# AOA Membership Committee

# Agenda

# September 12, 2022

Committee Members Present: Kathy Brown
Brittany Richardson
Jennie Mezick
Sarah Donahoe, Chairperson

Staff Liaison: De Monson

Board Liaison:
Executive Director:

**1.0 Opening Remarks**

Committee members reported on their New Member Calls since last month. There was one followup call made to a member that had a suggestion. One new member expressed concern about finding mentor. Had already joined affiliate and went to NEFC. Still had many questions, but didn't know how to find a "good" mentor. Discussion on setting alpaca owner standards of care and need for same followed by validation of member's standing in AOA as means to both promote our members as trustworthy and standard abiding mentors. Also discussion of referring questions from AOA members to appropriate committees. Agree to revisit in future meetings.

Discussion on social media preferences. Update on Marketing Committee and using more Instagram rather than Facebook. Discussion on surveying members to identify their preferred social media(s)

Lori Grimes Disclosure approved for membership committee by all.

**2.0 Minutes for Approval**

**2.1** Minutes from August, 2022

**3.0 Old Business**

**3.1 AOA Membership Committee Annual Plan 2022**

AOA Membership Committee Annual Plan

**3.2 Recruitment Program–Update on Mill Recruitment**

Robin recommended and agreed by committee to start with a smaller group of mills that have already agreed to help with project. AOA will send out cards and cover letter to those mills on list that have agreed to help with recruiting new members by giving their customers AOA recruitment cards. AOA to have QR code with link to landing page.

### 3.3 Existing Member Phone Calls–Update

Committee agreement to do one additional phone call per month to existing member. Sarah to draft “talking points.” De will make a separate spreadsheet with this listing. Wil do as a trial for three months then evaluate.

## 4.0 New Business

### 4.1 Membership Renewal Drive

Reviewed information from Robin about member renewal projects.
Discussion on ways to promote membership renewal. Agreement to review next month as membership renewal starts December 1, 2022

## 5.0 Adjournment

Meeting adjourned at 7:05 PM EDT
October 10th, 2022 at 6PM EDT/3PM PDT