

SAW MILL RIVER AUDUBON SOCIETY  
Minutes of a regular meeting of the  
BOARD OF DIRECTORS  
and Chairmen of Standing Committees  
May 2, 1957.

The regular meeting of the Directors, Officers and Chairmen of Standing Committees, held at the home of Mr. and Mrs. Youmans, was called to order by the President at 8.30 P.M.

Members absent - Mrs. Laire, Mrs. Overocker and Mr. Perkin.

The Minutes of the regular meeting of April 4, were read and approved.

The Treasurer reported as of April 30th, \$133.65 in the general fund and \$444.27 in the Scholarship and Education fund for a total balance of \$577.92. The report was approved,

It was regularly moved and seconded that the Membership Committee be empowered to follow up solicitations for donations to the Fund from reasonable prospects at propitious time. The motion was carried.

It was regularly moved and seconded that the Treasurer pay the bill to the Pleasantville High School for the use of the Cafeteria for meetings. The motion was carried.

A resolution that the secretary send a letter of appreciation for his willing and valuable services as a Director of the Society and leader of its activities to Mr. Cutting upon his retirement from the Board was approved unanimous vote.

May 2, 1957

On June 8th, at 6 P.M. Mr. and Mrs. Aikman have very kindly Invited the Board of Directors to hold their last meeting of the spring at their home and to bring wives, or husbands, as the case may be, for a picnic supper. Needless to say the invitation was accepted heartily and unanimously.

At this point the Chairman turned the meeting over to the Chairman of the Board, rules of order were dispensed with and a "Brainstorming session" on ways and means was started. A very large assortment of ideas and suggestions was garnered which will be typewritten and distributed to the members of the Board for study.

The meeting adjourned at 10.50.

Respectfully Submitted  
R. A. Youmans  
Recording Secretary

SAW MILL HIVER AUDUBON SOCIETY

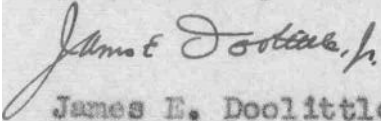
Financial Statement - April, 1957

Scholarship and Education Fund

Balance Forwarded	\$325.27	
Contributions	<u>132.00</u>	
	457.27	
Less campaign expenses	<u>13.00</u>	
Balance, April 30, 1957	\$444.27	

General Fund

Balance Forwarded	\$105.83	
Income:		
NAS Branch Dues	37.00	
Bulletin Advertising	2.50	<u>39.50</u>
	145.33	
Leas Disbursements		
Meeting Notices	6.80	
Bulletin Mailing	4.36	
Bank Service Charge	<u>0.52</u>	11.68
Balance. April 30, 1957	\$133.65	
Bank Balance April 30, 1957 (both funds)	\$577.92	

Respectfully Submitted,  
  
James E. Doolittle, Jr.  
Treasurer

SAW MILL RIVER AUDUBON SOCIETY.

Memo: To officers, directors and committee chairmen.

From: Joe Malone

Those who attended our May board Meeting will be familiar with the attached list. For those who were not able to attend the following explanation is in order:

At this meeting we dispensed with the usual agenda and substituted a "brain-storming" session under the chairmanship of Lew Bowen. "Brainstorming" is a technique now widely used in business to accumulate ideas. The idea is to accumulate as many as possible - no matter how wild or impractical they might seem at the time - with the thought that a certain percentage would eventually prove of value.

We have a few hilarious suggestions here duly recorded but in transcribing my notes I was struck with the seriousness of most of the suggestions, which test to the interest of those who participated. In order to get as many ideas as possible in a limited time "brainstorming" permits no negative suggestions, no criticism, no discussion - just the ideas themselves. As a result we accumulated over 80 ideas in a little over an hour - a remarkable total. In recording them here I combined a few "hitchhiking" ideas, so that the total is now 75.

This memo is being sent to all officers, directors and chairmen. Please give it your serious attention and pick out one or two ideas that you think are of value. At a future board meeting we will discuss the ideas that you have picked out and decide which ones to use in planning our activities for the coming year. To all who participated - thanks for a stimulating evening,

## 1. Topic: Program for Meetings

1. Serve refreshments at meetings. Beer suggested.
2. At first meeting in September have a SMRAS member as speaker and a social hour with refreshments.
3. At first meeting have new members introduce themselves and tell interests. Do this at all meetings.
4. Have name tags for members that do not require pins (sticker type).
5. Try a "brainstorming" session at a regular meeting.
6. Have a host and hostess at each meeting (Not same ones each time).
7. Have host and host circulate a guest book for guests to sign. Have more than one book and have everyone sign.
8. Regular members should make it a point to greet guests and newcomers.
9. Invite Richard Dempewolf of Chappaqua to talk on "Penguins" (Byrd expedition)
10. Invite Carl Burger to speak at a meeting.
11. Photography and other specialized clubs a source of speakers.
12. Have a film on fishing and hunting to put over idea we are not opposed to hunting.
13. Have a program on the broad subject of conservation. Have a panel of conservationists.
14. Have a program devoted to the history of the Saw Mill River valley.
15. Invite Carl Buccheister of NAS to speak. Charge admission.
16. Instead of September Bulletin substitute a printed booklet listing program and members in pocket size.
17. Invite speakers from other Audubon Societies, Stanley Grierson suggested.
18. Repeat our "baseball" nature quiz with Scarsdale Audubon Society.
19. Invite Dr. Meng (New Paltz) to speak on hawks.
20. Have a cocktail party at one meeting.
21. Play bird records at one meeting.

## 2. Topic: Getting new Members

1. Ask every member to bring in one new member during the year.
2. Let people who drop out because they cannot afford it join our branch (not NAS) for \$1.50 a year.
3. Increase publicity and personal contacts vital.
4. Send meeting notices to garden clubs and other organizations.
5. Have members address other clubs on topic of the Audubon movement
6. Study membership *list* to find weak areas and concentrate on those.
7. Get a membership committeeman in each area. Appoint sub-chairmen in weak areas.
8. Distribute literature with bird houses sold in stores.
9. Contact Scout troops as potential source of members.
10. Put paid advertisements in local papers.
11. Ask local libraries to display material and applications. Put circulars in bird books.
12. Check libraries to see if they carry the Audubon Magazine.
13. Local papers should receive all National Audubon publicity releases.

14. Members of board to write letters to local papers on Audubon movement
15. Write to legislators and send copies to local papers.
16. Advertise meetings by posters.
17. Bring our old list of prospects up to date.
18. Buy a used addressograph to facilitate mailings to members and prospects.
19. Incorporate conclusion of President's annual report in prospect literature.
20. Invite prominent local residents to join.
21. Invite Jr. Audubon club members to bring their parents to meetings.

### 3. Topic: Inactive Members to Participate,

1. Authorize President to assign each board member to two committee posts - chairman of one and member of another - to reactivate committees semi-annually.
2. Have joint meetings of all committees semi-annually.
3. Pick committee members within a convenient transportation radius to facilitate their greeting together.
4. Have committee chairmen report to members at meetings. Have field trip reports at meetings.
5. Before field trips have board members call friends and invite them to go on trip.
6. Break field trip participants into groups for special interests - birds, flowers, etc.
7. Train more leaders. Send a member to Connecticut Audubon Camp for training
8. Put more "oomph" in meeting notices
9. Advertise transportation for members who can't get to meetings. Have a transportation committee in each area.
10. Have an occasional joint meeting of Saw Mill, Bedford and Scarsdale Audubon societies.
11. Have this list of suggestions duplicated and sent to all board members and committee chairmen to stimulate discussion at future meeting.

### 4. Topic: Improving field trips and attendance at same.

1. Put more "oomph" in field trip notices.
2. Describe field trips at meetings.
3. Have an occasional week-day trip for members who can't go weekends.
4. Have one trip especially for beginners in bird identification.
5. Have a transportation committee for field trips.
6. When trips are in swampy areas advise boots.
7. Publicize field trips at meetings before the trips.
8. Have list of birds, plants etc. seen on trips displayed at meetings.
9. Have walks in areas not too far from restrooms.
10. Have classes in bird and flower identification for beginners.
11. Have meeting to play bird records and discuss birds before trips.
12. Have cocktail parties at end of field trips.

13. Try to get a clubhouse for Audubon use - also as a conservation center and a museum - perhaps in cooperation with other county Audubon societies.

#### 5. Conservation

1. Take a survey of natural resources of our area.
2. Study the ecology of our territory.
3. Take a survey of natural areas in our territory that might still be saved.
4. Try to enlist prominent residents in conservation efforts. Mr. Rockefeller suggested.
5. Contact Westchester County about sanctuary at Grasslands.
6. Talk to county executives about a conservation plan for the county.
7. Continue to work on Turner Marsh and Wolff property.
8. Study of wildlife killed on highways. Publicize it.
9. Talk with local government (town boards etc.) on idea of setting aside natural areas.