



## Membership Management Committee Meeting Minutes

March 21, 2020 ~ 9:30 am

On Line

Call to Order at 9:37 a.m. by Heidi Westerlund, Chair

Attendees: Amy Pumper, Anna Nichols, Barb Zeroth (CMVP), Brenda Sather (COB), Cathy Shuman (President), Colleen Todd, Daina Mirsch-Wenner (Marketing), Deb Froemming, Jen Kinzer (FDC), Jenise Teske (Extensions), Jenny Ohr, Jessica Schultz, JoAnn Miller, Katie Castro (Executive Director), Lisa Hahn (MVP), Melanie Chenowith, Michelle Cloutier, Shanna Pratt, Shirley Halgrimson, Tevyan Sorensen

Welcome & Introductions – Heidi Westerlund (Chair); Tevyan Sorensen (Minute Taker)

Approval of November 2019 minutes – any additions or corrections? Approved

President Report – Cathy Shuman

- A. COVID-19 Update
  - a. Katie is the official source of information & updates from MNWT
  - b. Reviewed details in note sent out from Katie on 3/20
  - c. Suggested that chapters try to find creative ways to stay connected. If you need help, contact Katie for additional resources. If you have a good idea, send these to Katie as well and it will be shared out on Facebook
  - d. Keep submitting certifications and year-end Evals are due April 24<sup>th</sup>.
  - e. Annual - Pin and Medallions due April 30<sup>th</sup>.
  - f. Buddy calls are ongoing.
- B. 3<sup>rd</sup> Trimester Reminders
  - a. Closeout will be held online & there will be gift card challenges, on April 30<sup>th</sup>.
  - b. President challenge for her birthday in April – Changed to Create a virtual cake or cupcake & send to President Cat. For each one she will donate \$0.25 to Second Harvest Heartland Food Bank.

Membership Report-MVP – Lisa Hahn

- A. Membership Stats: Base 941; NMA's 27; Renewals 127;
- B. Promotions
  - a. 2020-21: Asking for Foundation rebate for 80% and 3+ NMAs for \$50 rebate
- C. Dates/Renewals/Closeout
  - a. Cat gave updates which also included Early Bird Date of March 15<sup>th</sup>.
- D. Other

Extensions Report-Extensions Director – Jenise Teske

- A. Extensions in Progress
  - a. None at this time
- B. Two and Under Chapters
  - a. St Joseph & Rogers-Otsego-Dayton
- C. Potential Extensions/Targeting Communities
  - a. Looking for contact info on Litchfield & Bemidji
- D. Other

Chapter Management VP Report – Barb Zeroth

- A. Update on TLC Chapters, Assistance Needed?
  - a. Three chapters on TLC this Tri; working with Staff who have these on their Buddy List;

- b. Cat & Barb Z will also be contacting every member in East Central (Mora) chapter to see if they want to continue their membership.
  - c. Thief River Falls chapter has sent out letters to its member about a meeting planned to discuss dissolving the chapter in Tri 1 of 2020-21. Intention to fold letter sent to MNWT.
- B. Individual Chapters asking for help
- C. Other
- a. No cost for LOTS unless chapter wants materials mailed prior to May 2<sup>nd</sup>. Will be sending materials electronically.

#### MMC Report – Chair Heidi Westerlund

- A. New Member Onboarding
  - a. Heidi continuing to send out New Member packets which include important dates, thank you for joining, and \$5.00 certificate for the State Store.
- B. First Timers
  - a. If we have a gathering convention, encourage members to attend
- C. Extensions Check List
  - a. Moved to FDC

#### Leadership Sub-committee – Anna Nichols

- A. Recommendations to Strategic Plan
  - Two suggestions made regarding membership target & extensions target
- B. Recruitment Training
  - Development has moved up to MMC
- C. Facebook Updates
  - a. Working to keep this positive & active with at least a daily post this Trimester
  - b. Currently welcoming New Members and then will post about CIP ideas; please make comments & reply to posts

Old Business - None at this date

#### New Business

##### March Planning Recommendations

- A. Chapter Charter with 5 members
  - a. Recommendation that an extension could charter with 5 members and if they don't have 10 members in 2 years they would fold if they did not have 10 members.
  - b. Form a task force – Amy P to chair; Lisa Hahn, Deb Froemming, Barb Z, Jenise, Jessica S, Katie, Cat S
  - c. Report back with recommendations by Next Tri Committee Meetings
- B. Strategically Explore/Target Chapter Extensions
  - a. Look at where we have potential extensions and how to spread around the state more
  - b. Form a task force – Jenise to chair; Jessica S, Tevyan, Heidi, Amy P
  - c. Jessica willing to research about Civic Organizations in certain areas and where Women of Today could be complementary & piggy back off
  - d. Report back with recommendations by Next Tri Committee Meetings

Adjourn 10:26 a.m.