

JCNA Annual General Meeting, Las Vegas NV March 19-22, 2020

MEMBERSHIP COMMITTEE REPORT 2019

M. Mark Mayuga, Chairman

The 2019 Membership Committee held several phone conferences and “mystery shopper” phone calls regarding the overall State of the Membership for the JCNA Clubs. The following areas were identified as areas of concern and innovation:

1. Updating newly elected club officers on the website was not being accomplished in a timely manner. The Chairman of PASSPORT to SERVICE had to chase down new club officers for new membership referrals.

NEGATIVE

2. Several clubs reported concerns regarding decline in membership and the ability to sustain a viable organization:
(i) Decline in event participation; (ii) Aging membership; (iii) Members selling their cars and dropping out of their club; (iv) Difficulty in recruiting a Club Membership Chairman to manage the member information and updates; (v) Increase of member dues to cover basic club expenses has been a continuous subject; (vi) Keeping new members after one year of participation; (vii) Wanted to join because of driving events but there was too much focus on car shows; (viii) Turned-off by club politics and elite groups; (ix) Need more support from local dealers.

POSITIVE

3. On a happier note there were some very innovative ideas put forth by clubs and individual members:
(i) Encourage ASSOCIATE MEMBERSHIP in neighboring clubs as mutual support; (ii) Assign a “buddy” to shepherd a new member at events; (iii) Have Club Newsletter do a feature on the new members with pictures and interviews; (iv) Have a “NEW MEMBER” event where the club treats the new member to lunch or underwrites their admission to an event; (v) Have a “dealer night” reception/dinner where the local JLR dealer is featured and gives a presentation at their facility; (vi) Make advertisers members of the club as long as they advertise, thus receiving current events and assures their advertisement is reaching membership; (vii) Convert to electronic EBLASTS and EClubNEWS with weekly and bi-weekly club doings; (viii) Support advertisers featured services and products at club meetings with displays and demonstrations; (ix) Invite other car clubs to joint events; (x) Stage semi-annual Regional Events with all clubs in JCNA Region participating; (xi) Start membership renewal earlier in September with a

“kick-off” event such as a dinner or brunch; (xii) Create a “breakfast club” that meets once a month (JAGS ‘n JAM) just to have a social event to talk about cars and stuff; (xiii) Create mentorship for each elected position; (xiv) make club website an inter-active feature for advertisers; (xv) adopt a charity or support veterans events.

- 4. The “Membership” is changing as reflected in the new products that Jaguar Cars is now offering. Many of these new owners of used and new Jaguars are not “car guys or gearheads” rather they are just wanting to own something different or they have always aspired to own a Jaguar, and this is their first adventure into Jaguar ownership. We need to cultivate a new member culture in this diverse group of potential members as they are the future of the JCNA club body.**

The Membership committee continues to monitor the changing landscape that is the JCNA family. We are looking to innovate ways to better communicate themes and programs, encourage inter-club events, regional support of membership development, and feature the value of JCNA membership to both clubs and individual members.

Respectfully submitted,

M. Mark Mayuga, JCNA Membership Committee Chairman

JOCLA 2020 President