Membership Committee (MemberCom) MINUTES

Committee Members: Jim Beck
Ruth Anne Goss
Michelle Kutzler
Bonnie Potter, Chair

Board Liaison: Patty Hasselbring

Staff Liaison: De Monson
Angela Nosal

Meeting: **Conference Call – Monday, January 1, 2018**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening at 4:03 PM Pacific Time.

1.1 Welcome Angela: Angela Nosal was welcomed to the committee and she explained her duties and responsibilities as AOA Event and Member Services Coordinator.

1.2 AOA News of Importance: Hasselbring shared what has been done/needs to be done on the Strategic Plan. Board members are being assigned as liaisons for specific items in the Strategic Plan and Patty assignments are: increase paid memberships, provide increased value and develop education strategy. Hasselbring and Monson reported on the recent roll out of the website changes which include enhancements to the EPD tools. Benefits will be promoted with Alpacagrams. Membership renewal is going well as are sponsorships and marketing packages. Monson answered questions about using the website on mobile devises such as tablets cell phones, and reported that we will be able to track how many use the digital magazine.

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Potter reported that she has not received any new information, so she will contact the Executive Director.

2.1 AOA Youth Membership. It was suggested that the Youth Committee be invited to join us on our next call which is scheduled for Feb 5th. Potter will contact the Youth Committee Chair and invite them to attend our call.

2.3. Membership Survey Update: No additional input was received from committee members, thus Potter and Hasselbring made the decision to send the draft survey questions to the AOA staff for their review and input before it goes to the Board.

3.0 New Business

3.1 Change in Meeting Date: Our meetings will be held on the 1st Monday of the Month at 7 PM Eastern/4 PM Pacific Time.

4.0 Approval of Minutes

4.1 Minutes of 10/11/17 meeting. Kutzler made motion to approve the minutes as written; Goss seconded the motion. Motion carried.

4.0 Meeting Wrap

4.1 Review Action Items: Potter reviewed action items.

4.2 Next Meeting Date: First Monday, February 5, 2018 at 4 PM Pacific/7 PM Eastern.

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3.3 Adjournment: meeting adjourned at 4:35 PM Pacific Time.

Minutes submitted by Bonnie Potter.