



Membership & Communications

Engaging Current Members
Reactivating Inactive Members
Building the LGAA Brand

Meeting Minutes - September 20th, 2010

Present: Bryan Williams, Peter Zimek, Linda Bennett, Albert Coronel, Dave Hendryx

Announcements:

- LGAA current membership is at 207
- Membership committee is responsible for the LGAA newsletter. The newsletter should go out during the first 7 days of each month
 - Dave Hendryx & Linda Bennett will work together to systematize the newsletter process
- The idea of selling sponsorship through LGAA was brought to the committee. This would be similar to the chamber “Circle of Champions.” The committee liked the idea and will bring to the board for thoughts and approval.
 - The idea would be to call this sponsorship the “President’s Club”
 - The annual fee would be \$400 & it would entitle the sponsoring companies to:
 - Logo on LGAA banner stand (at all appropriate events)
 - Access to display promotional materials at a sponsor’s table (at all appropriate events)
 - Link in the footer of the website
- The idea was also brought up about redesigning the LGAA logo. Albert offered a non-profit price of \$395 for total logo redesign. The committee unanimously agreed to recommend that board approve \$395 for the logo re-design. Pete will bring to board for approval and thoughts. If approved, Albert will get with Kim Mitrook to get feedback on what LGAA is looking for in a logo.
- Membership dues are currently \$50 per year. The committee discussed how to implement the board’s recent directive that all memberships run from June 1st through May 31st regardless of when the member submits his or her payment.
 - The committee decided that members re-joining LGAA between January 1st and May 31st would be offered a flat \$25 pro-rate fee to reflect the fact that they were not receiving a full year of membership. To qualify for this pro-rated amount, the new member would also pay the following year’s membership fee at the same time. Thus, the invoice would total \$75.

Action Items:

- Dave Hendryx will take over the newsletter responsibility. Dave has committed to attend the board meetings to gather info from each committee chair. Linda will also help Dave with this.
- Dave will also set up a Communication request form in google docs. With it being in google docs, board members & committee members will have easy access to this form and therefore the monthly LGAA newsletter.
- Pete will take the idea of the “Presidents Club” and newsletter format to board.