

SYLVESTER-WORTH COUNTY CHAMBER OF COMMERCE
MEMBERSHIP COMMITTEE MINUTES
July 14, 2020 – 11:00 AM
SYLVESTER-WORTH COUNTY CHAMBER/EDA

The following committee members were in attendance: Chris Shipp – Chair, Jean Brooks, Earnest Carter, Karen Rackley, Laura Searcy

CALL TO ORDER: This meeting was called to order at 11:06 AM by Chris Shipp.

PRAYER AND PLEDGE: Prayer led by Chris Shipp. Pledge led by Laura Searcy.

AGENDA: Jean Brooks made a motion to accept the agenda as submitted. Karen Rackley asked to add an open discussion on Business Needs to the agenda. Jean Brooks made a motion to accept the agenda with the addition. Laura Searcy seconded the motion. The motion passed unanimously.

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

OLD BUSINESS:

- **Member Count** at start : 288
Drops in the last year: 20
Adds in the last year: 40
Member Count at end: 313
Cancellation Rate: 6.9%
Retention Rate: 91%
- **Membership Visits – Visited / Called 80% Membership**

NEW BUSINESS:

COVID 19 Efforts / Website – Voice of Community – The committee discussed the various support options for businesses in the community. Karen Rackley told of the calls the Chamber has made and the COVID-19 tab on the website. Karen Rackley mentions having the committee members reach out to members of the community.

2020 1st Quarter Matrix – The committee reviewed the Matrix. Karen Rackley points out the amount of Ribbon Cuttings. The committee agreed that due to the current circumstances, that was to be expected. The committee then discussed new businesses and new permits in the community. Mentioned business include Greg Jackson, Kona Ice, Downtown Pizza, Big Willy's.

Business After Hours – Reschedule or Cancel – Karen Rackley motions to cancel or postpone the event. The committee unanimously agreed to postpone the event.

Mix and Mingle – Karen Rackley motioned to cancel or postpone the event due to the threat of COVID-19. The committee unanimously agreed to postpone the event.

Social Media – Hashtags / @ Sign – The Chamber wishes to get testimonies from businesses and board members about why you should join the Chamber of Commerce. These would be shared on social media

with hashtags. The committee agreed to use the following hashtags: #worththevisit and #sylvestersworthchamber. Asks for committee members, if they see a chamber member doing something good, to share it on social media and to use the hashtags.

Ribbon Cuttings – New Beginning Church of God by Faith Ribbon Cutting on Saturday, July 18 @ 10:00 am. Karen Rackley told the committee that the Chamber would bring the Ribbon and create the invitations but will no longer be endorse light refreshments to be served.

July 24, 2020 – Political Meet and Greet Downtown Sylvester – Candidates will set up tents around different businesses around downtown. Flier for the event will be created after the meeting. Karen Rackley has been working to get in contact with each of the candidates

Revisit Board Retreat Ideas (Minutes) – Chris Shipp mentions to revisit the Board Retreat ideas until after COVID-19

Open Discussion – Business Needs – Karen Rackley asks the committee what their opinions are on what the Chamber has done for their members during the pandemic. Laura Searcy mentions the giveaways and a suggestion to do an online highlight. The committee discusses sending emails out to the membership asking for testimonies. The committee also discusses doing video spotlights. Earnest Carter Jr. mentions reaching out to individuals.

ADJOURN: With no further business to discuss, Chris Shipp made a motion to adjourn. Laura Searcy seconded the motion. The motion passed unanimously.

Next Meeting Date:

The Membership Committee will meet at 11:00 a.m. on November 17, 2020.

Minutes submitted by:

Trinity N. Archer