

SYLVESTER-WORTH COUNTY CHAMBER OF COMMERCE
MEMBERSHIP COMMITTEE MINUTES

February 18, 2020 - 11:00 AM

SYLVESTER-WORTH COUNTY CHAMBER/EDA

The following committee members were in attendance: Chris Shipp - Chair, Earnest Carter Jr., Jean Brooks, John McPhaul, Ginger Faircloth, Staff - Karen Rackley

CALL TO ORDER- The meeting was called to order at 11:06 AM by Karen Rackley. Karen Rackley preening until Chris Shipp arrived.

PRAYER AND PLEDGE: Prayer and pledge led by Jean Brooks.

AGENDA: Jean Brooks made a motion to accept the agenda as submitted. John McPhaul seconded the motion. The motion passed unanimously.

MINUTES: Jean Brooks made a motion to accept the minutes as submitted. Ginger Faircloth seconded the motion. The motion passed unanimously.

OLD BUSINESS:

2019 Membership Count - at start 272

2019 Membership Drops - 21

2019 Member Additions- 52

2019 Member Count - at end 303

Cancellation Rate - 7.7 %

Retention Rate - 92.3%

Membership Visits- Membership Committee made visited over 20 members on November 19,2020. The following committee members made visits, Chris Shipp, Johnny Bryan, Bill Settle, Ginger Faircloth, and Karen Rackley. Members received cookies made by Deb's Cuocakes. Ginger Faircloth reported that the members were very receptive and appreciative for the visit. Karen Rackley explained to new committee member, Earnest Carter how the database is updated when membership renewal is made. She encouraged committee members to join her as she delivers thank you renewal letters to local businesses. Ginger Faircloth will join Karen Rackley after committee meeting to make membership visits. The committee agreed to to move committee meeting date to May 5,2020 at 10:00 a.m. and eat lunch at El Matate. Karen Rackley expressed an interest to visit members who have not renewed.

NEW BUSINESS

2020 Year End Matrix- The committee reviewed the Matrix which shows membership dates from 2010 to present. The committee unanimously agreed that the Matrix is a great way to track the progress of the membership and the Chamber.

Business After Hours - The tentative date set for the 10th Annual Business After Hours in April 23rd in conjunction with cities week.

Logistics - Reach our to Rocky's and WCHS Band Director for entertainment. Jean Brooks will reach out to Chris Green for entertainment.

Flyer - Jen Brooks made a motion to accept the flyer with corrections and additions. John McPhaul seconded the motion. The motion passed unanimously.

WCMS Government Tour - May 1, 2020

Open Discussion:

The committee discussed various ways to engage visitors at each booth.

Encourage businesses to give gift certificates this year and offer percentage off their service.

Display door prizes at their station and conduct their own drawing.

Vendor Social - Committee will have drinks, water, and snacks available inside the Train Depot from 4-5 PM for businesses to network.

Set Date for Mix and Mingle - Mix and Mingle and Ribbon Cutting with Stella Nova Events on May 19, 2020 from 5:30-7:00PM.

Social Media - Has Tag / @ Sign - Will discuss during Board Retreat Ideas

Meet and Greet- Chris Shipp encouraged members to attend the Candidate Meet and Greet on February 22, 2020 at the Library.

Board Retreat Ideas :

Display cards at courthouse- Chamber does not have personnel to maintain a card display at this time.

Recognize new members by advertising their name in Sylvester Local

All new members will receive new member hashtag - #welcomeswchambermember

At end of the year recognize businesses by employee count

Chamber Member Testimonials - Ask each Board of Director who has a business to do a testimony on the chamber to be visible on our Facebook and webpage. Then open up to staff and business employees.

Recognition - Recognize Directors and Ambassadors weekly. This will give additional exposure Directors and Ambassadors with businesses.

ADJOURN: With no further business to discuss, John McPhaul made a motion to adjourn.

Ginger Faircloth seconded the motion. The motion passed unanimously.

Next Meeting Date:

The Membership Committee will meet at 10:00 a.m. on May 5, 2020 to make membership visits.

The committee will eat lunch at El Matate's at 12:00 noon.

Minutes submitted by:

Jaki S. Johnson