

Membership Meeting 7/24/25

Attending: Katie Cooney, Karen Wray, Angelo Izzo, Neal Coogler, Mike Feller, Jeanette Loretz, Maureen Clark

1. **Update.** We are almost finished redrafting the Membership process and accompanying documents.
 - There are no major changes to the process, but proposing a Zoom “silent guest” process so someone can get an idea of what PEA is about may seem new since we haven’t used it very much.
 - The last document to revise is the interview form.
 - When the documents are finished, they will go to the Board for approval. Once approved, they will be posted on the website so all members can see what the process is.
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2. **Marketing:** Mike Aronson has created a nice postcard-type document that is a marketing piece for PEA. It will be unveiled at next week’s open house and it should be available at in-person meetings so members can take some and make them available at their businesses.
 - The in-person meetings should have the postcards and hard copies of the membership roster available for members to take. Not everyone is comfortable downloading rosters electronically.

3. **Marketing:** Could the website prominently spotlight (picture and blurb) a couple of members each month with comments about what PEA has done for them?
 - It is important to spotlight current members as well as recruit new members.
 - Current members’ stories might be good advertising for the group.

4. **Membership Updates:** We talked about pending retirements (i.e., Chuck Fulanovich) and wondered whether Todd Langston was still a member. (Katie will check.)
 - We want to encourage retiring/resigning members to recommend/recruit replacements.
 - The Membership Committee needs to be explicitly informed of resignations so we know what classifications are open.

5. **Anniversaries.** PEA has stopped announcing PEA anniversaries. Can Attendance report anniversaries each week as part of the regular meeting?

6. **Recruiting.** Use the new postcard. Renew focus on bringing in new members.