

Membership Meeting Notes Wednesday, March 6, 2024

Thank you so much Bridget for leading yesterday's meeting. You did a great Job :) !

February New Members: 3

February Renewing Members: 32

Membership Retention Ideas:

- A Quarterly Open House at the Chamber
 - Face to Face Experience with better explanation of the "Why" Join the Chamber and explaining that the Chamber is more than events.
 - Have Ambassadors be there.
- Social Media
 - Testimonial Videos of a member expressing what the chamber has done for them. Doing a social media campaign, where members can make a small clip saying what the chamber has done for them and sharing it on their own social media's and tagging our chamber.
- Positively Osceola / News 13 do a feature on us.

Reaching out to Member Prospects:

- Partnering with the city of Saint Cloud to receive a list of newly registered businesses to send them an QR code, Informational Video, and electronic Member Application.

Group Insurance:

- Everyone agrees that the Member Insurance is a great Idea and can be brought to the board for approval.

Exchange Place Discussion:

- Block Party
 - Looking towards doing it on a Saturday in April.
- Should we encourage other members to do it in their plaza?
 - Ideas:
 - If Chamber Takes Care of it, there should be a member/ Non-Member Fee.
 - If the Businesses take care of it, the chamber can assist running it.

How can the Membership Committee bridge the connection of business to business and community to business?

- Ideas:
 - Events Changed/ Catered to different Kinds of Businesses
 - Highlight Businesses at events and create those opportunities for them to network and be able to speak to community leaders, Community influencers or people rather than just business.
 - Create Opportunities for Ambassadors to be able to network and share about not only chamber but speak about their own business.

Upcoming Events:

- New and Current Member Orientation:
 - [New & Current Member Orientation - Mar 11, 2024 \(stcloudflchamber.com\)](https://stcloudflchamber.com)
- Coffee Co-Op:
 - [2024 March Coffee Co-Op - Nona Tax - Mar 19, 2024 \(stcloudflchamber.com\)](https://stcloudflchamber.com)
- Key Life Fitness 5K
 - May 25th
- NEXT MEETING: MAY 1ST
 - 10AM
- Golf Tournament
 - [2024 42nd Annual Golf Tournament Presented by Orlando Health - May 3, 2024 \(stcloudflchamber.com\)](https://stcloudflchamber.com)