



## BOARD COMMITTEE “CHARTER” WORKSHEET and 2018 OBJECTIVES

*Name of Committee:* Membership Committee

*Chairperson:* Lana Burke

*Vice Chairs:* Gina Fedotova, Thomas Petrillo, Nina Shirk

*Allied Liaison:* Michael Hanley

*Charter (reason for being):* For enhanced membership marketing support and to assist in marketing strategies, maintain a Membership Committee to assist in membership development.

### 2018 GOALS related to the 2018 Business Plan

- 1) RETENTION: Maintain current lodging membership at 93.5%.
- 2) Maintain Allied membership at (a minimum of) 479 paid Allied members. Support the efforts of CFHLA to conduct (a minimum) of 6 Potential Member Breakfasts in 2018. (December, January, February, March, April, May)
- 3) For membership development and accountability purposes, the Membership Committee shall meet monthly during the first 3-4 months of 2018. From June – December, the committee will meet on an “as needed” basis.
- 4) Refine Vacation Ownership Membership with a minimum of 18 paid members.
- 5) Maintain Allied membership category entitled “VIP” Member (cap: 25 Allied Memberships).
- 6) Maintain Allied membership category entitled “Silver Partner” (cap: 50 Allied Memberships).
- 7) Maintain Management Company membership at a minimum of 7 paid 2018 members and 10 Vacation Rental Management Members.
- 8) Support the coordination of the following Membership Recruitment Campaigns:
  - POTENTIAL NEW MEMBER BREAKFASTS:
    - Coordinate a minimum of 6 gatherings (December-May) featuring 3 – 4 Board Members and 1 Allied Member as panelists, discussing CFHLA Membership benefits to potential member businesses.
  - VACATION OWNERSHIP CAMPAIGN
    - Working with the Vacation Ownership Council Leadership, maintain the standardized dues schedule policy for the recruitment of the following non-member Vacation Ownership Resorts: GOAL: 4 new Vacation Ownership Members

- VACATION RENTAL CAMPAIGN
  - Continue to advance the Vacation Rentals Program, working in partnership with FVRMA. Secure a minimum of 10 vacation rental management companies as 2018 members
- DUES SWAP:
  - To support added new Lodging Membership, maintain the “DUES SWAP” program, where potential lodging / timeshare members have an option to “pay” 2018 membership dues with actual hotel stays (for auction).
- TOP THREE CAMPAIGN:
  - Invite each Allied Member and Lodging General Manager to forward a minimum of three businesses for potential Membership with CFHLA (these businesses will be invited to Potential New Member Breakfasts).
- MAIL CAMPAIGN:
  - Research and identify non-member lodging establishments and restaurants and mail a recruitment letter, CFHLA membership benefit sheet, and invoice for 2018 membership consideration  
(Mail twice: November and December 2017).
- CONSTRUCTION PROPERTIES CAMPAIGN:
  - To target lodging construction properties for 2018 membership (Goal: 1,000 rooms)

**9) In 2018 each member of the Membership Committee will be encouraged to:**

- **Secure 1 new member**
- **Serve as an “Ambassador Table” host at one (1) Membership Luncheon**
- **Attend 50% of the Membership Committee meetings**

**CFHLA Staff values exceeding your membership expectations.**

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