



## Minnesota Women of Today

Membership Management Committee (MMC) Minutes

2024 – 2025, 3<sup>rd</sup> Trimester

March 1, 2025 /10:00 am / Hampton Inn North (2870 59th Street NW Rochester, MN)



**Call To Order:** 10:04

**Members Attending\*:** Anna Nichols (MMC Chair, New Hope), JoAnn Miller (Past MMC Chair, Byron), Tevyan Sorensen (State President, Burnsville), Tanya Rothstein (Executive Director), Amy Pumper (COB, Byron), Shirley Viesselman (CMVP, Hutchinson), / Liz Weigel (Area 1 Rep 24/25, Lake of the Woods), Connie Fink (Area 3 Rep 24/25, Monticello), Michelle McGowan (Area 4 Rep 25/26, Byron), General Members: Wendy Homyak (24/25, Champlin), Jeny Ohr (25/26, Coon Rapids), Bonnie Marten (25/26, Maple Grove)

**Taskforce Chairs Attending\*\*:** Anna Nichols (Membership Recognition Task Force Chair, New Hope) Anna Nichols (Mini Orientations Taskforce Chair, New Hope)

**Guests Attending\*\*\*:**

Char Ostenberg (Duluth), Sue Sangren, Theresa Carpenter (New Hope), Mary Kaminski (New Hope), Jean Wayne (Coon Rapids), Sharon Erickson (Champlin), Laurie Lilli, Maggie Holmberg (St. Cloud), Shellie Matthes (White Bear Lake), Jane Hanson (Madelia), Michelle Cloutier (Burnsville), Jane Holmberg (St. Cloud)

**Welcome:**

- Secretary for Meeting: Char Ostenberg
- Introductions: Name, Chapter, Favorite Color
- Meeting Reminders: Please turn off cell phone or set to vibrate. All are invited to participate in the discussions. When voting, members of the committee represent their area and the district and chapters within it.
- MMC FYI: Recognition is part of retention. Thank members with handwritten notes, publicly using a newsletter or during a meeting, and with inexpensive items that show appreciation. 1<sup>st</sup> trimester everyone attending in person received a pen. 2<sup>nd</sup> trimester it was a bookmark. 3<sup>rd</sup> trimester a thank you “match” box.
- The four new 2-year terms are: The 26/27 Area 1 Rep Char Ostenberg The 26/27 Area 3 Rep Sharon Erickson and two 26/27 general members, Theresa Carpenter and Wendy Homyak.

**Approval of Minutes:** As Printed

**Reports:**

- MVP (Shellie Lemmerman)
  - Membership Updates:
    - We started the trimester at 919 members with 365 due this tri. We have received 14 renewals from 4 chapters, with 1 drops. We have 45 new members through Feb 28. Membership Week was Feb 13-19 with a theme of Random Acts of Kindness. We had nine chapters let us know about an activity that week. There were success points available for this.
    - There is a MVP/Membership Zoom planned for Tuesday, March 4 at 7pm. Chapters are welcome to have anyone call in who is interested. We will be focusing on activation and orientation.
    - The next state new member orientation is Thursday, March 13 at 7pm. Invites have been sent to all members who joined between Jan 1 and August 30. This is their 2nd and 3rd trimesters of membership. We also have sent information to all chapters to share with their members. Anyone is welcome to attend.

- We are testing out a new membership report this trimester with the plan to replace the current SODA starting in Tri 1. There is a report that can be filtered by district and printed on one page that looks like the existing SODA. This report eliminates manual calculations.
  - Promotions:
    - In recognition of the 40th anniversary of the Foundation, they are funding a \$40 incentive for all chapters in Tri 3 with at least 80% retention and sign at least 2 new members.
    - We have 4 membership challenges in Tri 3. 1) Sign at least 2 new members by March 15 and your chapter will earn 1 paid registration to your Regional meeting. All members of qualifying chapters in attendance at the meeting will be entered into a drawing for a \$10 gas card. 2) Each chapter with at least 90% retention and submits the Trimester Programming report will receive an Amazon gift card and be entered into a drawing for a service project-in-a-box worth \$50. 3) Each chapter that grows by at least 2 for the trimester will be entered into a drawing for a Silly Supper to be hosted by state staff. 4) Monthly drawing for a \$25 Amazon gift card for chapters that post event information and share with a local community group, hashtag it and notify mvp@mnwt.org. The winner of the Feb 1 drawing was Rice. The winner of the March 1 drawing is Hutchinson.
  - Closeout: Planned for Tuesday, April 29th from 6-8pm. Staff will be gathering at the CSC in Albany and we will be trying to call every chapter rather than a zoom meeting this trimester. Look for more information to come.
  - Support Requests: Please promote online submission of new members and encourage new members to attend orientations.
- CMVP (Shirley Viesselman)
  - TLC List: 1st Trimester in TLC are Blooming Prairie and St. James. 2nd Trimester in TLC is Brooklyn Park.
  - Success With Sparkle:
    - My biggest goal this year has been to help chapters increase their membership to 15 or more members. I've been encouraging chapters with the help of Marketing VP Michelle and President Tevyan, to change things up at their monthly meetings. Add a random act of kindness project, a speaker or teach a new craft for a half hour before your meeting begins. Give your members something to take away at meetings, rather than just business. And, at the same time, make use of social media by creating an event and then invite and share. Many chapters are trying some of these things and seeing they are making a difference. The sparkle boxes have been a hit and given chapters not only the supplies to create a random act of kindness, but also helped them think about other little ways they can make a difference in their communities and market themselves at the same time.
    - We currently have 48 chapters. 28 chapter with 15 or more members. 33 chapter to date have increased their membership this year. 3 chapters 1 member away from 15. 4 chapters 2 members away from 15. We have two months to go this year... and we are going to continue working with chapters to get to 15 with new members and retention of their current members.
  - Support Requests: Please continue to sparkle in your chapters and communities. We need to all continue going together in a positive way and support each other along the way.
- Extensions Director (Kathy Hansen)
  - Extensions Updates:
    - We Chartered Litchfield Area on February 17th with 11 members with the support of the Hutchinson chapter with Shirley Viesselman & Deb Froemming leading the team. There meetings will be on the 3rd Monday of the month.
    - Kathy sent out 89 postcards to Wadena & Perham. The hope is many will reach out to show interest in starting a new chapter.

- Support Requests: Kathy still needs donations for her two extensions lucky buck baskets at Annual Convention. 1. is Cozy Comfort and 2. Is A Taste of Italy. Contact her for more information.

### **Subcommittee:**

- Leadership (Heidi Westerlund)
  - Updates:
    - The Leadership Toolbox has the perfect tool for you. Who has been working with the “Succession Planning” to fill your board this year? If you got started from last report, you should be looking good at this point. Succession Planning helps you get organized to train and support members in feeling self-confident and empowered within a new position. Remember, having the same people doing the same positions will make it harder to fill in the future. This tool supports the development of the next leaders of our organization.
    - This year will be our second year offering leadership opportunities at LOTS. If you have served the same chapter position more than twice, this training is for you. It’s a great opportunity to join the rest of your chapter board at LOTS for team building and learn a few new skills at the same time. For more information on LOTS check out the MNWT website under events or reach out to our CMVP Shirley for questions.
  - New Focus:
    - We will be looking into some new volunteering terminology concepts and come up with a new document within the leadership toolbox that shares these ideas and how we can incorporate some of them to better support our communities. A few of these concepts include toxic giving, being something vs experiencing something, and privilege vs advantage.
    - To be part of the team developing a MNWT mentorship program for growing leaders in our organization email mmc@mnwt.org.
  - The 25/26 Leadership Subcommittee Chair is Anna Nichols.

### **Task Forces:**

- Membership Orientation/Training  
(Chair: open / Members: Wendy Homyak, Jeny Ohr, Connie Fink, Glorie Balfanz, Michelle Cloutier, Cat Shuman, Sandy Trossen, Pat Underlander, Laurie Lilli, Jenise Teske, MNWT MVP, and MNWT CMVP)
  - If you would like to be part of Membership Orientation/Training Taskforce, please contact mmc@mnwt.org.
  - Review MNWT Offered Trainings and Events: We have been working on compiling and discussing trainings at state meetings, the value of the trainings to members, and missed opportunities. At the 1<sup>st</sup> trimester meeting expect suggestions on how to improve trainings along with the communications of the trainings.
  - Orientation Retreat: Thank you all for the great discussion at the last committee meeting. It gave us all somethings to think about. We are currently working on creating information and a manual for chapters, districts, and even state staff to use for larger orientation and membership retreats.
  - **M/S/P (Amy Pumper (Byron)/ Char Ostenberg (Duluth))** I move to that we recommend to Executive Council to make the Membership Orientation/Training Taskforce a Subcommittee.

Discussion:

  - No by-laws are affected by this change.
  - The following MNWT Policy changes would need to be voted on by the executive council.
  - O. 3. d. 5) Subcommittees of Membership Management include Leadership {add} and **Membership Orientation/Training.**
    - i. The objective of the Leadership subcommittee is to assist the organization with succession planning and developing our future leaders.

**{add}** O. 3. d. 5) ii. The objective of the Membership Orientation/Training subcommittee is to assist the organization with orientation materials and statewide trainings.

**{re number as needed}**

O. 3. d. 5) iii. Additional subcommittees may be formed at the discretion of the **{update}** ~~Marketing Vice President~~ **Membership Management** Chair and approval of the ~~Marketing~~ **Membership Management** committee.

iv. Task Forces may be formed to study short term topics. Task Forces shall report to the Membership Management committee and need not be defined in the MNWT Policies.

- The 25/26 Membership Orientation/Training Taskforce Chair will be Tevyan Sorensen.

- Membership Recognition

(Anna Nichols, Chair / Members: Mary Hansen, MNWT MVP and the Executive Director)

- Updates: Membership recognition supports the membership team by recognizing members with postcards on monumental years and as needed with the Falls State membership presentation. More than that this taskforce reviews a spreadsheet of recommendations for membership recognition and works to implement different aspects. The two items next on our list are coming up with creative funding for the 40 years of service \$100 honorarium that does not involve utilizing the pocket books our most active members. We are also looking at years of service pins/charms. The years receiving pins or charms would be 20, 30, 40, 50, 60.... They will say Minnesota Women of Today with the years of service centered.
- We are currently looking for a 25/26 Membership Recognition Taskforce chair. If interested email [mmc@mnwt.org](mailto:mmc@mnwt.org).

- Membership Wings

(Glorie Balfanz, Chair / Members: Cathy Shuman, Connie Fink, Anita Smoley, MNWT MVP, and the Executive Director)

- Updates: The Membership Wings final task is to plan and assemble a memorial for all MNWT members who have passed in the 2024-2025 MNWT year. In the future it will be the responsibility of the MNWT CMVP. The memorial will be at the Annual Convention in the same area as last year. We are in the planning stages and still collecting information for the memorial. If you know of a chapter that has lost a member, please encourage them to complete the online form or contact the Executive Director so they are included in the memorial.
- **M/S/P (Tevyan Sorensen (Burnsville) / Michelle McGowan (Byron))** I move if needed we request up to \$50 from the finance committee to support a memorial at Annual Convention.
- This taskforce will dissolve after Annual Convention.

- Mini Orientations Task Force

(Anna Nichols, Chair / Members: Glorie Balfanz, Michelle Cloutier, Mary Sobzak, Jeny Ohr)

- Updates: There are two new orientations being worked on currently, the Winter State Outstanding Awards and Conventions. If you have an idea for a quick orientation that would be valuable for members, please email [mmc@mnwt.org](mailto:mmc@mnwt.org).
- The 25/26 Mini Orientation Taskforce Chair will be Anna Nichols.

### **Ongoing Business:**

- MMC BINGO (Anna Nichols, MMC Chair)

- Updates: Cards with a thank you gift will be mailed out in the next week to all that participated. At Annual Convention I will announce the member with the most squares completed and have an extra thank you for them.

### **New Business:**

- Healthy Chapter Support and Resources:

- **M/ S / P ( Char Ostenberg (Duluth) / Amy Pumper (Byron) )** I move we approve the updated Healthy Chapter Support and Resources Form.
- Strategic Plan
  - 1.a. and b. – Currently the CMVP is working on this. Will need to reevaluate 1<sup>st</sup> trimester bases on the 25/25 CMVP objectives. May need to be a MMC Taskforce.
  - 3.c – Will become part of the Membership Orientation Subcommittee Responsibilities to develop.
    - Brainstorming Idea's for a focus include 2 -minute training videos, online white page, on demand interactive trainings, game sheets, participant focused.
- March Planning Recommendation.
  - 1<sup>st</sup> Timers Review Taskforce.
    - Chair: Connie Fink Members: JoAnn Miller, Jane Holmberg, Laurie Lilli, Executive Director, MVP, MMC Chair
    - Intent: Review current procedures and make recommendations that will better support First Timers at Conventions. Things to take into consideration purpose of signature, 1<sup>st</sup> timers booklet content, prizes awarded, communications, how to attract more first timers to convention, increase participation at convention.
- Allie Staley has volunteered to be the 25/26 MMC Chair.

**Next Meeting:** TBD by the MNWT 2025/26 COB, President & Committee Chairs.

- 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.

**Adjourn:** 11:26 am

*\*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.*