

Jaguar Clubs of North America

2022 Annual General Meeting

March 26, 2022, Milwaukee, Wisconsin

JCNA Membership Committee Report

Mark Mayuga, Chairman, Nedra Rummell, Co-Chairwoman

The JCNA Membership Committee was active during the 2021 year with four (4) North American ZOOM conferences. The call hosting club was the SUN COAST JAGUAR CLUB, Phill Lodge and John McCarthy hosts. These conference calls included Jaguar clubs from the United States and Canada. The average participation of clubs was 45-50 clubs represented. The participants included the club president, membership chairman, and others interested parties. Agenda items were sent out at least two weeks prior to the phone conference. Additional items for discussion were added by club representatives. In some cases, specific issue that needed resolution or guidance were discussed and resolved or were sent to appropriate JCNA chairman's and leadership.

The primary mission of the Membership Committee during the COVID-19 Pandemic has been to support the club's retention of members during these trying times. Some clubs completely ceased events while others continued to schedule events that were outdoors and in accordance with local jurisdiction COVID-19 mandates. Many clubs managed to maintain regular event schedules such as rally's, tours, concours, and social dinner events. We believe that the quarterly conference calls and the sharing of ideas and challenges resulted in an increase of JCNA membership during the 2021 year. **The JCNA Membership for 2021 was 5,033 up from the 2020 membership of 4667.** Despite the COVID-19 Pandemic, we recaptured those lost memberships, and we in part credit the efforts of the MEMCOM group's added efforts.

Going forward into 2022, the JCNA Membership committee is tasked with the following agenda items to be discussed, improved, rewritten, changed, enhanced, and initiated:

2022 Agenda:

- Review of 2021 Membership renewals per club
- Problem areas experienced
- Reaching out to late renewal members
- Ideas for increasing club memberships for 2022/2023
- 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
- Schedule quarterly Regional ZOOM meetings with clubs to share ideas and challenges
- Staging Inter-Club events, planning, participation, committees
- JCNA CLUB LOCATOR SERVICE follows through on referrals, updates
- Regional Directors ZOOM meeting regarding membership challenges
- Encourage more feature articles for the JAGUAR JOURNAL by club and region
- Leadership development within the club and region, succession planning
- 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 2022 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 2021 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,

Mark Mayuga, Chairman, Nedra Rummell, Chairwoman