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## Membership Committee Meeting

December 20, 2022 10:00am, Via Zoom

### MINUTES

**Members Present:** B. Dixon, R. Aiken, M. Doyle, A. Gold, M. Siver, C. Wilt

**Members Absent:** B. Ahfeld, M. Remington

### Grow Membership

- The committee's first focus will be on lapsed members.
- Rob will compile Matt's data on memberships from 2014 to the present on a spreadsheet.
- The committee will fill in missing data such as reason for not re-joining, key contacts, and contact information as much as possible and reach out to others who may have additional information
- An outreach plan will develop from that list.

### Measures Discussion

- The committee wondered what the target base and target for growth should be.
- The NCA currently has 29 general members at \$250 and 12 sponsor members at \$500 for a total of 41 members and \$13,250 in annual membership dues.
- Securing and maintaining that membership base is Goal 1.
- Moving forward the committee will see how much they are able to accomplish after year one, and set a growth target for year two.

### Testimonials

For our in-person meetings, we will ask one or two members to give a brief testimonial about the benefits of NCA membership to their organization

**Adjournment:** 10:30 am

**Next Meeting:** January 17, 2022 at 10:00am via Zoom