

Ambassador/Membership Meeting Minutes

April 14, 2011

Members Present: Jody Frank, Bruce Wallace, and Martha Johnson

Members Absent: Lonna Trammell and Julie Cupp

Re-Engagement Campaign

The group finalized the list of past members that we need to re-engage into the Chamber. (List is attached for reference.) The people noted on the list will not be charged a membership fee until the next billing cycle. We have set a goal of May 19th to have this campaign completed. Once this is complete, we will begin work on a membership drive.

Chamber Packets

Given the high school students are unable to assist with a welcome packet, the team wanted to continue to move forward with this. Jody will be contacting Brian Kirmse to obtain a price for multiple two-pocket folders. Our packet will include:

- Welcome Letter from Chamber President
- Personal Invitation
- Committee Listing
- Membership Form
- Membership Listing
- Benefit Sheet

Martha will contact Missy and Wade about the Welcome Letter, Membership Form, and Membership Listing respectively. Jody will work on formatting a nice invitation. The listing of benefits was provided to Jody to possibly include in the invitation or as a separate item.

It was also discussed that coupons from various businesses could also be included in this packet until the high school student are able to work on a "business coupon book" .

Business Profile

To continuing moving along with the business profiles, Bruce will put together a list of 8-10 questions that can be asked of a business that will be highlighted on the website. The business will be selected from the May meeting. It will be determined at a later date if this profile will be included in the newspaper.

New Business Licenses

There are a couple of new businesses that have received licenses that the team would like to reach out and encourage chamber membership. They include: Eagle Scoop, TruGreen Lawn, Envy, and a new coffee/pie shop. Martha will ask Wade for their contact information and provide them with a membership form.

Old Business

Service recovery efforts have been done with Jesse's Custom Cycles and Great Reflections. Both seem to be more satisfied at this time.

Open houses are pending for Ashland Signature Homes (until sod is placed); Ahern and Bach (relocating to another location); and SGB Farms (waiting for blueberry season).

Jody will be contacting Wade to ensure the frames have been ordered for the welcome certificates.

Next Meeting: Date to be determined.....

Our goal, by May 19th, is to have the business profile questions developed, chamber packet created, and the re-engagement campaign finalized.