

Zoom Meeting October 24, 2023

Zoom Meeting Agenda (6:30-7:15 PM)

Welcoming

Why are we having the meeting?

Purpose of Meeting

Discussion of Options

Review of the draft work plan and other ideas.

Committee members/volunteers

Meeting summary and next steps.

Close of the meeting

Meeting Attendees:

Neal Middlebrook Chair

Dale Kidwell

Dave Clark Admin.

Lanell Middlebrooks

Brent Bragg

Leslie Shealy

House Keeping:

Please limit side conversations as it causes voices to cut in and out and interrupts the flow of the meeting.

We will do a round robin to give everyone a chance to offer suggestions/ comments.

Please e-mail any additional comments before or after the meeting.

Purpose of the ZOOM Meeting

To explore ideas for revitalizing our Association. Can we implement actions to help keep the MFA a viable and active family association?

Options:

1. Continue as we are with maintaining the newsletter, the web site and monitoring Facebook.

2. Develop a work plan that would include filling the Presidents position, re-starting annual meetings and addressing other specific actions that we need to implement, both short and longterm.

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3. Dissolve the MFA and donate money to a foundation or charity.

Other Options?

Possible Work Plan Actions:

(The draft actions/recommendations below are based on how we initially envisioned the MFA would function as an organization. A lot has happened over the years (since 2001) and a fresh look with new ideas are essential for us to move forward.)

Establish a committee to address the suggested recommendations/actions below and to develop new ones.

Re-filling the Presidents Position

Include an interest announcement/article in the newsletter, on Facebook and the MFA website. The Board of Directors will vet potential candidates for President.

Resuming MFA Annual Meetings.

Establish a sub-committee to plan the 2024 annual meeting.

Explore Zooming some parts of annual meetings.

Engaging the Board of Directors to take a more active role

Review roles and responsibilities of Board members as outlined in the Articles of Incorporation and By-Laws

Hold quarterly Board meetings through e-mails or by Zoom.

Send out Board meeting notes from the quarterly meetings and the annual meetings to board members for review and comment.

Provide the opportunity for Board of Directors that are not at the annual meetings to be able to vote on business and policy issues.

MFA Facebook Management and Monitoring Processes

Continue to monitor and respond to Facebook posts. Forward posts to an appropriate entity for reply. Ensure e-mails are recorded on mailing lists.

Periodically post family history information on Facebook

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Outreach: Attracting New Members

Outline outreach goals and identify target audiences.

Develop strategies and methods to achieve goals.

Determine if additional outreach actions can be taken to increase membership.

Implement and monitor outreach actions.

MFA Web Site

Explore the option to record e-mails of all inquiries. At present, all e-mails of current/subscriber members and those that sign in on the web site are recorded.

Develop a donation option on the web site. Send out an email to everyone soliciting donations (via Paypal).

Fund in 5 year increments (instead of three year increments) to support maintenance of the website.

Ensure MFA officers know how to generate necessary reports by using the Admin. portal.

Periodically review and update mailing lists to remove bad e-mail addresses and persons deceased.

Ensure new MFA website user accounts, and emails are sent to the officers and appropriate team leaders if known. It could also be instead an automatic forwarded email mfa_membership@middlebrooksfamily.org

Member and Non-Member Inquires

Review the process and policy for current/subscriber members and other inquiries in regards, to e-mail retention and coordination.

Reinforcing Team Leader Roles and Responsibilities

Re-evaluate the roles and responsibilities by soliciting Team Leader input.

Periodically send out a list of current/subscriber members and other inquiries according to team leader. Appoint a team leader coordinator.

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Encourage team leaders to provide ancestor data for the Middlebrooks Family Register Update. Contact Dave Clark for instructions on how to submit ancestor data.

Other Work Plan Ideas/Actions?