

Bonnors Ferry Chamber of Commerce

Membership Committee Update – October 2026

Submitted by Darci Price

Membership Renewals & Retention

As we approach membership renewals, I have been reaching out to current members who have expressed some reluctance about renewing their Chamber membership. Rather than simply asking members to renew, I have encouraged them to take another look at what the Chamber is currently providing and what opportunities are available.

I have encouraged members to:

- Attend a Chamber meeting and see what is happening firsthand.
- Review the Chamber website and current member benefits.
- Look for changes, improvements, and new opportunities for involvement.
- Consider how their business can participate in Chamber events, promotions, and partnerships.

Several members have indicated that they are not sure what the Chamber is currently doing for them or how they can take advantage of their membership.

That feedback is important. **If members don't understand the value of their membership, we need to do a better job of communicating that value.**

Recognition & Communication

I think it would be worthwhile to publicly recognize our current members, especially our long-time members, for their continued participation and financial support of the Bonners Ferry Chamber of Commerce.

This could be accomplished through:

- A newspaper article recognizing current and long-time members.
- A feature with 9B News.
- Member spotlights on social media.
- Periodic recognition of businesses reaching membership milestones.

A **quarterly Chamber newsletter** sent directly to members could also help improve communication and participation. It could include upcoming events, Chamber accomplishments, member news, new members, partnership opportunities, and ways members can utilize their Chamber membership.

Event Promotion & Community Awareness

There was also some community feedback regarding the **Longest Table Ice Cream Social**. Several people commented that they were unaware the event was taking place and did not feel there had been enough advertising or promotion.

This is an opportunity to evaluate how we promote Chamber events and whether we are reaching people beyond our existing Chamber audience.

A successful event requires not only planning but also **consistent and visible promotion before the event**. We should consider how we can better utilize member businesses, social media, local news outlets, flyers, the Chamber website, and community partners to spread the word.

New Membership Outreach

While out in the community promoting the Selkirk Association of REALTORS® Fall Food Drive, I have also been talking with local businesses about Chamber membership.

Businesses I have invited to consider joining include:

- Foust Logging
- Deep Creek Storage
- Idaho Forest Group
- North Idaho Energy Logs
- North Idaho Family Dentistry
- Capital Success Property Management

I will continue encouraging local businesses to consider Chamber membership and will emphasize not only what the Chamber can provide to them, but also the value of being part of a business community that supports one another.

Supporting Our Members

One of the simplest ways we can demonstrate the value of Chamber membership is by **using and supporting our own members**.

Whenever possible, the Chamber should utilize member businesses for goods and services. This could include printing, catering, professional services, construction, advertising, venues, food, lodging, and other business needs.

As Chamber members, we should also be setting the example in the community by **shopping local and supporting Chamber members**.

If we want the community to understand the importance of supporting local businesses, we should demonstrate that commitment ourselves.

Moving Forward

Membership retention is not simply about collecting annual dues. It is about creating a Chamber where businesses see value in being involved, feel recognized for their contributions, and understand that their membership helps strengthen the local business community.

My recommendations are:

1. **Improve communication with current members.**
2. **Recognize and thank long-time and current members publicly.**
3. **Consider a quarterly member newsletter.**
4. **Evaluate and strengthen advertising for Chamber events.**
5. **Encourage members to attend meetings and participate.**
6. **Use Chamber members whenever possible for Chamber needs.**
7. **Promote shopping local and supporting Chamber businesses.**
8. **Continue personal outreach to prospective members.**
9. **Clearly communicate what membership provides and how members can utilize their benefits.**

I believe we have a strong foundation of businesses and community members who care about Bonners Ferry and Boundary County. Our challenge is making sure our members **see the value, feel appreciated, and know how to participate.**

Thank you to all of our current and long-time Chamber members for continuing to invest in our community and support the Bonners Ferry Chamber of Commerce. Your membership matters.

Submitted by:

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Membership Committee
Bonners Ferry Chamber of Commerce

P.S. I also submitted an article with photos to the **Bonners Ferry Herald** highlighting the Longest Table Ice Cream Social event. This was an additional effort to increase community awareness and provide some positive local coverage of the Chamber's activities.