

# 2020 AGM of the RVBIA

## Member & Community Relations Committee Report



Given the complexity of face to face interactions during COVID-19 our Member Relations has taken a virtual feel. We continue to engage our Members via our newsletters, however this year we moved away from this being our main connection with the Membership. We have found it increasingly important to forward resources, and government support items directly to our mailing lists as a way to ensure that our Membership is up to date.

### Member Outreach

- We completed 2 meaningful surveys of our Members, we gleaned important information from both of these that are helping us to shape the way we do business in 2020 and into 2021.
- We partnered with the Rotman School of business to offer needed support to our Membership.
- We completed an email cleanup, helping to ensure that all of our Members are receiving communications from us.

### Member Updates & Notifications

We sent 26 Member Updates and additional advisories through our Mailchimp email management system and another 60 email notifications sent by our Executive Director. We try not to inundate you with email, so if you are not seeing our Member Updates in your email, please contact the BIA office, or come see me.

### Facebook Discussion Group for Members

We now have 100 Members who have joined our private Members-only Facebook discussion group. Our Members share information about security issues among other things and our staff provides alerts and reminders of opportunities that our business Members can benefit from.

Trent Heipel

Chair, Member & Community Relations Committee