



# U.S. GREEN BUILDING COUNCIL IDAHO CHAPTER

## USGBC Idaho Chapter Membership Committee November 24th, 2009

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**Location:** Red Feather, 246 N 8th St, Downtown Boise

**Time:** 12:00 pm

**Attendance:** Christine Duft, Mark Fledderjohann, Salle Robinson, Kristin Montgomery, Gina Roberts-Wagner

**Discussion:** Annual Membership Event & Survey – Wrap up meeting, 2010 strategic planning

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- I. **Opening remarks**
  
- II. **Committee overview:**
  - a. Membership (Internal) committee
  - b. Committee Aim: To welcome and retain USGBC Idaho Chapter members.
  - c. 2009 Committee:
    1. **Christine Duft-McConville (CTA):** Membership Chair, Member tracking, Board & Finance committee Liaison, Raffle prizes
    2. **Mark Fledderjohann (Modus):** Annual Event Speakers
    3. **Salle Robinson (Business Interiors):** Communications, Annual event catering
    4. **Kristin Montgomery (CTA):** Membership Survey Development, Raffle prizes
    5. **Gina Roberts-Wagner (Seed):** Raffle Prizes, Marketing committee Liaison
    6. **Open position:** Planning & Events committee Liaison
    7. **Other positions needed:** website updates, support for sign-ups at other events, member recruitment/retention strategies, additional surveys, member incentive programs, membership value reinforcement
    8. **Growing the committee:** options for remote participation, recruiting new members.
  
- III. **Taskforce updates and assignments**
  - a. Thank you cards / donation letters to Event donators & speakers
    1. To be written at wrap-up mtg.
  - b. Annual Membership Event budget (\$2500 spent / \$1750 in donations)
    1. comments for next year:
      1. Venue/rentals, comments: better acoustics needed for presentations
      2. Catering/bar, comments: great experience w/ Jenny's
      3. Equipment, comments: 6' screen ok, thumb drives for slides worked well
      4. Raffle prizes, comments: good number, size & variety
      5. Combine for Annual Membership/Fundraising drive next year?
  - c. Membership Sign ups (16 new, 7 renewals)
    1. comments: more laptops and help for sign-ups, sign-up area away from door a bit
  - d. Green Slam speakers & format
    1. comments: good variety & #, rotate slides at 15 sec., invite members to submit
  - e. 2010 Strategic planning meeting Dec 9<sup>th</sup>, 2009 – 2010 membership strategies/issues:
    1. Member communication:
      - a. Website needs to be completed
      - b. Listserv needs to be resolved or replaced

- c. Welcome packets & email reminders need to go out regularly
  - d. Additional surveys for chapter steering
- 2. New member sign ups:
  - a. Corporate & LEED AP stalking
  - b. Referral incentive programs
  - c. Chapter needs laptops/helpers at all major events, workshops, etc.
  - d. Membership committee to host mini-drives at other committee functions throughout the year.
- 3. Retaining members:
  - a. Reminder emails need to be sent regularly
  - b. Current member lists for check-in @ monthly meetings & events
  - c. smaller surveys for targeted feedback to improve member value
  - d. Feedback forms at monthly meetings and events
- 4. Membership value:
  - a. Member discounts at all monthly meetings and events
  - b. LEED workshops, study groups
  - c. Provide P&E committee member feedback for program content
  - d. Provide Branch development continuous stats on out of Boise area members

IV. **Questions/remarks**

- V. **Next meeting time:** 9 a.m. January 6th, 2010 @ Thomas Hammer. Will check into possibilities for attendance from remote. Please RSVP for each meeting to Christine at [christined@ctagroup.com](mailto:christined@ctagroup.com)