

WayNet Annual Board Meeting – Thursday, Sept., 10, 2009

Overview of Past Year:

1. Increase Membership

- (a) Make Our Membership Our Sales Force campaign
- (b) Reduced membership pricing
 - (1) Both running through the entire calendar year of 2009 so we still have almost 1/3 of the year left to make these programs beneficial.
 - (2) Results from Jan through Jul (which encompasses 4 of our 6 meetings or 2/3's of the year) we have added 10 new members and lost 5. So our efforts are on the right side of the fence...we just need to continue to promote what a benefit WayNet membership is and continue this success.

2. Fee Waivers

- (a) January we started discussing our Fee Waiver Policy. At the March meeting it was decided an awareness letter would be drafted by Jane & the Marketing Committee that states we would like a response and a contact update. If this info is not received we may drop their listing on Waynet.org. Jane is following up on this. And this letter I believe tries to politely ask they join as a \$60 member.

3. The Value of Waynet

- (a) We can continue gaining new members by stressing and really promoting the value of WayNet.
 - (1) Bill Pendley's Potter's Wheel Bed and Breakfast has been found by a potential customer because of Waynet.
 - (2) Multitude of links to items of interest, most local
 - (3) Jane created the "How To Center" where people can put articles explaining how to do things they know how to do. (How to make the most of your WayNet Membership – is it up-to-date?)
 - (4) Added **social media** connections like Twitter (145 followers as of yesterday) and Facebook to promote Waynet and allow people who use those programs easier access to us.
 - (5) Continue to share WayNet's pictorial record via **Flickr**
- (b) WayNet's most valuable asset is Jane Holman... in fact one board member recently stated that "Jane is WayNet". I think that's a very true statement, being here from the beginning and being the one that originally built WayNet from the ground up, her care, efforts and attention is one of the main things that helps WayNet continue to grow. On behalf of your board and everyone who uses WayNet I just want to congratulate you and thank you very much for a job well done for another year.

4. The future - What's WayNet's Next Steps

- (a) Site redesign has been suggested – including a weekly feature item – maybe highlight WayNet members.
- (b) Stronger online resource through ebooks – WayNet does have "Books in WayNet.org's library" on Google (link in Mar 2009 Board Report).
- (c) More personal contacts with members and/or potential members.
- (d) Marketing WayNet at Civic events, such as local fairs, Taste of Wayne County.
- (e) Actually use the website to market WayNet itself.

5. Conclusion

- (a) I think that with continued interest, continued brainstorming of ideas, then acting on the ideas we decide are the better ones, continuing and doing more of getting WayNet itself and the name in front of the public we'll see that WayNet will continue to grow and benefit Wayne County. And as your president for the past year I just want to thank each and every one of you for all your efforts and assistance in promoting WayNet. Thank you.