Membership Committee Minutes

April 1, 2019

Committee Members: Sarah Donohoe
Ruth Ann Goss
Elden Harms – not present
Michelle Kutzler
Susan Stark – not present
Patty Hasselbring, Chair

Board Liaison: Patty Hasselbring

Staff Liaison: De Monson
Angela Nosal

1.0 Meeting Opening

1.1 Welcome new committee member Sarah Donohoe
Long Acres Alpaca Farm, Pennsylvania.

1.2 News of Importance from AOA: Fiber Extravaganza Fleece Show – get your fleeces in for the show

- New membership trial – fleece show – registry members can purchase a fleece show membership for $60 and that allows them to enter fleeces without buying the special show membership. Committee recommended communication with affiliates to let them know about the change.

2.0 Old Business

2.1 Member Benefits

a. Gift Certificate Benefit – Update on Board action – approved. Start May 1, getting procedures in place. Gift Certificate only for people who are transferring registration on alpacas. Natalie working on certificate design.

2.2 Contacts with Members

a. New members – welcome call (on hold until after lapsed members) – discussed which group of "new" – those that have created account, joined at any level)

b. Lapsed members – we want to contact all lapsed members, both association and registry. Also discussion of automatic membership renewal.

3.0 New Business

3.1 Strategic Plan and related committee plans

a. Selection of Strategic Plan initiatives: Youth, Fiber, Membership Structure. Michelle found information about earlier discussion regarding youth involvement and will forward to committee. Sarah will send the committee two articles that she wrote regarding business plans and focus, which may give good framework for thinking about memberships. Walking fleece shows are gaining momentum. Any other committee members who have suggested reading that may impact membership levels please send out.

b. Development of our action plan – discussion. We will prioritize actions next meeting.

4.0 Minutes for Approval

4.1 Minutes from 2/7/19 Michelle moved, Ruth Ann seconded. Motion carried.

5.0 Meeting Wrap

5.1 Review Action Items Hasselbring

5.2 Next Meeting Date: Monday, May 6, 2019 at 3 PM PST/6 PM EST

5.3 Adjournment