

UCCA Board Committee Brief

Committee: Revenue Generation

Reporting Period: 4/1/2022 – 4/30/2022

Committee Chair: Melissa Heberle

Committee Members: Kevin Downes, Marlene Fox, Melissa Heberle

Committee Objective: The Revenue Generation Committee will create a membership drive to encourage more membership and relay the purpose and mission of the UCCA; implement new fundraisers; create the Upper Captiva Phone Book; produce visitor welcome guides for homeowners and homeowners who rent; collect recipes to publish and sell a unique island recipe book for homeowners and visitors; create new ways to encourage visitor donations; and fundraise with other island entities.

Accomplishments/Activities: The Revenue Generation committee met with new board member Kevin Downes, and discussed some of the preliminary goals deemed most achievable and make chronological sense. We talked about what our membership goals are and agreed that the most members we have had in the past is 150. With all the recent developments, we believe that number is achievable. After we talked about home and garden tour, chili cook off, and recipe book, we talked about the potential of adding more community building events like reinstating the St. Patrick's Day celebration and adding events such as karaoke and square dancing.

In Progress/Upcoming Efforts: The Revenue Generation Committee plans to:

- print 100 membership application postcards* to use during the Recycle Event on May 13 & 14. The post cards will not be dated and can be used throughout the year. It will include a QR code to sign up online or a paper application on the back for those who wish to pay by cash or check in person at the event.
- host a Home & Garden Tour October 23 at 2pm that will end with a wine tasting. The goal is to have three homes and three gardens to tour. So far we have The Dieterle home Maine Deck and Linda Hansen home Happy Hours. Marlene is waiting to hear back from Linda McDonald about starting at her home Gypsy Wind. For gardens we have the Hurley's and Ward's gardens. Our hope is to end the tour with a wine tasting in Linda Hansen's wine room at her home, *but are still awaiting approval*. We will solicit wine donations as well as standard wine tasting charcuterie. Costs will be for reusable signage

UCCA Board Committee Brief

indicating homes and gardens on the tour, wristbands and printing maps. Tour costs \$25 per person and will be limited to 100 people to maintain an acceptable amount of traffic in their homes. We will invite the owners of the homes and gardens on the tour to the wine tasting event at the end for free.

- organize a Chili Cookoff Wednesday, October 19 at 5pm. Marlene received approval from Chief Martin to hold it at the Fire Department. Entrants will enter for free. Taste testers will pay \$25 per person. UCCA will provide mini corn muffins and beer, for which we will solicit donations. Costs will be signage, wristbands, bowls, spoons, napkins, tablecloths, trash bags, and renting tables if we cannot borrow enough.
- publish an island recipe book. We plan to start asking for drop box submissions at the May recycle event. The book will focus on easier recipes to use when on North Captiva. The committee is considering selling grocery vendor ads in the book. Candi has used an online self-publishing cookbook vendor that has an online entry to make printing and putting it together easier. <https://www.morriscookbooks.com/> and uses <https://www.typensave.com/> account for online entries. Pricing will vary with how many recipes we get. They can enter online or write out recipe**. Hoping to have put together to start selling at Homeowners Week in October.

Recommendations/Requests to the Officers: Would like to have a way to accept credit card payments to PayPal at the membership drives with a square or similar. Also what is the capability of the communications committee to send text messages to members who may want to opt-in to announcements or event reminders?

Recommendations to the Board of Directors: None

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UNCLE JESSE



WANTS YOU TO JOIN THE UCCA!


Sign up & pay online below, or fill out application on reverse side of this card!





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Why join? Joining the UCCA gives you access to community events, activities that help preserve our island and its wildlife, and a directory of residents and service providers. The UCCA maintains our island website, organizes town halls, acts as our island government watch & neighborhood watch, and hosts new events like electronics and household chemical recycling!



New Member Application Form

You are allowed two members of your household per membership

Member 1:		Member 2:	
First Name _____	_____	First Name _____	_____
Last Name _____	_____	Last Name _____	_____
Email _____	_____	Email _____	_____
Primary Phone: _____		Phone Type: Cell / Home (circle one)	
Alternate Phone: _____		Phone Type: Cell / Home (circle one)	
Island Home Street Address:			
Address _____			
City _____		State FL	Zip _____
Mailing Address:			
Address _____			
City _____		State _____	Zip _____

Club Memberships (check all that apply):
 Safety Harbor
 NCC

Make your \$50.00 check payable to UCCA and mail this form and the check to:



UCCA
 Box 425
 Pineland, FL 33845

Please do not include any credit card information on this form. If you wish to pay by credit card, you may do so online at www.uccacaptiva.com/online

OR DROP OFF YOUR APPLICATION WITH CASH OR CHECK WITH US TODAY!

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NORTH CAPTIVA ISLAND SANDCASTLES & SANDWICHES RECIPE ENTRY

FROM THE KITCHEN OF	RECIPE NAME	PREP TIME
INGREDIENTS	EVERY RECIPE HAS A STORY - WHAT'S YOURS?	
		
DIRECTIONS		

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NORTH CAPTIVA ISLAND SANDCASTLES & SANDWICHES RECIPE ENTRY

DIRECTIONS CONTINUED

FAMILY QUOTE ABOUT NORTH CAPTIVA ISLAND OR THIS RECIPE OR BOTH!
<small>TO INCLUDE A PHOTO OF YOUR RECIPE OR ITS STORY, PLEASE E-MAIL TO MELISSA.HEBERLE@UPPERCAPTIVACIVICASSOCIATION.ORG</small>

Upper Captiva Civic Association