

## **MBCEA Marketing/Membership Committee Charter**

### **Authority**

1. The Marketing/Membership Committee is a committee of the MBCEA Members established pursuant to Article 10 of the MBCEA Bylaws.

### **Membership**

1. The Marketing/Membership Committee shall have a Committee chair appointed by the President as approved by the Executive Committee.
2. The Committee shall have at least five (5) members.
3. A vice-chair shall be appointed by the chair and committee members.

### **Operations**

1. Meetings of the Committee may be called by either the Committee chair, vice-chair, or two (2) or more members of the Committee upon at least five (5) days' written notice of the place, date and time of such meeting.
2. The Committee will meet at such frequency as it may determine but shall meet at least quarterly per year. The chair or vice-chair of the Committee will preside over Committee meetings.
3. A majority of Committee members will constitute a quorum. Committee approvals will require a vote of a majority of the Committee members

present at a meeting at which a quorum is present.

4. The Committee will report its activities to the Board and will keep minutes of its meetings, posted on the [Committee webpage](#).
5. The Executive Director will serve as the Committee's staff liaison.
6. The Committee will review this charter periodically and recommend any proposed changes to the Executive Committee.

### **Responsibilities**

1. The Marketing/Membership Committee shall be responsible for increasing and retaining membership.
2. The Marketing/Membership Committee shall report on the membership metrics of MBCEA and budget update to the Board at each regular meeting of the Board and submit recommendations thereon. It also will develop and recommend an annual budget for discussion and approval within the Finance Committee's 4<sup>th</sup> quarter meeting.
3. The Marketing/Membership Committee shall assist the Board of Directors in fulfilling its oversight responsibilities related to membership consistent with the board's long-term goals as laid out in the strategic plan, posted on [Committee webpage](#).
4. The Marketing/Membership Committee shall provide the Executive Committee with the current year's plan within 60 days of the calendar new year.