

FINANCE BRAINSTORMING

1. Agree problem statement (5 min max)
2. Brainstorm (10 min)
3. Organize and discuss ideas (15 min)
4. Agree approach / next steps (10 min)

Scribe: KARL

Problem Statement (proposed) (5 min max)

Cash Flow - We are spending more money than we take in.

Brainstorming (10 min)

Ground rules...

- Defer judgment
- Encourage wild ideas
- Go for quantity
- Build on others' ideas
- Stay focused on the problem
- Only one person talking at a time

Organize and Discuss (15 min)

- Group
- Combine
- Thow out
- Parking Lot

Agree Approach and Next Steps

Problem: Cash Flow... We are spending more than we take in

Member Funded	Increase Membership	Other Funded	Venue	Other fundraising events	Shows	Parlor Show
Sponsorship program - solicit donations	Offer friends of the club for \$10 outside?	Set up go fund me	Find a cheaper meeting venue	Hold Magic Class (not PCAC) (charge admission)	Partner with Rotary (or other club) for a show	Add program to parlor show with advertising
Raise dues to cover cost of room	Market our regular meetings in AA	Seek grants (need 501C3)	Use Livonia / Westland Chamber to meet Bldg (5 and Farmington)	Make Flea Market Bigger and raise more money	Partner with Boy Scouts on event	Hire the service of a digital marketer (SEO, etc)
Reward points for all financial donations (1 pt per \$10)	Create Junior Meeting adjunct and boost kid membership			Add Acts to flea market	Perform walk around at Chamber Networking events and business sponsors performers	Add Kids to parlor show so we get their families
Mandate member ticket sales - financial responsibility				Other events that pair with Magic (wine)		Get a big name to perform in a parlor show
Add a door fee				Pair with Arts Council on Magic/art/Wine		
Ask for donations on forms for applications / online						

Color Code

Pursue Further	Maybe Consider	Do not pursue
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White Board:

<https://sharing.clickup.com/9017461644/wb/h/8cqq2wc-637/50038e01701b577>

Item	Category	Post It	Decision	Discussion
1	Member Funded	Sponsorship Program - Solicit Donations	Persue Further	Other clubs do this. Would help to have 501c3
2	Member Funded	Raise Dues to cover the cost of the room	Persue Further	Board feels dues are low for value. Detroit charges \$35 per person with no group rates. Sean will see how members feel in his next Presidents Corner.
4	Member Funded	Reward points for financial donations (1 pt per \$10)	Persue Further	Can implement immediately. Includes donations that the club would otherwise have to expend money for (example, yard signes, poster printing, etc).
5	Member Funded	Mandate Member Ticket Sales	Do not persue	Did not feel this was a good idea, especially if dues increases are being considered.
6	Member Funded	Add a door fee	Do not persue	Did not feel this was a good idea, especially if dues increases are being considered.
7	Member Funded	Ask for donations on forms and online pay points	Persue Further	Can implement immediately. Includes donations that the club would otherwise have to expend money for (example, yard signes, poster printing, etc).
8	Increase Membership	Offer "Friends of the AAMC" membership for > x miles from Plymouth	Persue Further	Board liked this idea. Need to work on proposed details. Friend membership gets newsletter and online access.
9	Increase Membership	Market our regular meetings in AA	Persue Further	Can implement immediately. Karl to do.
10	Increase Membership	Create Junior Meeting adjunct and boost kid membership	Maybe Consider	Details to consider. May align with teaching a class.
11	Other Funding Sources	Set up go fund me	Persue Further	Persue this.
12	Other Funding Sources	Seek grants (Need 501c3)	Persue Further	Need 501c3 first.
13	Venue	Find a cheaper meeting venue	Do not persue	Board felt that we are getting tremendous value from venue and it is key to our mission of promoting member performance.

Item	Category	Post It	Decision	Discussion
14	Venue	Use Livonia/Westland Chamber to meet	Do not pursue	Board felt that we are getting tremendous value from venue and it is key to our mission of promoting member performance.
15	Other Fundraising Events	Hold Magic Class (not at PCAC) and charge admission	Persue Further	Wendy is looking into this. Dan and Rob are interested in helping to "teach". May have opportunity for free venue at Laurel Park Mall.
16	Other Fundraising Events	Make Flea Market Bigger to raise more money	Do not pursue	Decided not to persue.
17	Other Fundraising Events	Add acts to flea market	Maybe Consider	May consider this.
18	Other Fundraising Events	Other events that pair with magic (Wine and Magic Night)	Persue Further	Consider but keep separate from PCAC. Partner with a wine seller.
19	Other Fundraising Events	Pair with Arts Council on Magic/Art/Wine	Maybe Consider	Want to keep separate from PCAC
20	Shows (not Parlor)	Partner with Rotary (or other club) for a show	Persue Further	Definitely want to persue this. Don has contacts. Perhaps go to one Parlor Show a year and one Rotary (or similar) a year.
21	Shows (not Parlor)	Partner with Boy Scouts on an event	Maybe Consider	May consider this.
22	Shows (not Parlor)	Perform walk around at Chamber Networking events and business sponsors performers	Persue Further	April suggested this. Board wants to persue. Members would volunteer and a Chamber business would sponsor.
23	Parlor Shows	Create program with advertising for Parlor Show	Persue Further	Persue this for next show.
24	Parlor Shows	Hire the service of a digital marketer	Persue Further	Want to persue this, especially in light of MMD in a year.
25	Parlor Shows	Add kids to perform in parlor show to bring in their families	Maybe Consider	May consider this.
26	Parlor Shows	Get a big name to perform at the Parlor Show	Do not pursue	Decided this is not realistic.