

# Minutes of Prime Timers St. Louis

June 3, 2007, 5 PM – 4206 Preston Drive

## ***Individuals in Attendance:***

Charles Koehler\*, Ron Crader\*, Dennis Hostetler\*, Jim Ford\*, Ted Berni\*, Bob Lang\*, Bob Lewis\*, Mike Sargent\*, Paul Shrout, Art Kuhn, Terry Lewis, John Scott, Fred Hudson, Tom Bolman, Tom Kellerman, Richard Trennepohl, Bruce Hadley, Ralph Buehler and Christopher Schulte. (\* = Interim and founding Board members)

## ***Welcome and Introductions:***

Charles Koehler, the interim President, thanked the hosts (Jim Ford and Mike Sargent) and provided a mini-history of the formation of Prime Timers St. Louis. Then the President reviewed the purposes of Prime Timers, introduced the interim Board Members and finally asked everyone else to introduce themselves to the group. Introductions revealed a tremendous amount of organizational experience and skills among our members. When the President asked the newcomers how they found out about our group, they said: 1) they were invited by a friend, 2) they saw a flyer distributed at FUSE, or 3) they heard about us at Band Together.

## ***Actions taken at the Meeting:***

The President set up two brainstorming sessions. Members were divided into three groups to maximize participation and facilitate collaborative thinking. The first brainstorming session addressed strategies for building a diverse and active membership. After 20 minutes of discussion, there was a short presentation by each group. The small groups were reconfigured to facilitate everyone getting better acquainted with each other. The second session focused on listing the top five social activities and the top five program topics that might be popular and help build our membership. Again each group reported back to the full membership. The results are summarized below.

## ***Results of Brainstorming Sessions:***

### **1. Session I – Strategies for Building a Diverse and Active Membership**

- ***Primary Recruitment Strategies – direct one-to-one personal contacts***
  - Go to your address books and personally invite your friends to join.
    - Develop a standard e-mail invitation (suggested template by PTSL e-mailed to present members) or hand-written note to send out to your friends.
  - Sign up to work the crowds at Pridefest (June 23<sup>rd</sup> 24<sup>th</sup>) – hand out our business card and explain to gay men why they might want to join our organization.

- Develop a business card that can be distributed at Pride. This card should contain the name of our organization, its purpose, website address and contact information.
    - Provide a simple 3-point talking sheet for volunteers with 1) why to join, 2) how to join and membership dues and 3) upcoming meeting and activity dates.
    - Sign up enough members to work the crowds at Pride on Saturday and Sunday from 11 to 5.
  - Attend public events as a group to raise the visibility of our organization and to recruit new members.
    - Make an inventory of events such as Gateway Men’s Chorus concerts, Band Together concerts, Theater productions that attract a large gay audience, gay themed movies, etc.
    - Create a calendar of events that we might attend as a group.
    - Attend these events as a “fun-loving group” wearing matching T-shirts (shirts with our logo) or sporting a PTSL button.
    - Distribute our organization’s business card to friends, acquaintances and other attendees at these events.
- ***Secondary Recruitment Strategies – contact potential members through intermediaries.*** (Get the word out - we exist, we have an effective leadership team, our gatherings are fun and our members want to make some new friends.)
  - Inform the major LGBT organizations of our mission to serve the social needs of older gay men in the St. Louis area.
    - Make an inventory of the major LGBT organizations that we should contact. (Start with the Find My Center directory.)
    - Select a Prime Timer who is a member of or familiar with each organization. This person, the role of “mole” was suggested, would make an initial contact with the President of the organization and keep the President informed of our successful activities (organizational business cards and/or flyers should be left with these LGBT opinion leaders) with the possibility of mentioning PTSL in their newsletters, website or at their meeting.
    - The expected payoff would be referrals to our organization, exchange of speakers, and potentially joint volunteer projects.
  - Choose a liaison to the printed media.
    - Priority should be given to the Vital Voice where there should be monthly notices of our meetings. We also need to follow up on the Vital Voice’s expressed interest on writing a feature on our organization.
    - Notices of our meetings and stories on our social events and trips should also be circulated to EXP and the Riverfront Times.
  - Choose a liaison to the online media.
    - Communicate individually or on bulletin boards with some of the following Internet sites – Silver Daddies, Craig’s List, Meet-up.com (St. Louis), Match.com, Man Turf, etc.

- Place flyers and/or organizational business cards on the bulletin boards of commercial sites with high levels of gay traffic.
  - Bars – Clementines, J.J.’s. Bad Dog, etc. (bar coaster with our logo, website and contact number)
  - Restaurants – Massa’s, City Diner, etc.
  - Card and Book Shops – Cheap Trixs, Left Bank Books, etc.
  - Coffee houses – Hartford, Mokabee’s, Park Ave. Coffee, etc.
  - Gyms – St. Louis Workout, Club St. Louis, etc.
  - Doctor’s Offices – Dr. Parks, Dr. Prelutsky, etc.
  - Hair stylists and florists with a large gay clientele.

## 2. Session II – List the top 5 social activities and the top 5 program topics

### 1. *Top 5 Social Activities*

- a. **Eat together** – potluck at a member’s home, picnics in a park, or dinner together at a restaurant (keep it reasonably priced).
- b. **Game nights** – board and card games (trivia).
- c. **Low cost special events** – Shakespeare in the Park (free), trip to Art Museum on Friday (free), show movies at a member’s home, attend a low cost matinee together (movie) or get rush hour tickets to live theatre (the Rep., Fox, New Line, Hothouse, Black Rep., Gateway Men’s Chorus, Band Together, etc.)
- d. **Outdoor trips** - hike in the woods, walking architectural tours, camping, etc.
- e. **Presentation of a hobby or craft** - members are given an opportunity for hands-on experience of a craft or hobby (ethnic cooking, wine tasting, wood crafting, interior decorating, etc.).

### 2. *Top 5 Program Topics*

- a. **Health and wellness issues** –medical issues, weight management, building supportive social networks and Yoga (Chris as presenter).
- b. **Travel opportunities and tips** specifically designed for gay men.
- c. **Financial planning** and building a secure future for retirement.
- d. **Legal issues** - wills, trusts and powers of attorney, etc.
- e. **Informational presentations** on the activities of the major LGBT organizations in St. Louis – PROMO, PFLAG, EFA, HRC, St. Louis LGBT Center, etc.

### ***Specific tasks that need to be completed:***

- Prepare an e-mail message that members can use when inviting their male friends to join Primetimers – assigned to **Dennis Hostetler**.
- Prepare draft of Constitution and By Laws for the organization – assigned to **Dennis Hostetler**.
- Continue building website for the organization – assigned to **Jim Ford and Dennis Hostetler**.

- Prepare data base of Primetime members – assigned to **Jim Ford and Dennis Hostetler**.
- Prepare an organizational business card that can be distributed at Pridefest and other public events – assigned to **Jim Ford**.
- Check with the Tivoli to see if there are any gay themed movies around which a Primetimers' social event might be planned – assigned to **Jim Ford**.
- Sign up for working the crowd at Pridefest – volunteers include **Bob Lewis, Ted Berni, Ralph Buehler, Richard Trennepohl, Dennis Hostetler and Charles Koehler**. 7 - 11 more **volunteers are needed** to cover the remaining time slots. Sign up sheet will be circulated to all members. Meet at the Macy's Booth at Pride at the beginning of your two hour shift to pick up talking points, PTSL button and business cards. Return surplus supplies at end of shift.
- Make an inventory of events of interest to Prime Timers and prepare a calendar recommending a date when we might attend these events as a group – **volunteer needed**.
- Make an inventory of the major LGBT organizations that should know about our group and would help publicize our group and its activities. Then find a "mole" among our members who would contact the organization's President and keep him or her informed about our activities – **volunteer needed**.
- Look into the options and costs of creating a Prime Timer's shirt, embroidered design, button or hat – **volunteer needed**.
- Select a liason to the printed media – **volunteer needed**.
- Select a liason to the online media – **volunteer needed**.
- Need coordinators to organize one or more of the most popular social activities and/or program topics – **Ted Berni and Richard Trennepohl** have volunteered. We need **three more volunteers**.

***Next Meeting: July 14<sup>th</sup> at 1:30 – 3:30 PM at 21 O'Fallon at 1:30 PM.  
The program topic will be "MONEY SAVING TIPS AND TRICKS FOR  
THE GAY TRAVELLER."***

***Volunteers for any of the tasks listed above should contact Charles  
Koehler or Dennis Hostetler at (618) 288-8096, (618) 558-5141, or (314)  
761-4070.***

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*Minutes prepared by:  
Dennis Hostetler, Secretary  
Prime Timers St. Louis*