

LAND PARK COMMUNITY ASSOCIATION
MEMBERSHIP COMMITTEE MEETING AGENDA
JUNE 8TH, 2009

Call to order – 6:40PM

Attending: Scott Rose, Kellie Swayne, Mark Abrahams, April Meszaros, Paula Swayne

No Previous Minutes to Accept

New Business (Most thanks to Dave O'Toole)

- Election of Vice Chair
- Picnic for members on June 27th Membership Table –Paula will not be there
Set up table
Volunteers to staff – Mark Abrahams volunteered to schedule
Promotional Materials/Literature –It was decided that it would rush things too much to have polished materials for this event. We would prefer to do it right on the outset, so will wait to put out materials when they are the final product with new logo.
Signs- April will order signs for the table
- Potential Membership Tables at other events
Trader Joes Grand Opening-Premature as this has not been confirmed
Zoo Events – arrange with the zoo if possible
Dooley Field-arrange with little league if possible
Chamber of Commerce
- Multi-Year Pricing
\$XX for 2 years, \$XX for 3 years, XXX for Life?
Business Memberships w/ads in newsletter, coupons/special promotions for \$XX/year-We felt we might be tackling too much at once and want to promote business memberships next year.
It was decided that more research needed to be done comparing what other associations charge and what perks they provide. Also, we liked the idea of even number charges so if we ever to go back to a calendar year membership, it would be easily prorated.
- Promotional Materials (upside-income, downside-storage of inventory) – Carrying inventory and determining correct sizes were obstacles to this idea. Possibly do it on an event-based basis.
T-Shirts (Dave has thoughts on printing)
Hats
Water Bottles

Static Window Decal for Businesses to promote membership

- Calendar of Events to distribute
- Perks for Members-**These should all be listed on a membership pamphlet as well as other materials – to be determined by the communications committee.**

Listserv for Public Safety

Listserv for Lost and Found-**should follow up on**

Discounts at local Businesses

Newsletter

Updates, information and involvement in LPC direction

Advocacy on behalf of LP residents and interests

Business development and retention

Events

- Promotional Literature-**We hope to have Communications Committee input/development on this.**

Pamphlet **with Mission Statement (needs to be created/revisited)**

Membership Envelope

Create a membership value statement and a formal policy to include on all outgoing materials (hand outs, letters to membership, door drops, web site, etc.

Old Business

- Website Issues for listing members-**need a way to determine renewal date**
 - Finding Active members
 - More options for exporting information

Adjourn-**June 8th at 7:45PM**