

**La Montañita Coop (LMC)**  
**Membership Engagement Committee Charter**

*Approved February 18, 2025*

**Overall Roles and Responsibilities**

- Promote an engaged membership through listening to member concerns, communicating our Ends, and providing information and organizing activities of interest to our members.
- Facilitate communication and planning on special projects, events, and engagement opportunities with Marketing & Membership Director, Co-op members and the Board.
- Monitor and review information about the member-owner experience and consider recommendations for continued health and growth of the membership.
- Build and deepen connections with organizations doing work that aligns with our Ends

**Committee Membership**

- The Committee Chair shall be a Board Director
- Marketing and Membership staff are invited to attend
- Member-owners and visitors are welcome

**Meetings**

The Committee meets every month, on the fourth Tuesday of every month, from 6:00 pm to 7:00 pm using Zoom unless otherwise noted in the agenda.

**Reports**

This Committee will report at least quarterly at the monthly BOD meetings and annually to Member-Owners. This Charter is perpetual, to be reviewed after the new board is seated and approved by the full Board.

**Specific 2025 Goals**

- Coordinate with Staff planning and executing the EarthFest and Annual Member Meeting to incorporate activities that encourage Board-Membership communication and engagement
- Develop, issue, and analyze results from a Board-issued Member Survey focused on membership engagement. Work with the BEND committee to incorporate Board candidate recruitment survey questions.
- Develop a list of priority topics to communicate to membership and subsequent content to be shared via the LMFC website and other communication channels available to the Board.
- Organize an in-person engagement event similar to the book club but potentially incorporating other media beyond books. This could include films, speakers, podcasts to create a more interactive and accessible experience for member participants.