Membership Committee (MemberCom) MINUTES

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

Board Liaison: Patty Hasselbring

Meeting: **Conference Call – Wednesday, August 9, 2017**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening at 4:00 PM Pacific Time.

1.1 Committee Status Change: Potter reported that at the last AOA Board Meeting, the Membership Committee was changed from an ad-hoc committee to a standing committee, and Patty Hasselbring was approved as the Board Liaison to the committee. All committee members in attendance introduced themselves to Patty, and she introduced herself to the committee members.

1.2 Potter welcomed Hasselbring and explained her role as Board Liaison.

1.3 AOA News of Importance: Potter briefly discussed the National Fleece Conference, and that she finished her term as AOA Board Member when the new Board was seated in Sacramento, but she will continue as Chair of the Membership Committee. Hasselbring reiterated the change in status of the committee and asked what level of membership we each had? Each member reported their status and Potter reported that per Policy, committee members must be a Registry or Association member of AOA. There was discussion about whether it would be helpful to have an unpaid Alpaca Owner on the committee to better understand why they have not become paid members. Hasselbring asked about the request sent to Committee Chairs, and Potter reported that the request had been completed and had been returned to the Executive Director prior to the deadline. Committee members will receive a copy for their review and comment.

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Potter reported that there has been no new information since the proposed Ground Rules were sent to the Executive Director to forward to the AOA Attorney. It was suggested that Potter ask for a projected timeline for completion which will be sent to the Executive Director via Board Liaison.

2.1 AOA Youth Membership. Potter reported that she forwarded the ideas we discussed to the Youth Committee Chair. At that time they had not decided on a meeting date. It was suggested that we request a projected timeline and offer to join them on a joint call if they have questions. Potter will take for action.

2.3. Current Membership Benefits: Discussion was resumed in order to obtain input from the new Board Liaison. Potter provided some history on the origin of the committee, which was formed in response to the Strategic Plan Goal Five on growing the paid membership which was developed based on member input. Hasselbring has had members talk to her about the lack of perceived value of paid membership, and there appears to be a lack of understanding of benefits that are currently available. Recommendations that the committee has previously made to, and had approved by the AOA were reviewed. Comments were made about the AOA website which might be improved to make information easier to find, and easier to read. There was discussion about surveys that have been done, and how much we know about what members want from a paid membership. Since the digital Alpacas Magazine is available to Registry Members, there was discussion about what members appreciate or value about the magazine. The possibility of surveying the membership was discussed as well as concerns about the effectiveness of various forms of communication (email, print, social media, phone call, etc.). The fact that the Strategic Plan was developed in response to member input was noted as something that should be communicated again so that members know that their opinion matters. It was decided that all committee members would develop some ideas on what should be asked in a future survey for our next committee meeting. Potter will distribute information from prior survey.

3.0 New Business

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3.1 New Member Types to Consider: deferred due to lack of time.

4.0 Approval of Minutes

4.1 Minutes of 7/12/17 meeting. Goss made motion to approve the minutes as written; Kutzler seconded the motion. Motion carried.

4.0 Meeting Wrap

4.1 Review Action Items: Potter reviewed action items.

4.2 Next Meeting Date: Second Wednesday, September 13, 2017 at 4 PM Pacific/7 PM Eastern.

3.3 Adjournment: meeting adjourned at 5:08 PM Pacific Time.

Minutes submitted by Bonnie Potter.