Membership Committee

Minutes
October 12, 2020

Committee Members: Sarah Donohoe
Elden Harms
Michelle Kutzler
Kathy Brown
Patty Hasselbring, Chair and Board Liaison

Staff Liaison: De Monson
Alyssa Winterfield

1.0 Meeting Opening

1.1 News of Importance from AOA

- Good feedback from National Alpaca Farm Days, considering COVID responses
- Committee membership terms – 3 year terms
- We will use Google Hangouts for future meetings. Dee has scheduled them all and the system will send us the link for each meeting. The phone number for those who prefer to call in will stay the same.

2.0 Projects

2.1 Veterinary Assistance for Members

Background: Purpose of project is to develop mechanism for members to have access to after hours and weekend vet consultation if they aren't able to get in touch with their own vet. De developing page on website for our review.

- Status Report – De – will send us a link for this page and we can review

2.2 Contacts with New Members – Discussion and up to date by next month.

2.2 Youth Involvement

Status Report:

- Recommendation has been forwarded to Board for Youth Membership. Will be part of overall package concerning membership levels and benefits

3.0 Plan – Membership Levels and Benefits

3.1 Membership Survey – update – Deadline was yesterday.

3.2 Matrix of membership levels/benefits

- De will send link for membership so we can look at what staff has worked on and make comments.

4.0 Communications with Members - Discussion

4.1 Discussion of communications and education

Discussion of differences between education and communication. There may be needs in both areas, but they mean different things. Focus first on communication.

Committee will brainstorm ideas regarding communication.

Education – Carried over
Committee assistance in promoting communications
Working through existing networks

1. Shearers – a possible way to provide information about registration and AOA website resources to owners getting sheared?
2. What new owners ask about most: registration. How can we help?

5.0 Minutes for Approval

Minutes from 9/14/20: Michelle made motion to accept, Sarah seconded. Motion carried.

6.0 Meeting Wrap

Next Meeting Date: Monday, November 9, 2020, at 3 PM PST/6 PM EST. Committee will not meet in December.