



Membership Value & Engagement Committee Meeting

May 12, 2026

1:00pm – 2:00pm CST; Microsoft TEAMS

Minutes

Attendees: Matthew Phillips, Joanie Spencer, Mike Lavalle, Wes Luczak, Rene Boudreaux

Call to Order & Welcome – Mike LaValle

Ms. Spencer called the meeting to order.

2025-2026 Term Goals – Wes Luczak

Goal #1: Create and track a membership prospect list with committee member assignments. (Policy 20)

Discussion: Wes shared the current status of membership renewals and our most desired prospects. Also sharing the members that decided not to renew their memberships for 2026.

Action Items: No action items at this time.

Goal #2: Identify member companies at-risk. Track and assign each to a committee member.

Discussion: No discussion.

Action Items: No action items at this time.

Goal #3: Formulate and recommend membership policy as needed (Policy 20)

Discussion: No discussion.

Action Items: No action items at this time.

Goal #4: Design and execute three strategies/assets to communicate the value of BEMA membership; for example: commercial spots, General Membership meeting, EOY asset, member-attendee webinar.

Discussion: No discussion was had.

Action Items: No action items at this time.

Mission: BEMA connects, educates, and provides resources for its members and the industry they serve.

Vision: BEMA creates an overwhelming competitive advantage for our members.



Unfinished Business – Joanie Spencer

No unfinished business.

New Business – Joanie Spencer

No unfinished business.

Adjournment – Joanie Spencer

Mrs. Spencer adjourned the meeting at 3:30 p.m.

2025 – 2026 Committee Term Goals	
0%	Create and track a membership prospect list with committee member assignments. (Policy 20)
0%	Identify member companies at-risk. Track and assign each to a committee member. (Policy 20)
0%	Formulate and recommend membership policy as needed (Policy20)
0%	Design and execute three strategies/assets to communicate the value of a BEMA membership; for example: commercial spots, General Membership meetings, EOY asset, member-attendee webinar.

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