



Membership Committee

Committee Purpose: To support the organization's growth by developing and implementing strategies for member recruitment, retention, and engagement. Through outreach to existing and prospective members, the committee fosters a vibrant and active membership community.

2026 Co-Chairs: Kim McAuliffe, City of Georgetown, Josie Falleta, City of San Marcos

Priorities:

- Current Member Engagement and Retention
- New and Lapsed Member Strategies
- Accurate Membership Data and Trends Reporting

Committee Responsibilities:

- Attend monthly committee meetings to share ideas and volunteer for membership tasks.
- Identify and pursue opportunities to recruit new members, including outreach to potential organizations and individuals.
- Contact lapsed members through phone and email to encourage renewal of membership.
- Develop and execute initiatives to improve member retention, ensuring current members remain engaged and connected.
- Support Education Committee with Roundtable outreach and follow-up including invitations to prospective members and follow-up communication.
- Attend TXD events, roundtables, and webinars as an opportunity to foster member interaction and promote community building.
- Track and evaluate membership trends and progress towards Strategic Plan goals, collecting and analyzing data to measure the success of recruitment and retention strategies.
- Monitor the listserv questions and requests to stay informed about member priorities and emerging needs, ensuring that the committee's efforts align with member interests.
- Assist staff with the onboarding process, welcoming new members and guiding them through available resources and opportunities.
- Like and follow Texas Downtown on all platforms, comment, and share when possible.

Staff Responsibilities:

- Provide up-to-date membership roster/information, and direct committee on member outreach needed for retention and recruitment.
- Provide committee with information relevant to track and evaluate membership trends and the data needed to measure the success of recruitment and retention strategies.
- Manage new member outreach including welcome email, Downtown 101 webinar, Resource Library materials, and conference session.
- Coordinate membership outreach call/email log for Board.