

**Membership Dues – Observations
(Should MVGA charge membership fees in 2012?)**

Pros

- Establishes the organization as true business organization
- Identifies who MVGA members really are
- Recognizes the value of our programs and who can participate (Marketing, Energy, Monrovia, Recycling)
- Brings in a few extra dollars (25-35 members x \$100?)

Cons

- Creates a decision conflict for growers to decide how to spend their limited membership \$'s. (Too many organizations vying for grower membership dollars)
- At least one false start in 2009-10 requesting funds...then backtracking by announcing we would postpone membership dues because our grant was renewed. Need to make the point that MVG is no longer grant funded.
- Joint membership dues still not established. When will joint membership kick in?
- Has MVGA or its Membership Committee created enough perceived value for growers to join?