

Forever Friendships

Membership Management Committee Meeting Minutes

July 15, 2017

11:50 am-1:03 pm

Resurrection Lutheran Church

Monticello, MN

Call to Order- 11:50am

Minute Taker- Shellie Matthes

Ice Breaker- Name, Chapter and favorite membership event

Approval of March 18, 2017 minutes

- approved with the following updates: add list of attendees, correct spelling of Jeny Ohr

Voting Members:

Guests:

Subcommittees:

MMC Report – Chair Sherry Boike

- First timers – 13 in attendance at last Convention
 - Working on assembling First Timer Booklet for Fall State
 - Wendy H. is assisting Sherry with putting the booklets together
 - Will need a letter from President Shelli
 - Pull photos from the website for the booklet
 - Katie at the CSC will print up
- Out and About Nights
 - First Out and About Night has completed on July 12, 2017
 - Please send photos of your chapter events to Sherry at mmc@mnwt.org
 - Be sure to use #outandabout AND #mnwt when posting photos
 - Next Out and About nights scheduled for November 9, 2017 and March 7, 2018
- New Member Packets
 - Does MMC need to review? Subcommittee formed?
 - No need to review just the following updates need to be completed: letter from President Shelli, Calendar of 2017-18 events and ensure a Gift Certificate for State Store is included.
- Extension check list – taskforce?
 - Checklist of “Important To Do” listing for new chapters. Discussion needed of what information needs to be included on the “To Do” list. Task force assembled to put together listing: Jane Hansen, Jeny O., Melanie C., Colleen T., Laura G. and possibly Cathy Snyder

Membership Report – Cindy Umland, MVP

- Membership numbers Update
 - May Base 1038
 - May NMA: 9; June NMA: 9; July NMA 1 (reported). Several chapters have new members, but not reported yet: Fairmont 5, Savage 2, Sauk Rapids 1, Rice 1, STMA 1

- Renewals
 - 311 up for renewals; received from 12 chapters as of 7/14/17
 - 51/62 for 82% of reported, 5 with 100% and 4 with 75% or better
 - Cindy will be sending out a Matrix to all DD's week of July 23
- 1st Trimester promotions
 - President Shelli's Birthday – 52nd member signed, chapter will receive a shine night. Chapters signing new members will be invited to a Birthday Party at Fall State
 - Galaxy Club
 - Chapters signing 5 members join
 - Districts signing 10 members each trimester join, districts completing all 3 trimesters join the Universe club.
 - Starburst Awards will go all year
 - Silver ***Sign a Member -Greenbush, Aitkin, Longville, Hutchinson, Monticello, Brooklyn Park, Coon Rapids, Marshal, Fairmont, Windom
 - Gold*** 75% Retention and sign a member - White Bear Lake
 - Ruby Red***75% Retention and GROWTH**Special Activity at the following Convention – Duluth, STMA
- Shine Week
 - July 23-29 and Sept 24-30
- Rebate
 - Any chapter signing a member in at least 3 of the 4 months will go into a drawing for \$50
 - The chapter with the Highest Percent of Retention (at least 80%) and the most New members and showing Growth, will receive \$50, in case of a tie a drawing will take place
- Website page (Interest Page)
 - 8 names have been received on the website, 2 Roseau, 1 Woodbury, 3 Eastern Carver, 1 Eden Prairie, 1 California
- Facebook page
 - Thank A Member Thursday and Tip for Tuesday. Tip for Tuesday Cindy would like some feedback to her posting.
 - Created events for upcoming dates pertaining to Membership, i.e.: Early Bird Renewals, Shine week and Upcoming Friendship Day
- Close Out assistants needed
 - Thursday, August 31 at Chapter Service Center starting at 5pm
 - Signup sheet passed around. Sloppy Joes will be provided, please bring chips or dessert to share
 - Who can help with calls signup sheet
 - Will be doing Facebook Live Updates
 - Incentive for Calling in

Extensions Report – Brenda Kennelly, Extensions Director – absent no report

- Extensions in progress
- Two and under chapters
- Potential Extensions/Targeting Communities

Chapter Management VP Report – Heidi Westerlund, MVP (absent) report read by Cindy Umland

- Update on TLC Chapters, Assistance Needed?
 - There were 5 chapters on TLC at the start of the year that has dropped to 3!
 - 2 of the chapters will be able to find members and get off the list.
 - 1 chapter needs help, AGI so if anyone lives close or know of someone that might live in that area, please let Heidi know. They need 4 new members and 2 Trimesters to get it completed.
 - The only chapter that asked for help this trimester is Mora. DD Kathy is working with them, but if anyone lives close by and can help, please let Heidi know.
 - Gold Team Buddies are needed to help with TLC chapters and chapters who ask for help. Please let Heidi know if you can be a Gold Team Buddy for your area.
 - President/State Delegate Retreat is right around the corner. It is being held next Saturday, July 22nd in Monticello. Please encourage your President and State Delegate to attend this wonderful training. Still time to sign up.
 - If you know of anyone who would like a table please let Shelli know
- Discussion about Newslet article and recruiting efforts
 - Why recruit?
 - How to recruit?
 - Taskforce assembled to review this and come out with some updates October/November. Members on Why Recruiting Task Force: Jen, Amy, Jane, Shellie and Sherry

2020 by 2020 Committee – Wendy H. and Sharon E. (absent) report read by Cindy Umland

- Committee has been brain storming and their focus is getting back to asking the questions.
- Emphasis on ROAR. We want to be ROARing towards 2020 by 2020.
- Looking for additional committee members. Meeting to be set up soon. Please contact Wendy or Sharon

Higher Education Taskforce – Jessica Schultz (absent) report ready by Sherry Boike

- Committee members: Jessica Schultz (lead), Jeny Ohr, Cindy Umland and Judy Herrala
- Conduct a survey with current MNWT chapters to confirm interest in “adopting/sponsoring” a college to work with
- Task will take about 12-18 months to complete
- Looking for direction on how to move forward
- Shellie Matthes with the WBLWT will reach out to Century College and inquire if there is interest and what the chapter might be able to partner with the students about. She will report her responses to the Taskforce, Sherry B. and COB. The committee will then use this information to put together a survey that will then be sent out to MNWT chapters asking them to be “sponsor” Once the team has assembled the chapter sponsor listing, the local community colleges can be contacted to inquire about student club requirements
- There was some discussion about maybe offering lower membership dues for the college students or perhaps a payment plan
- Taskforce would like to request a closed Facebook page to conduct business on. It was recommended to be set up through the Executive Director Katie so MNWT has control of the passwords/administrators
- Would like to request a table at Fall Project Fair

Leadership Sub-committee report: Mid-Year/Year End Evaluations

- Recommendation to eliminate year end plaques for Gold Key recipients.
- Discussion on and motion made to eliminate year end plaques and replace with nice certificates that could be framed or used in a scrapbook
- Motion made by Jen Kinzer:
 - Remove requirement for Gold Key recipient to not receive a plaque with their key and be replaced with a certificate instead. Motions seconded by Julie Hamell. Motion passed. Effectively immediately.
- Julie is working on the training documents for judges on how to critique a submission.

New Business:

- None

Old Business:

- None

Drawing for gift to attendee.

Next Meeting: December 9, 2017 at 10:00 am- (tentatively Star Bank in Eden Prairie)

Adjourn: 1:03pm

Minutes Respectfully Submitted – Shellie Matthes

Minutes approved as read/corrected on: _____