

Date: 1/23/19

Committee: Membership

Members in Attendance: Bryan Herd, Robin Bollinger, Rick Smith, Julia Donnan, Lori Davis, Kathie Cesa

Summary of Committee Activity:

* Kathie passed out marketing materials per last meeting request. (Need Common Ground past issues to give to boards)
* Reviewed how Columbus chapter funded, how it compares in size to other chapters.
* Issues 2018 with marketing committee (ie 2018 survey). Confirmed that Marketing and Membership would need to work hand in hand to be effective.
* Need for more social media/pod cast Columbus CAI info.
* Consensus is that volunteer Board members will be major focus to increase membership.
* Consensus that calls from the Membership committee a must to retain/maintain the new members.

Actions/Follow Up:

* Bryan – Reach out to New President Arnold to discuss the Marketing/Membership collaboration.
* Robin – Will follow up on BJ Myers email draft to CAI Management Company’s leadership concerning manager membership and CMCA.
* Board – Think about talking points for calls to new members.
* Rick – Look at social media/pod cast geared to volunteer boards.