

## CR-3g      Membership Committee Report

### Minutes from Conference Call

3/15/14

#### **Attending:**

Jay Hixson  
Ed Avis  
Bill Rader  
Doug Dechant  
Greg Huelsman

#### **Unable to attend:**

David Hayden  
Jennifer Orum




#### **Agenda:**

The primary purpose of the meeting was to establish new committee leadership. The committee voiced great appreciation to David Hayden and his leadership through the past year; and for getting us off the ground with this new national membership initiative. Note: David advised earlier that he desires to remain on the committee. Thank you, David!





After some discussion, it was agreed that Doug Dechant and Greg Huelsman would co-chair the committee effective immediately. Ed Avis, who will provide a PTS report at the AGM, agreed to also report on the JCNA Membership Committee. Ed will request permission for a verbal report to accentuate the passion surrounding this membership initiative. Thank you, Ed! Doug Dechant agreed to communicate the results of this committee meeting to JCNA leadership via email in the very near future. It was very evident that all committee members share a passion for success and realize the need and value in creating Membership initiatives throughout the organization. David Hayden, Jay Hixson and Ed Avis plan to attend the AGM.


#### **Discussion Items:**

It was unanimously agreed that we renew our initiatives by implementing the three major documents that have been already drafted but not yet finished or communicated, namely the three below.

-  Membership Benefits
-  Best Practices
-  Survey

Various suggestions were made about attracting and retaining members, such as:

-  Discounts for renewals prior to year end (Ed to email samples to Mem. Comm. Members)
-  Drawings for a free membership to those who renew prior to year end
-  Improved dealership relationships
-  Dealer pays dues for first year

 Hold special events for new members

It was recommended that our committee send monthly emails to all club membership chairs with updates, etc.; and to create a network for communication up and down the organizational ladder. It was recommended that we need to know membership statistics. Doug believes he has the data from 2013 and will email Membership Committee Members.

It was recommended that there should be more proactive interaction between JCNA leadership and club leadership. The committee felt that it could be a catalyst to create metrics for improved interaction

It was suggested that there should be more events whereupon two or more clubs would share joint activities

Ed reported that Paypal works well, however some are experiencing problems with checks matching up to member names.

It was recommended and agreed that we be well under way with Best Practices, Survey responses etc. before the Sept. 2-6 Western States event

Jay has experience in creating Best Practices and offered his assistance in creating our Best Practices model. A good document is already in draft form; Ed will share his copy with the committee just to be sure we all have it.

We will obtain the most recent Survey draft and re-review it with the intention of getting it out to all members in the June Jaguar Journal.

We agreed to create a budget for the committee.

The conference call concluded at 11:50 a.m. Eastern Time.