

Ex Com Membership Committee Report 2/2/21

Membership Stats

Enclosed

High-rises

- a. WPH began activating their membership this month as noted on the membership stats.
- b. Penn Center House activation will begin the first week in February.
- c. Our next targeted high-rise is The Rittenhouse Savoy where Rick has reached out and is trying to arrange a zoom presentation with their Board. Maggie and Michele will join Rick for this presentation.
- d. We have identified additional diverse prospects: Ten Rittenhouse, 2101 Co-Op, The Ritz-Carlton, Liberty Place, The Ellington, The Symphony House because members of the the high-rise committee have a particular connection or CCRA has had a working history together. Identifying high-rises where we have an existing relationship increase the chances for success. If any Board member has a relationship and/or lives in a particular high-rise that they think would like to be part of the program, please contact Michele or Rick.
- e. A High-rise rollout article will be featured in the Spring Quarterly.

New and Lapsed Members

Amy has sent the stewardship subcommittee their quarterly assignments this month and reach-outs were made either via email or phone. Any Board member who would like to also help with this easy quarterly initiative, please contact Amy or Michele.

Merchant Partner Program (MP)

The membership committee is working on streamlining and enhancing this program with the goal of soliciting MP's in the spring. Currently we have a list of prospective small, independent local merchants given to us by the committee. If any Board members have merchant recommendations, please send them to Michele or Travis to vet and add to the list if they are not duplicates. A solicitation process has been created along with a Merchant Partner Application Form that will be part of the 'solicitation toolkit' and has been added to the website for easy access. Travis has updated the MP webpage as well two new MP drop down links under the membership tab. A welcome letter and packet is currently being created and a stewardship plan has been formed. A way to track outcomes is also in the works that can be included with the stewardship check-ins.

Respectfully submitted- Michele

