

**PEA Membership Committee Meeting**  
**September 14, 2021**  
**Notes from JB Bell, Membership Committee Chair**

Here's the link to the recording for the Membership Committee meeting on September 14, 2021:

<https://www.executives.org/wp-content/uploads/2021/09/membership-committee-meeting-09142021.mp4>

Membership Committee has a target to recruit 6 members by February 2022 (We have 44 members, target 50)

Les Zwiebel – Susan Hannah has talked with him. He will attend the picnic.

Vetting all the way through the process is lengthy right now. Other organizations have meetings once a month with guests. PEA can do something along these lines, so PEA is promoted to prospective members and helps streamline the process.

- JB will send out Action Items from past meeting
- Steve Spratt is approaching people on the categories list that Maureen put together.

M'Lis wants to come on board but she is too busy right now and Flor is interested. She asked if it is possible to attend twice a month. 7:30am is challenging and every week can be too much for some businesses. Don't need to hold Brad Brown's classification.

Discussed recruiting a professional marketer and evolving into different levels of membership. Also, discussed mixing up the types of meetings = morning meetings, small group lunches, etc. Option to attend Zoom meetings or in-person meetings due to logistics. To join PEA has always been about trust relationships.

"Aging out" is a problem for the sustainability of many clubs. Within 5 years, more people will age out. Maybe it could be a combination of identifying recruitment through "cold call" activities, directing interested parties to website or target classifications, and well as "warm call" contacts.

Need to ask every member to participate in recruitment since they know the benefits of being a member. Incentives may be useful such as a discount on next quarter's dues.

If we had a list of 30 categories and get commitment from members to identify which category(ies) they are willing to recruit for with an award/recognition. Could put it online to know who is recruiting who. We could also build this into the pipeline as something expected of new members when they come on board.

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**Additional notes from Judy Johnson, Membership Committee Member, via email on September 17, 2021.**

Thank you, JB.

Two quick thoughts to share:

1. Re: in-person meetings at Sheraton, especially with a Zoom choice. Hybrid meetings.
  - a. My Rotary club now meets both in person and with a Zoom option, and we discussed today:
    - i. More than half the members prefer Zoom and still attend online.
    - ii. Going in person poses new problems:
      1. Technology of integrating both groups including slides, microphone, and in-meeting challenges to the president and co-hosts are constant and distracting.
      2. Sheraton parking is very bad. Lots of construction and resumption of hotel activities results in big challenges to find a parking space. With that understanding by the president, the meeting start time may be delayed.
      3. When I attend in person, I'm reminded how spoiled I was to be able to see and hear everything clearly when on Zoom.
      4. To save money, Sheraton does not use tablecloths. The bare tabletops are noisier when things are set down on them.
  - b. Professional marketer paid to recruit new members for PEA.
    - i. I've been in two organizations including local San Carlos Chamber of Commerce where we did that.
    - ii. In both cases, the results were extremely disappointing.
      1. Marketers worked hard to recruit.
      2. Most prospects didn't join or didn't stay.

Just some thoughts.

Judy