1. Call to Order – 9:00 AM
2. Welcome / Introductions / Roll Call

3. Administrator’s Report: Colleen Miles
   • Approval of Meeting Minutes – October 2019
   • Membership Report
   • Contact Information updates – 2020 Chapter board members & directors

4. President Report: Scott Stuart
   • Membership – (Supplemental attached for discussion)

5. Social Media Report: Irina Pashinina

6. President Elect’s Report: Jim Barnes
   • Update on Gulfstream & South Florida Chapters
   • State PDO – coordinating with the AICP CM program report.

7. VP Member Services Report: Joe Quinn
   • Report (Vice-chairman of Financial Affairs)

   • Report (Vice-chairman to VP of Member Services)
   • Quarterly and Year-End Financial Reports
   • Chapter Year-End Financial reports: reminders and/or status
   • 2020 Budget (looking back budget have been historically approved at Oct meetings)
   • 2020 Merchandise

9. Student Outreach Report – Sam Camp
   • Student Award Applications for 2020 State Conference (deadline May 1, 2020)

10. 2020 State Conference
    • State Conference Committee
    • First Coast (Abby Weiss, et al)
      • Casa Monica in St. Augustine (June 9-12, 2020)
      • Theme: “Taste of Florida”
    • State Board Responsibilities:
      • Sponsorships – coordinate with First Coast
      • Thursday’s Keynote Speaker (David Barth – state board to finalize arrangement / cost)
      • Awards Committee (Jim Barnes)
11. Old Business:
   • **Membership Drive 2020 (attached)**
     • Draft Flyer (Helen LaValley)
     • Coordination through the Overview: info, application, etc…
     • Coordination through the conference planning efforts / notices, etc…
     • Modify website as necessary for easier membership enrollment / payment (Helen / Becky contact through Surfcoast)

12. New Business:
   • Review overall Administrative procedures / contracts (establish Committee)

13. OVERVIEW Editor: Branden Roe

14. Chapter Reports:

15. Future Board Meetings
   • Quarterly Board Meeting Schedule
     o Winter (Jan/Feb 2020)
     o Spring (March / April 2020)
     o Summer (July 2020 – Annual State Conference – St. Augustine)

16. Adjourn
MEMBERSHIP DRIVE 2020 – SUPPLEMENTAL (FOR DISCUSSION)
Continued from Oct 2019 Meeting

**Issues:** Application Form and Process, Payments, and Renewal process

**Current Procedure:**

Renewals are sent out Mid-June in the form of Dues/invoices for the upcoming fiscal / membership year (July 2019-June 2020) June = annual renewal

** if you are not a member or did not renew the previous year for whatever reason, you don’t get an invoice this year...**

Each year Sunni creates a new database using the previous year as a base. This will identify renewals and non-renewals.

**Discussion:**

In addition to an “invoice”, develop a membership drive email / flyer, summary of member benefits .... Email blast previous members, new prospects, as well as renewals...then we can get back on track!

Social media outreach (Facebook, LinkedIn, etc)
    stay active / Unified through the state level

Options for underserved areas -
    With the launch of FPZA (state) facebook page, etc... One thing we could consider for the membership drive could be to promote state membership only - you don’t HAVE to pay for or be a local chapter member...especially for those members that have an “inactive” chapter.

Renewals - Many current or previous members don’t even know if their membership has expired or what their status is within in the group. Membership may be low simply because they are unaware or have not been sent a renewal invoice. If you skipped a payment in the past (intentional or unintentional), you are not even getting noticed of this year’s dues.

**Suggested Action Items:**

- Create a membership drive flyer with benefits, general calendar of events, etc... in addition to just sending and invoice. Ideally if we can have facebook group set up, we can announce it’s launch and direct people to look there for future events and updates...

    Don’t just rely on existing members for renewal. Send membership flyer to all previous members and any other contact list (linkedin, etc...) that we can use.

- “FPZA EZ Pay”

    Make paying for membership easy. Modify website, use paypal, venmo, anedot, etc... whatever app or format makes paying the membership dues “EASY”. Enable chapters to sign up new members at local events either though the website or a payment app....something that does NOT require the pre-approval process as the current website functions.