

July 24, 2026

TO: Dennis Davies, Jennifer Darling, Joe Solem

CC: Pam Washington

RE: July 25th Board Meeting – Items from Marketing & Membership

1. MEMBERSHIP

This year, our membership total remains over 1,000 at 1,040. I'm grateful to the person in our marketing committee that suggested the promotional idea of 17.76 memberships with the America 250 theme. Besides backing the difference, this contribution allowed IGS to pop to over 1,000 members. This idea spurred a second person to contribute toward the campaign. It's the first time since I became involved with IGS' marketing committee in 2021 that the membership has reached 1,000.

2. PROMOTIONAL EVENTS

Show & Tell America 250.

2 people that attended showcased that their relative was one of the signers of the Declaration of Independence. The display was for a grandchild for school. Other examples were much appreciated but I sure enjoyed knowing about this fact.

Family Tree Maker Event.

We had a full house in the Conference Center. 100 plus people. Thank you to Sheri for setting this up.

Jewelry Sale.

We had a jewelry sale and brought in several thousand dollars.

UPCOMING:

PBS will be in our parking lot for the State Fair Parade on August 12. They promote us with key points we give them. The Slumber Party will be on 10/3. Archie Cook is on 11/14 this year. Our Christmas party is 12/4 from 2 to 4pm. Iowa Welcome Centers. Updated rack cards were sent to the Iowa Welcome Centers for distribution this year.

3. RENTALS

We continue to have rental customers and earn income from them. The church was great income. They relocated. Tell your friends about our updated and remodeled Conference Center!

4. PBS

We are working on the 2027 PBS workshop event. I plan to meet with PBS for 2027 in August.

5. LOGO WORK

- a. We have replaced any of our prior logos (2) with a new color logo and b/w logo.
- b. The goal is to help people know that we are a library & research center.
- c. If you see one of our old logos, please let me or someone our board know. Consistency helps.
- d. We have new decals on the Conference Center and Main Entrance, and our big front sign outside.
- e. We work locally with Image Solutions this year. They helped me come up with a promotional plan to allow members to buy promo items with the new logo. Some shirts had a 1776 print on the shirt (most popular item). This rolled out for the month of April. We are working toward the next time promotional items will be available. Probably at the Fall Conference. If you have thoughts about promo items you'd like, let me know.

6. OUTSIDE PRESENTATIONS

I am looking at ways we can market IGS by making more targeted presentations to groups in the Metro. The next step is to determine what type of presentation would be helpful for us and for the groups.

7. LORNA - MEMBER ORIENTATION AND VOLUNTEERISM

I am working with Lorna on ways to encourage our members (especially new ones) to stay, renew, and encourage more involvement with the Iowa Genealogical Society.