

## Membership Services

Chair: Keith Mullins – Bacchus Vino Etcetera

**Purpose: To oversee the membership development and services function of the South Lake Chamber**

- Recruit 180 new members; retain 71%
- Launch new Recruitment/Retention sub-committee
- Hispanic Council – Susy Gibson (Clermont Automotive & Tire), Chair – Council addressing special needs of Hispanic businesses; Engage in 2010 Census process
- Annual Survey of membership for feedback on organizational goals and to gauge member needs/wants. Target 25% response rate.
- Continue outreach activities in Groveland/Mascotte and Four Corners areas, including networking activities, councils and programs/services.
- Continue “It Pays to Shop South Lake” marketing campaign