

## MEETING ACTION LIST TEMPLATE

**Meeting Title: TCUUC Membership Committee**

**Location: TCUUC**

**Date: 2/2/17**

Agenda Item	Action required	Responsibility	Deadline
<b>PRESENT:</b>	Betty O'Brien, Mary Thayer, Regina Wood, Rev. Paul Johnson Guest: Dixie Gray		
<b>FUTURE OF THE COMMITTEE</b>	Discussion re: future of committee which has lost members, including the Committee Chair. Several remaining members have expressed interest in leaving the committee to work in other areas of TCUUC. Decision: the current members will remain until the end of the fiscal year March 31. The committee and Board will look for new members and a Chair. The primary responsibility of the committee will be to	Committee to continue Visitor Greeting	On-going until March 31
<b>ADVERTISING:</b>	continue the Visitor Greeting program at Sunday Services. Members (Betty, Mary and Regina) were in agreement.  <b>Lyric Theater Program Ads:</b> Mary submitted information to office at TCUUC. Dixie to look into status of getting it paid. <b>Natural Awakenings Ads:</b> For the second time, they did not put our ads in magazine. Committee decided to not use them. Regina to follow-up with publisher.	Dixie-Check on payment to Lyric  Regina-follow-up with publisher of Natural Awakenings	Update next meeting  Update next meeting
<b>MARKETING EVALUATION:</b>	Dixie reported that half of the new members said they heard about TCUUC from the website or Facebook. The other ½ heard from friends and TCUUC members. Discussion on the value of Direct Mail Service and advertising. Committee decided to discontinue the direct mailings and current advertising. Rev. Johnson asked about the TC Palm. Committee decided might be valuable to use that to get our name out (church section). Other suggestions: more robust website that includes Path to Membership, public service announcements and paid announcements on National Public	Committee: discontinue Mailings, discontinue current advertising; research TC Palm Ads; research NPR Ads & PSAs; Update website with Member path; WAs/Greeters refer to brochures	Discuss next meeting

Agenda Item	Action required	Responsibility	Deadline
<b>MAINTAINING CURRENT MEMBERS:</b>	<p>Radio, using more of the UUA Marketing Materials, having the Worship Associates at service and the Visitor Greeters tell new members about the UU Brochures available near Heston Hall.</p> <p>Rev. Johnson suggested that current members be recognized for their years of loyalty. Suggestion: pin or something similar  Mary to check into UUA pin or look on website for other forms.  Will be done March 12.</p>	Mary to look into pins. Committee to decide	March 12 Recognition Ceremony
<b>PIZZA NIGHT:</b>	Monday, March 13. For new members and perspective members. A select group of current members will be contacted and asked to attend, as well as committee members.	<p>Dixie/Elizabeth to contact current select members</p> <p>Committee to order refreshments: beer, drinks, pizza</p>	For March 13 Event
<b>NEW MEMBER SUNDAY:</b>  <b>IMPORTANT DATES:</b>	<p>Mary will represent the Membership Committee for the welcoming of new members to TCUUC this Sunday.</p> <p>Feb. 5-New Members Welcome Sunday Service  March 12-Current Member Loyalty Recognition  March 19-Annual Meeting  March 23-Pizza Night</p>	Mary	Feb. 5
<b>VISITOR GREETING:</b>	<p>Feb. 5 Betty O'Brien  Feb. 12 Regina Wood</p>		

Agenda Item	Action required	Responsibility	Deadline
<b>NEXT MEETING</b>	<b>Location: TCUUC</b> <b>Timings: 2:00pm to 3:30 pm</b> <b>Date: March 2, 2017</b>		