



Membership Services Committee Minutes September 13, 2006 Chamber Conference Room

Attendees:

Beverly Adams, Pam Parizo, John Luna, Tom Morton, Rolanda Leslie, Shiraz Shalwani, Chris Wallace, Pat Austin, Ronni Brown, Beth Bowman

Beth opened the meeting at 8:32 a.m. by welcoming everyone in attendance. Ronni Brown called to say she was stuck in traffic and would be late.

Old Business:

Beth asked everyone to review the August minutes. John Luna approved, Tom Morton seconded.

Pat Austin gave a list of members that would not be in attendance. Passed around e-mail from Patty Marshall saying she was resigning from the committee.

Beth asked the members that did not e-mail her with the new member follow-up to please let the committee know what the results were. Went around the table with follow-up. There was some concern that Anthony Cuington is not returning calls. Beth will follow-up with him. Beth stated that he is a new father and has taken some time to be with his wife and child. John Luna mentioned that new members appreciate the calls and everyone agreed.

Tom Morton asked about IBA and Texas Blues. Chris Wallace explained we advertise the company that is a member. If you have more than one company (DBA's/divisions/subsidiaries), then each company has to have a membership in order for that company to receive Chamber benefits.

Went around the room and each committee member gave a brief report of their outstanding dues and drops calls. Beverly and John are currently working on a letter to send to outstanding dues and drop members. Look for a draft letter next meeting.

Beth Bowman brought up the benefits of the ROI and that this is a great tool. John Luna would like to be sure the ROI benefits are listed on the website. Beth will follow up with Kathy to make sure ROI is listed on website.

Pam Parizo brought up that it would be great to have “why I joined the Chamber” and testimonials on the website. This suggestion will be taken as an action item for Director of Marketing and Communications to follow up with.

Chris Wallace explained that we are not only a Chamber for social and networking purposes, but we need to promote Economic and Business Development.

The fact was brought up that maybe we need to have a yearly or quarterly orientation to re-emphasize the benefits of being a Chamber member. Beth reminded committee that the new member orientation is not just for new members, but that this is a great reminder of the benefits the Chamber offers to its existing members.

New Business:

Beth Bowman asked each committee member to report on New Prospects.

Shiraz Shalwani – Atlantic Hotels (Candlewood Suites) at Market Place

Pam Parizo – DBJ, LookLocally, and MarketCenter Technologies.

Beverly Adams – Chase Bank, Gary Rice, CPA. Beth and Beverly are having lunch with both prospects this month.

Beverly also reported that Justin Muller, Studios at Las Colinas would like to host an After Hours Mixer and would work on producing Chamber video at little to no cost to the Chamber. Pete & Mac (pet resort) would also like to host an After Hours Mixer.

Ronni Brown – Data Optics

Beth Bowman thanked each member for their help and mentioned the \$25 referral certificate off next year's dues.

Went over New Member listing and companies were picked or assigned.

Tom Morton would like e-mail addresses on the New Member listing. Beth Bowman stated she would make sure e-mail addresses were listed on report for next month's meeting. She also told the committee that e-mail addresses can be found on the website.

Beth Bowman went over 30, 60, 90 outstanding dues and drops. Some are repeats from last month. If new, committee member either picked a company or one was assigned.

Events:

Beth Bowman went over upcoming Ribbon Cuttings and one last push for EXPO.

Updates:

Ambassador program is working and Beth asked that everyone continue to encourage members to be a part of this program.

The *Business Connection* networking event was discussed and whether this should be a bi-monthly event or monthly. It was decided on monthly and Ronni Brown, chairwoman, was asked if this was acceptable with her schedule and she said yes. Beth Bowman mentioned we had a great deal with Omni because it was a quarterly event and she will check on whether this can continue if event moves to once a month. She has asked for quotes from Marriott and Hilton Garden Inn DFW South. New schedule will start October of 2006

Chris Wallace suggested we have generic signage made for events “Sign up now and save 20% off your membership dues for the next year”. Pat Austin will let Kathy Gillard know about this. First event sign will be used at the Business EXPO.

Discussion on Membership Status: Recruitment and Retention

- Chris Wallace shared the 2006-2007 Chamber Priorities with the committee.
- Bottom line – goal for this year was not met – meaning the number of new members was met, but the dollar amount (revenue) was down.
- John Luna brought up the fact that a company will join the Chamber because of people and relationships.
- Chris Wallace brought up that Judy Anderson was looking at a new database system that will help us track activities attendance for our members.
- Pam Parizo asked Chris Wallace what the cost of a new member to the Chamber is. Chris will get back to Pam.
- Garland’s new quality vs. quantity effort was brought up and the growing pains that went with this.
- Beth Bowman brought up the fact that our membership situation has been discussed with Art Roberts with TCCE. Since our member numbers are up, he suggests we don’t increase membership dues.
- Art Roberts is looking into the tier system for membership dues.
- It was brought up that we could use interns from one of our local colleges for telemarketing purposes.
- Pam Parizo brought up electronic membership option for small businesses.
- It was discussed what size company (people wise and revenue wise) would be able to access this site. It was suggested 1-2 employees and under \$500,000 in revenue per year.
- Pam Parizo also brought up the idea of having a bowl at events/mixers where current members could fill out a note card with a prospective members contact information and we could either use their name or not to follow up as a prospective member lead.

Other Business:

Tom Morton brought up the fact that it would be nice to have Chamber logo and Chamber ambassador printed on the flip side of the business cards. Lisa Sturgeon and Brad Durham both do this. It has to be in color and follow our spec guidelines per Chris Wallace. He also reminded the committee to be sure and put their phone number to their business **NOT** the Chamber’s phone number.

John Luna needs a new Ambassador badge. He is not sure if he ever received one or not. Chris Wallace mentioned they had been passed out at a Board Meeting.

Next meeting will be Thursday, October 19, 2006, 8:30-10:00 a.m., Chamber office.

Beth Bowman read the mission statement and the meeting adjourned at 10:04 a.m.