



Minnesota Women of Today

Membership Management Committee (MMC) Minutes

2024 – 2025, 2nd Trimester

Nov 16, 2024 / 11:00 am / Star Bank (250 Prairie Center Dr, Eden Prairie, MN 55344)



Call To Order: 11:00 am

Members*: **Anna Nichols** (MMC Chair, New Hope), **Tevyan Sorensen** (State President, Burnsville), **Amy Pumper** (COB, Byron), **Shirley Viesselman** (CMVP, Hutchinson) / **Liz Weigel** (Area 1 Rep 24/25, Lake of the Woods), **Mary Hansen** (Area 2 Rep 25/26, St. Cloud) **Connie Fink** (Area 3 Rep 24/25, Monticello), General Members: **Jeny Ohr** (25/26, Coon Rapids), **Bonnie Marten** (25/26, Maple Grove)

Taskforce Chairs**: **Glorie Balfanz** (Glories Group Task Force Chair, Monticello), **Anna Nichols** (Mini Orientations Taskforce Chair, New Hope)

Guests***:

Char Ostenberg (Duluth), Laurie Lilli (Champlin), Zachary Fincher (New Hope), Dorene Perkins Monn (Burnsville), Theresa Carpenter (New Hope), Cheryl Watson (Burnsville), Shellie Matthes (White Bear Lake), Deb Froemming (Hutchinson Area), Rita Johnson (New Hope), Jean Wayne (Coon Rapids), Michelle Cloutier (Burnsville)

Welcome:

- **Secretary for Meeting:** Char Ostenberg
- **Membership Appreciation:** In person attendees received a bookmark and note card with handwritten note as an example of a way to show appreciation for members and celebrate them. Reminder to stay inclusive during the holiday season and not unintentionally exclude those who do not celebrate.
- **Introductions:** Name, Chapter, & Morning or Evening Person. (8 morning, 10 night, 4 depends)
- **Meeting Reminders:** Silence phones please.

Approval of Minutes: *Approved as written*

Reports:

- **MVP (Shellie Lemmerman), reported by Tevyan Sorensen**
 - **Membership Updates:** We started Tri 2 with 905 members. We have 289 members due and have received 95 renewals and 9 drops with 19 of 47 chapters reporting. We have 35 new members through Friday. We held our second New Member State Orientation this past Thursday and had 13 members attend. The next orientation is planned for March 10, which is a change from what is in the state calendar.
 - **Promotions:** Tri 2 Foundation Incentives are: 1) Sign 3 or more new members & show growth for \$25 rebate. Right now, we have 2 chapters that could qualify on this depending on their retention. 2) 100% retention for a \$10 state store gift card. We have 4 chapters that have qualified for this. Additionally, we have a challenge out to sign 75 new members this trimester. If met, President Tevyan will donate \$100 each to two lucky chapters. If at least 40 chapters have 75% retention or better, one of those chapters will win a social or m-event hosted by the Membership team. If at least 40 chapters sign a new member, two of those chapters will win a free Winter State convention registration. And for each new member signed this trimester, one member from that chapter will be allowed in the first group at Winter State Luncheon. At Winter State, the Membership Team is hosting a celebration “Let’s Make a Deal” style on Friday night at 9:00. And join us for the Saturday Membership Roundtable following the Business meeting.
 - **Closeout:** Closeout will be held Saturday, Dec 28 at 5:30pm via zoom.
 - **Support Requests:** none

- **CMVP (Shirley Viesselman)**
 - **TLC List:** At the beginning of Trimester 2 we had 2 chapters on TLC, Brooklyn Park and Hawley. Hawley has since come of TLC.
 - **Success With Sparkle:** My goal is to help chapters across the state get their memberships up to 15. One way I've been doing this is by providing chapters with a sparkle box. All the supplies to create a random act of kindness along with chapter labels for them to use on the back to promote their chapter. This has been going over very well. We've also been promoting changing up chapter meetings. Adding that Random Act of Kindness project, or maybe doing a craft, having a speaker. Most important, promoting what is going on at their chapter meetings..... and then following up showing the fun they had or sharing what they learned.
 - **Support Requests:** none
- **Extensions Director (Kathy Hansen) reported by Tevyan Sorensen and Shirley Viesselman**
 - **Extensions Updates:** We chartered the Iron Range chapter on October 15 with 10 members. The Duluth chapter and Cindy Sanders are working with them to get them going. They had a zoom mtg on November 3, and they have officers for President, Programming VP, Membership VP, and Secretary/Treasurer. They are holding their meetings on the 3rd Monday with the first meeting on November 18.
 - Hutchinson is working to start a chapter in the Litchfield, Dassel-Cokato Area
 - Looking for a few people, chapter, or district to support a new chapter on the western side of the state near Hawley.
 - **Extensions Incentives:** For 3rd Tri, for any chapter chartering by March 15, 2025 will receive a \$500 incentive from the Foundation. Or after that, for any chapter chartering by April 30, 2025 will receive a \$250 incentive.
 - **Support Requests:** The Extensions Lucky Buck Baskets for Annual Convention are 1. Cozy Comfort and 2. A Taste of Italy. I appreciate any donations anyone would like to make for my Baskets.

Subcommittee:

- **Leadership (Heidi Westerlund), reported by Anna Nichols**
 - **Updates:** The Leadership Toolbox is available for all members and can be found on the Members Homepage of the website. Over the last few trimesters different training courses from it have been showing up across the state including our last webinar. It's not too early to think what will our chapter board look like next year and the following year. Use the Succession Planning tool as a way to support your chapters local leaders and plan ahead. Heidi will be sending out information for your chapters to review the Leadership training series. As long as the weather holds out, we could possibly schedule a visit or two. More info coming...

Task Forces:

- **Membership Orientation/Training**
(Chair: open / Members: Wendy Homyak, Jeny Ohr, Connie Fink, Glorie Balfanz, Michelle Cloutier, Cat Shuman, Sandy Trossen, Pat Understander, Nicky Anderson, Jenise Teske, MNWT MVP, and MNWT CMVP)
 - **MNWT/District level Orientation:** 2nd statewide New Member Orientation Held on Nov. 14th via zoom. District and State focused orientation for chapter and district use presented to Committee. Will be uploaded to MNWT website by end of 24/25 year.
 - **M/S/P (Char Ostenberg) / Amy Pumper)** I move we approve the District and State Orientation Deck, be placed on the MNWT Website for use by chapters and districts.
 - **Review Trainings at Assembled Meetings:** We have started to look at all of the trainings and enrichment opportunities offered by MNWT to members.

- **Review Event Planning and Registration Forms to Communicate Trainings:** We are doing this in conjunction with reviewing trainings above. Starting at the next meeting the two tasks will be combined as Review MNWT Offered Trainings and Events. And the goal of the task will include reviewing offerings, finding opportunities to improve offerings, review communications and promotions of offerings. The idea is to come up with a plan to add value to and highlight trainings and events at a state level, that will be shared with the committee and appropriate state staff.
- **Orientation Retreat:** Our group has come up with a basic concept of what a Statewide Orientation Retreat would look like. Before continuing, we are looking for constructive feedback.
 - MNWT Statewide Retreat Concept: Coming together to create, support, and learn.
Friday Night: Arrive and check in 6 - 8 pm make and take dinner available / 8:30 pm - 10:30 pm: Social Gathering, light snacks and beverages, get to know you activities (icebreakers)
Saturday: Breakfast / Team building activity / fun orientation games / lunch / crafting afternoon (bring your own or have make and takes) / dinner / evening social
Sunday: breakfast / last orientation (guest speaker, members testimonies)
 - MNWT Statewide Retreat Feedback Results Summary: Create a manual for chapters and districts vs host. Consider incorporating into a convention. Is 2 nights too long? Consider affordability? Include food and rooming in price. Offer more opportunities to socialize.
 - Add Laurie Lilli to task team.
- **Membership Recognition**
(Anna Nichols, Chair / Members: Mary Hansen, MNWT MVP and the Executive Director)
 - **Updates:**
 - I am working on an email to each chapter with members years of service for a final check of our numbers. That should go out by the end of the calendar year. After that Tanya will be able to update the database with the correct years of service.
 - The certificates for the Fall State Renewals falls under MMC chair and I created those and passed them of to the membership team. Going forward after the database is updated, the Executive Director will be the one creating the list of who is receiving certificates and the certificates will be created by either the MMC chair or the MVP, or the CMVP.
 - The foundation did not want to fund the \$100 honorariums for the 40 year recognition. We will not be doing those at Winter State. The idea of a puzzle night to raise funds came up. It could potentially raise up to \$3000 per event. We would need 2 puzzle events the 1st year to raise enough for the backlog and going forward one fundraiser a year. I'm not able to work on this until 2025. We can start this next year.
 - Part of the process outlined was to give pins for specific years of service. This is an area the group will be working on next we should work on next.
 - Finally, the years of service postcards are in the works for this year. Handwritten postcards will be written for members celebrating milestone years. Kathy our amazing Extensions Director has agreed to take on the numerous 1 year anniversaries. They need to be completed by Winter State or Sooner and given to Tanya to mail out. CSC covers the postage. Bonnie Marten, Connie Fink, and Mary Hansen volunteered to help with other years.
- **Membership Wings**
(Glorie Balfanz, Chair / Members: Cathy Shuman, Connie Fink, Anita Smoley, MNWT MVP, and the Executive Director)
 - **Membership Wings Proposed Plan for Deceased Members**
 - The Executive Director would keep a list of deceased members and work with the current Membership Team to preserve retention rates for chapters.

- Base membership numbers will not change until the end of fiscal year. (This will not affect numbers at the national level). Chapter Rosters and Dues Billings will continue to have the deceased member's name included until the member is due for renewal and then dropped from lists.
- When the Minnesota Women of Today is notified that a member has passed, the current Chapter Management Vice President (CMVP) will email a notification to the chapter. To remind them to fill out the online form.
- The chapter will fill out the form completely.
- The form goes directly to the CMVP, MVP, CSC and MNWT President.
- The Executive Director will work with the Membership Vice President to ensure that the chapters membership awards at each convention will not be affected negatively due to the passing of their member. For example, retention rate awards.
- The form should have information to be included in a memorial for all passing members, which will be displayed at the MN Women of Today Annual Convention. The memorials, from all chapters that submitted information about their beloved member, will be included.
- The memorial will be set up by the Membership Wings Task force for Annual Convention 2025 only. In future years, a committee will be set up by the CMVP, CSC and MVP, who will be seeking volunteers. The Executive Director will put a reminder about this in the business report each Fall State to remind members about this form and the memorial.
- Executive Director, and CMVP will include these duties.
 - CMVP with the help of the MVP, CSC and MNWT President will manage new information about a deceased member and send an acknowledgement to the chapter with a message of condolence.
 - CMVP and CSC will make sure the chapter knows where to find the form to fill out and help answer any questions the chapter may have in filling out the form.
 - CMVP, MVP, CSC, and the committee will set up the memorial at the Annual Convention. The memorial will be in a place that is away from a lot of activity but easily found by members. The location will be determined at the Annual Convention, depending on logistics.
- Any chapter that becomes a TLC chapter because of a member passing will be on the TLC list for a total of 3 Trimesters to make sure they have the support they need to recover from their loss. The Membership Wings task force will also work with the CMVP to modify the current TLC letter used by CMVP and MNWT President when a chapter reaches TLC status.
- **M/S/P_ (Glorie Balfanz/ Tevan Sorenson)** I move we recommend FDC approve the Deceased Member Notification Form.
- **Mini Orientations Task Force**
(Anna Nichols, Chair / Members: Glorie Balfanz, Michelle Cloutier, Mary Sobzak, Jeny Ohr)
 - **Updates:** We are currently working on the following mini orientations Winter State Awards, Public Relations Basics, Chapter Social Media, and MNWT & USWT Conventions.
 - **M/S/P (Char Ostenberg Connie Fink)** I move we approve the following 10 Minute Orientation Series documents: Membership Growth ROAR, Parliamentary Procedures, Programming, and United States Women of Today, to be placed on the MNWT Website for members, chapters, and districts to use.

Ongoing Business:

- **MMC BINGO** (Anna Nichols, MMC Chair): Keep working on your bingo cards. It's time to start looking at the words "sign a new member" differently. You do not need to bring a guest to sign a member. All you need to do is befriend a guest or person interested in your chapter. Sit by them, show them grace, make them feel welcome. The more our chapters promote, the more opportunities we as members have to support membership and make connections with those curious to learn more. I challenge everyone in this room to sit by a guest someone you have never met before and support them at the meeting or event. Encourage

them to attend another event, let them know they are welcome and would be valuable to your chapter. In return everyone in this room will sign a new member this year.

- **Extensions Zoom Results** (Anna Nichols, MMC Chair): Over the next trimester the membership will be sharing extension information with members based on the results of the zoom. You will find information in chapter mailings, on facebook and chapter emails. It's important for all members to understand extension basics. A few lesser-known extension informational bits are...
 - MNWT has an extensions guide that goes over all forms needed, and the process of forming a chapter including bylaw and policy templates.
 - An extension needs 10 new members not including transfers. Only the new members will be charter members, not the transfers.
 - With a 10 and under chapter both new members and transfers count towards their 10 members.
 - Once an extension has 10 members and the paperwork is completed they charter right away and are a new chapter. For the next two years they work with the extensions team, starting small to run monthly meetings and hold events and socials. They graduate 2 years later.

Information to be shared with members and chapters.

New Business:

- **Strategic Plan**
 - Will review at FDC

Next Meeting: Sunday, March 2, 2025, 11:00 am, Hampton Inn Rochester North

- Committee meetings are always free to attend and include a morning snack and lunch. There is a suggested goodwill offering of \$5 to help cover the chair's personal expenses to provide the meals.
- For those attending the Saturday March Planning and Sunday Statewide Committee Meetings there is a MNWT hotel block being worked on. More details will come soon from COB, Amy. Rooms are at your own expense.

Adjourn: 12:30

**Any person, regardless of the number of voting positions held within the MMC committee, may only have one vote per motion.*

***Task Forces are temporary groups to complete a specific task. Task Force Chairs are members of MMC without voting rights.*

****Guests are a valuable and important part of our committee. As a guest you can join a committee, volunteer to support specific tasks needed, chair a taskforce, voice your opinion on topics shared, and make a motion.*