style="list-style-type: none">○ Event participation○ Recharter numbers○ BSMRT measures number of Webelos 2 crossing by checking with W2 leaders6. Meetings are casual dress (no uniform)7. Rotate food responsibility for meetings, Rob to bring for next meeting8. Action Center to sell Scouting9. Tabletop exhibit for all Troops10. Troop Fact Sheet is a benefit that the District will produce for the Troops
Follow-Ups: (Due next meeting)	<ul style="list-style-type: none">○ Logistics to follow up on health permit for food○ Attend commissioner/committee monthly meetings○ Logistics site visit date○ Troop Profile Sheet draft○ Database - fact sheet team to get names and contact info. for Webelos 2 leaders○ Food booth progress report○ Time decided○ Jon will create a Fact Sheet Notebook to hand out
Issues:	<ul style="list-style-type: none">○ GSWEC perceived as far out for Mustang East○ Mechanism to capture 5th-6th graders not in Scouting○ Vendor booths at fair (REI, Whole Earth Provision, Mountain Hardware)○ 6th grade survey and visitation (use a Scout Magic Suitcase i.e. backpack, paddle, etc.)○ Promotion – bring a friend and get a prize (prizes i.e. Astros tickets, Texans, etc.)
Attachments:	<ul style="list-style-type: none">○ Meeting Expectations○ Meeting Process Check○ Fair Layout

Attachments

Meeting Expectations:

- Time
- Assign specific tasks
- Clarify scope
- Timeline out
- Layout of event
- Hook Troops
- Layout for the datasheets agreed, post them and have units review
- Clear concise smaller narrower audience focus

Meeting Process Check

Likes

- Energy
- Map/Layout
- Decisions
- Target Audience
- Accomplishment
- Visual Personas by Anne
- Physical Arrangement
- Flyer
- July 24 Active BSMRT
- Computer tools
- All of the above
- Additional ground rules
- concrete progress
- Technology & updates
- Organization
- Physical Model Display
- Anne's food

Wishes

- Patch for the committee
- More people attending
- No stalled bus on freeway
- Talking points for personas
- Posters of Personas at the Fair
- Self-funding
- Bring a new face to help
- Promotion team focused on 6th graders
- Specific sports tickets to hand out as prizes

Fair Layout Descriptors

Goal of the fair is to pique the boys interest in Scouting so that they sign-up

Event set-up by location

Color-coded areas

Incentive based sign-in sheet handed out upon entry

Action Centers

Troop Tables

Commercial Displays