

Notes MFA Zoom Mtg. Nov. 8, 2023

In Attendace:

Lanell Middlebrooks
Dale Kidwell
Neal Middlebrook
Ken ?

Discussions:

Outreach/Membership

We have currently 15 paid members and 55 past members (called subscribers) that have not renewed membership. What are the reasons past members have not renewed? Should we not encourage past members to renew their membership as well as attracting new members? We should focus on the benefits of renewal, such help with building family history trees etc.

Actions:

Send out e-mails to past members and those that have logged into the web site, but did not join. Encourage them to renew membership. Send out e-mails by ancestor lines, according to team leader. (Dale has an e-mail list by lines.) Continue to focus outreach on new members by responding to inquiries and retaining all e-mails. (Talk to Dave about how to record e-mails from Facebook inquiries and other sources.)

Annual Meetings

It was suggested we use Zoom for annual meetings. Remove stipulations on the number of members to attend an annual meeting. Plan a revitalization meeting focusing on all ancestor lines, giving people the opportunity to share information on their lines, break out in small groups or have a session for each line with everybody. Look at two days instead of three days for an annual meeting. Texas and Arkansas have the most past members. For 2024 plan the meeting in the Fall.

Actions:

Explore Zoom logistics/capabilities for a Zoom annual meeting.
Ask for volunteers to help plan a 2024 **Revitalization Meeting** including all ancestor lines.

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MFA Web Site

Plan a Zoom meeting with Dave on how to access/use the web site, a tutorial so to speak. Get Dave additional help for website management and maintenance. What is process and requirements of submitting ancestor data to be included in the Register Update? What program Gedcom, vetting etc. MFA application forms need to be revised to include name and e-mail information. Ensure follow-up when application forms are filled out. Review the process for notifying others of new/current members, those that sign- in on the website and other inquiries.

Actions:

Plan a Zoom meeting with Dave to discuss:

Web site tutorial access/use,

Additional web site help with management and maintenance,

Process and requirements for submitting ancestor data to be included in the Register Update.

Revising the MFA application form and identifying the process for ensuring follow-up.

Review the process for notifying others and of new/current members, those that sign- in on the website and other inquiries.

The process needed for retaining e-mails for those currently not being recorded on the web site.

Proposed January 2024 Zoom Meeting

Focus of combining socialization and family history. It would be run like a community forum, with people checking in and out. We would encourage attendees to bring something of value they want to share, information etc. Planning and outreach will be critical to ensure success. Zoom meeting with team leaders discussing their lines. We would need to plan the meeting very soon.

Actions:

Plan the Zoom meeting, including date, outreach and Zoom logistics.