

**The Greensboro Association
Membership Committee Report
August 4 2014**

Allison Stegner, chair; Naomi Ranz-Schleifer; Sara Dillon

Membership did not change significantly in 2013-2014; we currently hold strong at 422 members. We continue in our efforts to increase membership of the “next generation,” people new to town, and other Greensboro-ites who are not yet well-represented in the GA. We hope connect with these demographics in several ways:

1. In the coming year, please look for events meant to draw both GA members and non-members, like a milfoil identification and swim, new-members/old-members party, et cetera.
2. Dues for members age 25-29 continue to be free.
3. We are reaching out to new homeowners, local businesses, and select board members.
4. We plan to increase visibility of the GA by posting weekly GA and GA-sponsored events in frequently-trafficked places around town.
5. We hope to better emphasize the strong connection between the GA and stewardship of Greensboro for all, by highlighting our role in lake protection and in support of a wide range of community programs.

Respectfully submitted,
Allison Stegner