**Executive Committee Meeting**

October 25, 2012

*Sample Agenda and Minutes*

**Executive Committee Meeting**

**AGENDA**

Thursday, October 25, 2012

7am CT (duration 1 hour)

**Call to Order**................................................................................................................................................Smith

**Approval of minutes from Monday, September 17, 2012** …………………………………………………..Smith

**Membership Marketing**…..………………………………………………………………………………...….Schaefer

* Update
* Promotions
* Public relations
* Community programs

**Education Update**………………………………………………………………………………………………...Smith

**Awards Program**…………………………………………………………………………………… .............Carpenter

**Membership Growth and Retention Goals**……………………………………………………… Schaefer/DeRosa

**Business Service Marketplace**…………………………………………………………………………….…...Castillo

**Meeting Schedule**……………………………………………………………………………..………………...Smith/All

* Next Executive Committee meeting
* Next Sub-Committee meetings

**Adjournment**

**Executive Committee Meeting**

**Conference Call**

MINUTES

Monday, September 17, 2012

3 – 4:30 pm CT

In attendance: Mike Smith (Chair), Scott Sorrows, Roger Carpenter, Walter Kann (Southwest Chapter), John Castillo (Atlantic Chapter), Fred Nore, Rick Pennel, Elizabeth Schaefer, Heather Feldt, Amy Barry, and Kristin Lehmann.

1. Smith called the meeting to order.
2. Committee approved July 9 minutes.
3. Schaefer reviewed updated Charter. Schaefer confirmed that Chapter Presidents serve as direct members of the Membership Committee as opposed to separate participants.
4. **Membership Marketing:** 
   1. Schaefer provided update on completed membership marketing activities, which include:
      1. Membership postcard to prospects
      2. Membership e-blast to prospects
      3. Membership print ads and articles in *Monthly* magazine
      4. Membership promotions in membership renewal communications
   2. Schaefer discussed current and upcoming marketing activities, which include:
      1. E-blast to membership survey respondents
      2. E-blast to non-member professionals
      3. Membership promotions in conference communications.
      4. Follow ups to membership marketing e-blasts and mailing
   3. Committee proposed and discussed marketing activities, which include::
      1. Membership promotions to designers
         1. Action item: Staff to reach out to Phillip Stall for insight on what the designers value or would value from membership.
         2. Action item: Staff to craft message that speaks to this audience:
      2. Membership promotions to architects
         1. Action item: Staff to craft message that markets membership to the architectural community.
   4. Additional action items:
      * 1. Schaefer to resend the “member benefit dollar value” form to all Executive Committee members who have not yet completed this form.
        2. These Executive Committee members will complete the form as it applies to their business (e.g., designer, architect) and email to Schaefer.
        3. At that point Schaefer will create two distinct sets of dollar value averages–one for designers, one for architects.
        4. Schaefer will send updated Membership Plan to Executive Committee.
5. **Awards Program:**
   1. Carpenter and Feldt provided an overview of the August 22 Awards Sub-Committee meeting.
   2. Discussion and action items:
      1. Staff to create an e-blast to send to designer members–encouraging the designers forward the e-blast to their customers. The e-blast will promote the *Monthly* magazine awards program and will include an attached application form and due dates for submissions.
      2. Executive Committee discussed the possibility of displaying photos of the winning projects in the Chapters’ contests on the trade show floor.
         1. Committee agreed display of winners should be unified Chapter benefit.
         2. Committee agreed that a standardized form for Chapters should be created.
      3. Action item:
         1. Staff to craft a plan to promote Chapter winners at the Expo.
6. **Accreditation Program:**
   1. Smith and Barry provided overview of the August 13 Accreditation Sub-Committee meeting.
   2. Discussion and action items:
      1. Edema and DeRosa discussed potential of architects qualifying for lower insurance premiums for building and design projects.
      2. Committee referred to the challenge of how to validate the integrity of the buildings the accredited architect designs.
      3. Committee restated the need to reassess the criterion required to become accredited.
7. The next Executive Committee Meeting will take place Thursday, October 25 at 7am CT. The Board members at the New Orleans meeting will meet in a conference room and a conference call dial in will be provided to Chapter Presidents interested in participating.
8. There are no Sub-Committee calls scheduled. The dates of the next Sub-Committee calls will be determined at the October 25 Membership Committee Meeting.

The meeting was adjourned at 4:30 pm CT.