

# The Eagle Lake Membership Committee Charter

## Introduction

Eagle Lake located in Texas Township, Kalamazoo County, Michigan is an approximately 250 acre all sports lake. The Eagle Lake Texas Association (ELTA) is comprised of many year-round and seasonal lake residents along with residents who have lake access. The purpose of the association is to protect and improve the environment of Eagle Lake.

## Purpose

This charter developed a Membership Committee for ELTA to increase and enhance membership.

## Background

The revision to the ELTA By-Laws and exciting new changes to the association has increase the need for new members. The membership Charter was developed to focus on increasing awareness of the ELTA and highlight the benefits of membership, in turn increasing the total membership. The committee will provide goals and recommendations to the ELTA Board on how to increase and maintain annually membership.

## Issues

The Membership issues to be studied and assessed by the committee include four broad categories:

- Distinction between members vs. non-members
- Tangible benefits of membership
- Sense of community on Eagle Lake
- Convenient payment methods

## Goals

- Increase membership 20% annually until reaching 80% total membership
- Increase sense of community
- Create value in membership
- Support enhancements
- Create multiple methods of payment
- Create logo items that visually displays membership

## Potential Solutions

The committee will research the viability of potential solution sets that meet the goals and objectives discussed above to improve overall membership. They may include but are not limited to the following:

- Create an ELTA logo to be displayed on “members only” items
- Create additional “members only” items or events
- Create 3 subcommittees: new member welcome team, membership enhancements and growth and retention
- Work with the Communication Committee on a “members only” section of the website

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## Next Steps

To ensure that the committee fulfills its charter, the committee will follow the steps in the figure below to build and provide recommendations to the ELTA:

1. Identify issues – the committee will identify and monitor issues and concerns
2. Identify goals – the committee will identify and update goals as required
3. Review scope – the committee will be mindful of scope to ensure they remain within boundaries
4. Research solution sets – the committee will study and research feasibility and cost effectiveness of various solution sets that improve membership.
5. Determine options – the committee will prioritize and rank the most optimum solution sets
6. Provide recommendations – the committee will document its work and present written recommendations to the ELTA Board

