

SYLVESTER-WORTH COUNTY CHAMBER OF COMMERCE
MEMBERSHIP COMMITTEE MINUTES
November 17, 2020– 11:00 AM
SYLVESTER-WORTH COUNTY CHAMBER/EDA

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

CALL TO ORDER: This meeting was called to order at 11:07 AM by Chris Shipp.

PRAYER AND PLEDGE: Prayer and Pledge led by Earnest Carter

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

MINUTES: No Minutes were submitted.

OLD BUSINESS

- Member Count at start: 305
Drops in the last year: 36
Adds in the last year: 46
Member Count at end: 315

Cancellation Rate: 11.8
Retention Rate: 88.2

- **GENERAL DISCUSSION on retention:** Mr. Earnest Carter suggested to increase awareness of who are Chamber Members that we get yard signs made for the Chamber Members (like our Welcome New Member Signs). It is one more added benefit that we can give to our membership. Our Chamber strongly supports the Chamber Member using Chamber Member referrals and it would be an added way to recognize who are Chamber Members in the Community. The committee unanimously agreed that it would bring awareness and recognition our current members and Karen will get quotes on signs.
- **COVID-19 Efforts- Unemployment -** The Chamber is continuing to update its COVID-19 Website. Karen stated that our unemployment at the end of September was at 4.9%. Pre COVID 19 our unemployment was 3.8%.

Small Business Survey

The committee discussed sending a survey out to our membership to determine how a second shutdown might affect small business. The committee determined that we would have a short 3 question survey:

- 1). How many employees would a potential shutdown affect?
- 2). Do you think your business will survive a second shutdown? Yes or No
- 3). If a second shutdown is implemented what is your estimated loss of revenue?

It was determined that we would gather the data for our elected officials.

SIGNS

The membership committee discussed the importance of educating our small businesses and public on the importance of following the Governors and CDC guidelines to help keep our community safe. Karen and Laura will work on the verbiage of the signs and Karen will get quotes and some proofs of the signs to present to the committee.

- **2020 3rd Quarter Matrix -** Matrix is the same matrix we had at Regular Board Meeting in October for your review.
- **Social Media – Chamber Group Page Dedicated to Chamber Members**
FOLLOW ON FB, Twitter, and Instagram
Facebook: Sylvester-Worth County Chamber of Commerce
Instagram: swcountychamber

Twitter: [swcountychamber](#)

[#swcountychamber](#)

Karen also encouraged everyone to continue to push the importance of using the Community Calander for all our Community Events.

- **Digital Decal – Updated and 2021 Memberships starting to come in** – All of our membership renewal and new member letters for 2021 will have a QR Code where you can scan and get a digital decal for using on your webpage and social media showing you are a member of the Sylvester-Worth County Chamber.
- **Schedule Business Visits – Monthly?? Quarterly?? Poulan, Sumter, Sylvester, and Warwick** - With Chamber Renewals coming in Karen will schedule visits on Thursdays from 10:00 AM to 12:00 to deliver Decals to our membership. Karen also presented the past due membership to our Membership Committee. We will send out notices to those over 90 days they will be dropped if they do not reach out to us to bring their membership current. Karen is working with Suntrust and Pruitt Health.
- **Zoom Meetings / Tech ready Conference Room** – We are working on getting bids for TV's and installation and should have completed by January.
- **SBDC – Business Webinars** – Webinars are free and available to anyone who wants to attend.

NEW BUSINESS:

- **Annual Dinner** – Business of the Year Award – Nominations – We are working on getting sponsorships and nominations. At this time, we are still planning on having the Annual Dinner on February 11, 2021 at the Ag Pavilion. We will have a Country Western Theme.
- **New Businesses in Sylvester-Worth County – Record Ribbon Cuttings**- We are experiencing record business openings and Ribbon Cuttings. Karen asked Mr. John to please put the Ribbon Cuttings in separate editions of the Local. Please plan on attending the upcoming Ribbon Cuttings:
- **Ribbon Cuttings – Dec 4 – RV South** – 11:30 AM and will be serving Lunch
- **Dec 5 - Defining Figures** – Defining Figures at 9:00 AM
- **Business Testimony's** - We will be reaching out to our membership for Testimony's on why they should join the Chamber.
- **Monthly Video's** - Starting in January we will have monthly video's that will highlight Chamber Member Benefits, What is happening in the Community and highlighting our membership.
- **MISSION STATEMENT:** Mr. Chris Shipp asked for the Mission Statement to be read (below). He then stated we should have the Mission Statement of the Membership Committee printed in all publications from the committee. The committee unanimously agreed.

ADJOURNMENT – The next committee meeting for the Membership Committee will be held on February 16, 2021 @ 11:00 AM

MISSION STATEMENT: Create and maintain good public relationships and chamber etiquette through increasing membership and revenue, visiting local businesses and supporting initiatives that highlight local businesses and our community.

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:

Karen M. Rackley