**Yuma Coalition to End Homelessness**

**Membership Committee Minutes – 2/20/25**

Present: Carlos Flores, Lucia Wilson-ACHIEVE, Elvis Kost-ACHIEVE Carlos Flores TLCR Jessica Martin-RCFBH

The Membership Committee discussed strategies to enhance coalition membership and engagement, noting the absence of several members and the need for reminders. Carlos Flores and Lucia Wilson reviewed the committee's guidelines, emphasizing the importance of updating the website and managing social media as part of their strategic plan. They recognized the necessity of refining these guidelines to align with the coalition's objectives and agreed on the importance of creating informative marketing materials to communicate the coalition's mission effectively. The committee also highlighted the need for regular updates to maintain an accurate online presence and discussed the establishment of an informative newsletter to showcase the coalition's accomplishments and community involvement.

Lucia outlined a new membership agreement form requiring members to participate in at least one subcommittee, noting the low response rate regarding subcommittee interests. To improve member recognition, she suggested creating a flyer or certificate and sending welcome confirmations to new members. The committee addressed organizing member responses to better understand interests in various committees. They agreed on the importance of structured onboarding for new members to ensure active participation and acknowledged the competitive landscape with other coalitions, stressing the need for collaboration and resource sharing to enhance retention.

Chapters & Topics:

Membership Committee Guidelines Discussion

Carlos Flores and Lucia Wilson addressed the low attendance at the meeting and the importance of sending reminders to members. They examined the membership committee's guidelines, emphasizing the need to tailor them to their coalition's specific needs. The discussion included the committee's responsibilities, such as maintaining an online presence and updating social media.

Document Editing and Purpose Discussion

Lucia Wilson and Carlos Flores engaged in a discussion about editing Membership Committee guidelines, specifically addressing the need to add a purpose. They navigated the technical aspects of sharing and enabling editing on the document. Additionally, Lucia suggested including a section about maintaining a social media or web presence.

Membership Committee Responsibilities and Online Presence

Carlos Flores and Lucia Wilson outlined the key responsibilities of the membership committee, which include actively recruiting diverse organizations and individuals to join YCEH and maintaining the coalition's online presence. They agreed on the importance of regular updates to the website and social media, and Lucia suggested incorporating a quarterly newsletter to inform the community about the coalition's activities and accomplishments.

\* Coalition Online Presence Maintenance

Membership Committee Initiatives and Outreach

Carlos Flores and Lucia Wilson addressed the necessity of enhancing community outreach and understanding of the coalition's mission. They proposed creating a quarterly newsletter to share updates on accomplishments and activities. Additionally, they discussed the importance of actively recruiting diverse organizations and individuals to join the coalition.

\* Development of Informative Newsletter

\* Community Engagement and Outreach

Membership Committee Responsibilities and Meeting Guidelines

Lucia Wilson highlighted the need for the membership committee to develop more effective marketing materials, such as brochures, to better inform potential members about the coalition's purpose and offerings. Carlos Flores contributed by suggesting that the committee should meet monthly until foundational tasks are completed and emphasized the importance of having a structured process for welcoming new members and ensuring their engagement.

\* Meeting Guidelines and Structure

Membership Agreement Form Discussion

Lucia Wilson presented the updated membership agreement form, which requires members to actively participate in a minimum of one subcommittee beyond case conferencing. She highlighted the low response rate of 24 individuals regarding their subcommittee preferences and proposed creating a recognition flyer or certificate for new members to acknowledge their participation in the coalition.

Membership Agreement Form Discussion

Lucia Wilson and Carlos Flores worked on the membership agreement form, trying to clarify access and editing capabilities on Google Docs. Carlos expressed confusion about the specific document they were discussing, while Lucia attempted to guide him through the process. Elvis Kost also shared his confusion about the situation.

Action Items:

\* Carlos Flores will send a reminder email to all members about the ongoing meeting.

\* Carlos Flores will ensure the regular update and maintenance of the coalition's online presence, including social media platforms.

\* Carlos Flores will establish an informative newsletter for YCEH accomplishments and community relations.

\* Lucia Wilson will develop and maintain informative pamphlets or materials for the coalition.

\* Carlos Flores will reach out to members who completed the membership form to send a welcome introduction or confirmation.

Key Questions:

\* What are the specific responsibilities of the membership committee?

\* How can the coalition increase awareness and participation among community members?

Notepad:

\* No notes

**Next Meeting Scheduled 3/6/25 @ 10:00am**