

DRAFT

**Minnesota Medical Association
Membership Task Force**

February 18, 2009
6:00 - 8:00 PM
Murphy Conference Room
Broadway Place West
1300 Godward Street NE, Suite 2500
Minneapolis, MN 55413

Minutes

Members Present:

In Person

Phil Stoltenberg, MD, Chair
Stuart Cameron, MD

Joel Oberstar, MD
George Schoephoerster, MD
John Wust III, MD

Audio Conferencing:

Cindy Firkins-Smith, MD
Charles Helleloid, MD

Members Absent:

Julie Anderson, MD
Eric Gross, MD
Nicholas Meyer, MD
Pramod Kelkar, MD

Bruce Norback, MD
Sandy Popham, MD
Patrick Zook, MD

Staff Present:

Kathy Messerli

Mandy Rubenstein

I. Call to Order/Introductions

Phil Stoltenberg, MD, Chairperson called the meeting to order at 6:05 pm.

II. MMA Membership Summary

Kathy Messerli provided a summary of MMA's membership, including membership numbers and demographics.

III. Communications Survey

Kathy Messerli reviewed the results of the MMA Communications Survey that related to the website and previous task force discussions. Although the survey reflects that few members visit the website, the task force members believe that the site should be expanded to attract more people.

A few ideas that were mentioned include listing physicians' areas of interest to enhance networking, creating the ability to email a colleague from Physician Finder and blogs (non-medical, as well as medical). It was requested that we try to secure "MMA" on Twitter so that we are prepared for future opportunities.

IV. Member and Non-Member Surveys

V. Future Charge for the Membership Task Force

A discussion was held regarding the purpose of this group. **A motion** was passed to recommend converting the task force to a committee. The group also recommended that language related to promotion of MMA policies/advocacy be added to the draft charge.

VI. Next Meeting Date/ Adjournment

The next meeting was scheduled for May 13, 2009 and the meeting was adjourned.

Minutes Submitted by
Kathy Messerli