

**Financial brainstorming Flipchart Comments**  
**February 6, 2020**

Raising Dues:

- Lose members when the dues are raised; we lose members no matter what
- Increasing dues doesn't generate much more income
- Keeps property values up if people pay
- Keeps facilities maintained if people pay
- There are a certain percentage of residents who can't or won't pay no matter what DVRC does. We don't know what that percentage is.
- We know that about 60% of residents who pay the transfer fee do obtain a membership in the following year (they get the first year free).
- Some believe that raising the dues to \$225/yr. would be too much and would cause more residents to quit paying dues. (Outline a plan for this to present to members to show them this idea was considered, but not believed to be plausible).
- With a tiered membership structure, residents would tend to only pay the minimum.
- Raising dues 10% (\$192.50/yr. per member;  $192.50 \times 1,800$  members = \$346,500/yr.), would not generate much extra income, but wouldn't "hurt" as much either
- What would a 20% increase do? \$201.25/yr. per member;  $201.25 \times 1,800$  members = \$362,250/yr.
- A \$15 increase per member to \$190/yr. would generate an extra \$27,000 more per year at 1,800 members
- What are other ways to increase revenue?
  - Library building (rent as office space, e.g., realty office)
  - Fundraising
  - Sponsors
- Provide more services, activities, that bring in money, e.g., bingo

Membership Ideas/Issues:

- If there are more benefits to being a member, that might attract new members
- Some new people (younger people) don't necessarily have the same priorities as residents did in the past; also many membership organizations are losing members because younger people don't tend to join member organizations as much as people did in the past
- Many older people don't have the need for the facilities because they get too old to use them
- A welcoming committee is needed; need volunteers
- Set goals
- Follow-up with people
- Hold two membership drives annually
- There is a need for a membership committee
- A marketing committee would help attract new members