

# **Ambassador/Membership Meeting Minutes**

## **December 9, 2010**

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

Members Absent: Lonna Trammell and Julie Cupp

### **Mission Statement:**

The group reviewed their mission/goal which is to create a positive and welcoming environment while recruiting new members (small and large businesses); retaining current members; and highlighting the benefits of membership.

### **Membership Drive**

A membership drive will be conducted in March with a prize to be awarded to the person who recruits the most members. Wade is preparing a listing of all of the past and present members so we can round on those people to try to re-engage them into the Chamber. Some tactics that we will employ in the coming year include reviewing all business licenses and visiting with those people; challenging all board members to bring one new member to a program; pairing a new member with an established member who will act as a mentor for them; etc.

The group will discuss the membership drive in early 2011 to finalize the process and prize.

### **New Member Acknowledgment**

Ribbon cutting was done for Maple Hill Vintage Market on Saturday. The process went very well. A canned speech was created which will be used at all future ribbon cuttings to ensure consistency. The ribbon is stored with the scissors for easy access.

A certificate of acknowledgment has been created which will be given to each new member regardless of ribbon cutting. Martha will distribute these certificates inside frames to each of the new members before the end of the year.

### **Current Member Profiles**

The group thought that it would be nice to spotlight a member on the website each month. Name will be drawn out at regular chamber meetings to select the showcased business. Bruce will develop a template for spotlighting a chamber member each month on the website.

The newspaper will include a picture of any ribbon cuttings as well as bullet point out new members as an acknowledgment.

**Member Benefits**

The group reviewed a listing of the benefits of membership into the chamber and agreed that it looked good to include in a welcome letter and/or packet. Brooke Sweeney had talked with Missy Bonderer about the possibility of her business/marketing students providing some assistance with the development of a welcome packet and website enhancements. Jody contacted Brooke and a meeting has been scheduled for early January to move forward with their involvement.

**Next Meeting**

January 13<sup>th</sup> at 1:30 at the High School with Brooke Sweeney.