

BAAA Membership Committee Meeting Agenda

Feb. 25 at 9:30am

Lantower at Cypress Creek

I. Welcome & Introductions

a. In person attendance:

- i. Doug Cullaro
- ii. Jack Conner
- iii. Jay Thompson
- iv. Cindy Walters
- v. Theresa Barrios
- vi. Chanel Herrington
- vii. Russ Webb
- viii. Bonnie Gibson

b. Phone attendance:

- i. Cindy Odom
- ii. Alaina Bonessi
- iii. Giovanni Soto
- iv. Natalie Bolin
- v. Wendy Milenkevich

c. Not in attendance:

- i. Stephen Holmes
- ii. Brenda Hallford
- iii. Angela Miller
- iv. Gina Laine
- v. Robert Griffiths

II. BAAA Updates

a. Membership metrics

- i. 200,000+ units and 270+ Associate/Suppliers
 - 1. Numbers expected to decrease at the drop point on March 31, but then increase again with renewals after the drop
- ii. 2020 Membership goals are to stay about 200,000 units and above 260 Associate/Supplier members
- iii. 67% of dues for 2020 have been collected

- b. New member packet changes
 - i. To reduce the amount of paper given and the cost of printing materials for BAAA, we will begin using a smaller one-page version of the welcome packet along with the 2020 decal for new members.
 - ii. Bonnie and Russ are working on the design of this new tool and will send out to the committee once the draft is complete (on or around March 6th) for input.
 - iii. Once the design is complete and prints are ordered/received, we will begin new member visits again.
- c. New member engagement by committee:
 - i. Russ is compiling a list of new members by area since our December mixer and will be sending it to Bonnie to distribute.
 - ii. Each committee member should expect 8-10 members on their list and will call the new members to give them a warm welcome.
 - iii. If for any reason (we know life gets in the way 😊) you cannot make your phone calls by the deadline given, please let Bonnie know.
- d. Membership Committee-ONLY Page on website:
 - i. Russ is working on creating a Membership Committee-ONLY page on our website so that we can share information and access things like a calling script, digital versions of the New Member Mixer flyers and the New Members Welcome pages, etc.
 - ii. This page will NOT be accessible through the main webpage, but through a link that will be sent out to committee members only.
 - iii. Russ will let everyone know when he is done developing the page.

III. Committee Commitment/Responsibilities

- a. The Board of Directors introduced a new committee commitment form (attached) for all committees. They chose to do this to ensure that BAAA has committee members who are committed to growing and shaping BAAA.
- b. Please complete the form and return it to Bonnie whenever you are able.

IV. New Member Mixers

- a. First Quarter 2020:
 - i. We had scheduled a mixer for March 17th, but after realizing that it was St. Patrick's Day, we will need to set a new meeting date/time.
 - ii. I have created a Google form to collect the committee's suggestions of dates/times for our next mixer. Please take a few moments to share your thoughts. You can access it here:
- b. Beyond the First Quarter:
 - i. Eventually our New Member Mixers will merge into a BAAA 101 style event that will allow new sign-ups as well as new employees from current members to attend and learn more about their BAAA membership. These will be held at our new office when we find that location.
 - ii. Until then, we will continue to determine the best place and time to host our New Member Mixers within this committee.

V. 2020 Membership Drive

- a. On March 1st we will begin our 2020 Membership Drive! It will run until June 30th. I have attached the flyer with all of the information and because we had SO many great questions at our meeting, I created a FAQs document as well (also attached).
- b. ALL CURRENT members are eligible to participate in the drive and eligible for prizes.
- c. Members of the Membership Committee will be kept updated with the results of the drive through the designated committee page on the website.
- d. A list of prior members (2016, 2017 & 2018) will be provided to the committee because those members renewing COUNT as new members! This list will be available on the committee member page as well.

VI. Engagement in Polk/Highlands, Pasco/Hernando, Sarasota/Manatee counties

- a. The idea of having sub-committees in our areas outside of Tampa Bay was suggested and will likely be identified moving forward.
- b. For example, Alaina B in Sarasota would work closely with another member in SWFL to further BAAA membership engagement.
- c. If you or you know another member who would like to be on a sub-committee in one of the other counties BAAA covers (think Lakeland/Plant City, Hernando & Citrus counties, etc) please let Bonnie know ASAP.
- d. Committee members were asked to think outside of the box on how to get more engagement from these areas to share at our next committee meeting.