



Membership & Communications

Engaging Current Members
Reactivating Inactive Members
Building the LGAA Brand

Meeting Minutes – November 10th, 2010

Present: Bryan Williams, Peter Zimek, Linda Bennett, Emilee MacDonald Dave Hendryx

Announcements:

- LGAA current membership is at 211
- Emilee will present material to potential LGAA members at upcoming “Superman” event as well as UF vs SC tailgate.
- Pete presented the “Presidents Club” to the board; they liked the idea but had a few questions. Pete will present again to board at next meeting. The idea behind the Presidents club is for a current LGAA member to support the organization by giving \$400 to become part of the “Presidents Club”. The “Presidents Club” will only be eligible for current LGAA members and NO in-kind. The “Presidents Club” will be separate from any individual event. Assuming board accepts, 12/01 will start sign up process.
- Pete will also be able to present form to board which lists the benefits and rules of Presidents club. Info to be included:
 - January to December
 - Logo on LGAA banner stand
 - Access to display promotional materials at a sponsor’s table.
 - Link in the footer of website
 - Company Name
 - Contact info
 - LG Class #
 - How company wants to be recognized
- Executive committee approved new logo design. No further discussion, Albey was not present at meeting.
- Committee discussed ideas of how to start membership drive. In years past, LGAA members have just gotten letter to renew. Both Pete and Emilee agree that by engaging members first, this will then cause members to sign up and renew. We discussed having a “Color Olympics” which would be in March. This event could be held at Sun Country and could include rock climbing, trivia, and other games. Each color would gain points by participating in these events, participating in a “day of action”, as well as renewals in general membership. In fear of throwing these ideas all at members once, the idea was to stagger this from month to month.

Action Items:

- Dave Hendryx will make form with further details on “Presidents Club”
- Pete will take “Presidents Club” to board for final approval