

INFORMATION FOR THE IGS BOARD MEETING

April 18, 2026

From: Pam Washington, 2nd VP, Marketing and Membership Chair

1. MEMBERSHIP

- a. As of the end of March, our membership is 1,071.
- b. That compares with a year ago at the end of March, we were at 844.
- c. That's a 27% increase over last year.
- d. We had two members fund an America 250 special for individual memberships at \$17.76 for new members. Those funds have been used.
- e. We are thankful to the member that shared her idea with the Committee and for the Committee's willingness to help make this successful.

2. MARKETING CALENDAR.

- a. On February 7, we had a presentation by Ricki King on The Legacy of Iowa's Black History.
- b. On March 25, we had a Show and Tell with a 1776 theme. It was fun to hear and see some of the stories that were shared.
- c. May 13-16 will be the Jewelry Sale.
- d. June 13 there will be a presentation on Women in the Revolutionary War. Lois has spearheaded this. The Committee knows of our desire to do a few 1776 themed ideas.
- e. November 14 is an Archie Cook presentation. More information is coming on this.

3. OTHER MARKETING PROJECTS.

- a. Our events on the calendar are geared to entice members and non-members to visit IGS. We have been engaged in a few other projects.
- b. IGS has a new logo. The logo shows that the Iowa Genealogical Society is a Library and Research Center and that it was founded in 1965.
The Committee agrees that it's important to remind current and new members of this fact and this work should have positive long-term effect on our brand. The logo was created by Florence Nicolou. We are in the process of finding and updating all the spots where older versions of the logo are and doing updates. There is a color and black and white version.
- c. April is the first month that we have had an online store. The goal is to make this available to our members and at this point the store will be open during the month of April. The items that are purchased will be made over the next 4-6 weeks. They can be picked up here or sent to your home. We are working with a local company called Images Solutions. This is their business model. I like local. This is a test month.
- d. We did another PBS workshop event. That occurred in February and March over 4 evenings. PBS promoted this for us (we promoted it to our members, of course). The series was \$100 for the classes and PBS and IGS split the proceeds. 267 people participated.

4. RENTALS.

- a. We continue to rent the Conference Center to people that are interested. Events can be one time or multiple events during the year. Which is another source of revenue.