

## **Membership Committee Report**

### **August 2020 to June 2021**

The goals for the Membership Committee include achieving membership growth, as well as supporting the Association's efforts to gain broader member engagement in LPA activities and enhance LPA's image in the community. To that end, initiatives to support these goals included the following:

#### Updating Watershed Property Owner Data:

LPA's lists of watershed property owner names and mailing addresses were consolidated and updated using Glover town records for approximately 150 properties in the Lake Parker watershed. This information will be verified on a regular basis.

#### Increasing Membership Enrollment:

In recent years LPA's spring newsletter and membership information had been emailed to current and recently lapsed LPA members, representing about 60% of approximately 145 property owners eligible for membership. This year, in an effort to reach out to a larger field of potential members, the spring newsletter and membership application were sent via email or, in the absence of an email address, by USPS to all 145 (+or-) property owners in the watershed. This renewed approach appears to have been successful in increasing memberships and worthy of utilizing in the future.

#### Increasing LPA Visibility:

In an effort to build a stronger LPA presence within the Lake Parker community, as well as provide another opportunity to promote LPA membership, a Lake Parker Resource Guide was developed for distribution to all lakeshore property owners. This guide provides handy access to information about Glover town services, lake maps, boating & fishing regs, as well as some basic information on lake and property protection. My thanks to the Board and Member volunteers who helped with content, printing and distribution.

#### Welcoming New Lake Parker Property Owners:

Although I haven't had the opportunity to formally welcome new property owners to Lake Parker and introduce them to LPA, I look forward to doing so as property transfers occur. Members are encouraged to contact [Membership@LakeParker.org](mailto:Membership@LakeParker.org) when learning a property at the lake has a new owner.

Submitted by:

Linda Alderton, chair  
Membership Committee  
June 1, 2021