

April Membership Committee Update

Chamber of Commerce Board Meeting

The Membership Committee continued its focused efforts in April to promote the Chamber, strengthen engagement, and support new member growth through both structured outreach and in-person connection.

A major initiative this month has been the development and distribution of comprehensive membership packets. These packets clearly communicate the value of Chamber involvement and include:

- Membership fee structure
- Meeting schedules and committee opportunities
- Upcoming events and sponsorship options
- Ways to engage and maximize membership benefits
- Aspirational programs and future event concepts
- Membership and mentorship applications

These materials are being used as a consistent, professional tool to support recruitment and onboarding.

The committee expanded its outreach efforts with direct visits and conversations across a wide range of local businesses and organizations. Engagement included downtown Main Street businesses, grocery stores, gas stations, dental offices, Trinity Lutheran Church, Misty Mountain Pizza, local banks and Edward Jones offices, Eagles Club, Foust Logging, D&B Storage, Napa Auto Parts, Far North Outfitters, Badger Building Supply, North Hill Tire, Cabinets NW, Martin Wood Products, Northern Air, and US Customs. These interactions are helping build stronger relationships, increase awareness, and gather valuable feedback from the business community.

In support of long-term outreach, the committee has begun compiling a categorized spreadsheet of businesses and organizations. This tool will allow for more strategic communication via email and postal service and ensure consistent follow-up with prospective and existing members.

Several valuable insights were gathered during outreach:

- The Wellness Tea Bar recommended increased input from downtown businesses regarding the Kootenai River Days event, specifically addressing customer access to storefronts during the event and the potential relocation of live music to better support business activity.
- The Pupuseria expressed interest in understanding what the Chamber offers local businesses, highlighting an opportunity to further clarify and communicate member benefits.

Additionally, a recommendation was discussed to introduce an owner/operator membership fee of \$75 as an accessible entry point for small business owners.

Member engagement continues to play an important role in growth. Fellow member Linda Collier recently invited Badger Print & Mail (which also has a CPA business interested in joining) and Red's Transmission to engage with the Chamber—great momentum and outreach. Way to go, Linda! This is a strong reminder that all members are encouraged to invite organizations and businesses they are connected with to attend meetings and explore Chamber membership.

Francis Carlson, with BCSC101 inquired about the senior project students volunteering at the Visitor Center on Fridays. This could be a great opportunity to invite additional student organizations to volunteer, maybe Saturdays to staff the Visitor Center.

I attended an Eagles sponsored breakfast and Diana Tombleson and Steve Jamsa mentioned volunteering at the Visitor Center again this summer, along with Kevin?

Moving forward, the committee will continue to:

- Expand membership through targeted outreach and relationship building
- Refine messaging around the value of Chamber membership
- Strengthen communication channels using the developing contact database
- Incorporate community feedback into event planning and member engagement strategies

The committee remains committed to building a more connected, informed, and engaged business community through consistent and intentional efforts.