

JCNA 2023 Annual General Meeting

JCNA Membership Committee Report

Mark Mayuga, Chairman, Nedra Rummell, Co-Chairwoman

The JCNA MEMBERSHIP COMMITTEE leadership and participating club membership chairmen continue to support the 60+ affiliated clubs in their efforts to recover, promote, and recruit members during the 2022 season. This also included the challenges of the COVID-19 pandemic which saw a dramatic decrease in club activities and rosters. As we recover from this global challenge new issues that were never obvious became very evident. We are an aging group of initial memberships that started in the 1960's and 70's and are finally retiring and moving on to other interests, grandchildren, and health issues. As we closed 2022 it was necessary to increase JCNA annual dues, last time occurred in 2013, to cover the organizations operating expenses and replenish our reserves. The loss of members due to COVID-19 and the aging of our base membership contributed to this decrease in revenues.

JCNA's biggest challenge will be moving into the 2023 year with attracting a new generation of JAGUAR owners who are younger and are more socially active. The XK8 and F-Type models offer affordable entry into the JAGUAR OWNERSHIP world. Both are exceptional value for the money. These new owners are younger, socially active via media and social network platforms, they want to meet in groups, network, and experience the JAGUAR Driving camaraderie that was the basis originally of the JCNA founding fathers. To this end, the Membership committee will continue to promote and advise club membership chairmen's, share ideas and initiatives, specifically address issues during quarterly meetings, contribute to newsletters, generate new member recruitment materials and strategies. To continue the ongoing challenges of transitioning into a new generation of JAGUAR CLUB membership with a new approach of social activities and a more casual atmosphere at concours, rally's, and tours.

We believe that the quarterly conference calls and the sharing of ideas and challenges resulted in an increase of JCNA membership during the 2021-22 year. Going forward into 2023, the JCNA Membership committee is tasked with the continuing agenda items to be discussed, improved, rewritten, changed, enhanced, and initiated during the quarterly meetings.

2023 Agenda:

- Review of 2022-23 Membership renewals per club
- Problem areas experienced in renewals tracking.
- Reaching out to late renewal members, individual contact
- Ideas for increasing club memberships for 2023/2024

- Recruiting dealer new car sales customers
- Review of the 20 benefits of JCNA and Club membership services and events, getting the word out to members
- Thinking outside the box for new member and returning member recruitment, social media platforms
- Recruit members to serve on the Social Media Committee
- Suggestions to improve JCNA MEMBERSHIP WEBSITE content, to be updated from 2014.
- Create a **tutorial** for new membership chairman's on "HOW TO" do their job, where to begin, how to report to JCNA ADMINISTRATOR, ongoing membership recruitment programs
- Schedule quarterly Regional ZOOM meetings with clubs to share ideas and challenges
- Promoting Inter-Club events, planning, participation, committees
- JCNA CLUB LOCATOR SERVICE follow through on referrals, updates, reports to MEMCOM CO-CHAIRMAN, Nedra Rummell
- Regional Directors ZOOM meeting regarding membership challenges.
- Encourage more feature articles for the JAGUAR JOURNAL by club and region with emphasis on active members who contribute to successful events and membership growth.
- Leadership Succession within the club and region, planning, mentoring.
- Other ideas, comments, challenges
- *Supporting the newly formed JCNA MARKETING COMMITTEE*

The above Agenda is a continuous process that will be the basis for the 2023-24 Membership Committee meetings. New items will be added as needed. The membership committee format has been very effective in sharing ideas and supporting those clubs which either have limited resources and experiences or are flourishing and are compelled to share their successes.

During the 2022 year we lost several clubs and gained a new Canadian club, it is important that JCNA leadership look at the issues that resulted in the loss of those clubs and that we address those issues openly and frankly. There are many new younger members joining JCNA now, but we are also losing members from the older age groups. It is imperative that we as an organization respond to the interests of those new members who are joining, they are the future leaders of the club.

Respectfully submitted,

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