Membership Committee Minutes

Committee Members: Ruth Ann Goss
Elden Harms
Michelle Kutzler
Susan Stark (absent)
Patty Hasselbring, Chair

Board Liaison: Patty Hasselbring

Staff Liaison: De Monson
Angela Nosal

Guest: Margie Ault

Meeting: Conference Call – Monday, January 7, 2019
6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Called to order at 5:01

1.1 News of Importance from AOA: Shining Star award nominations open until January 22. Membership renewals open. Today we are ahead of last year. Nationals – registration is open. Extravaganza info out soon

2.0 Guest – Camelid Companion Certification – Margie Ault

Gathered training certifiers throughout fall: judges, long time owners, across country. ID'd people who have knowledge and geographically represent the country. Michelle is one of the people involved. Currently making sure that the forms are on the website. The goal is to have the program released at the end of January. Certification could be done at a show, if there was enough space and there is a certifier available at the show, or it could be done at other gatherings. Just need a 4 panel stall, plus a certifier. Margie is meeting with all show supers / event coordinators on the 15th of January, and Margie will share with them how this works. Will take a while to ramp up. Should not take extra energy from shows. Margie offered to come back any time to discuss and evaluate.

3.0 Old Business

2.1 Social Media Promotion: Patty working on potential monthly social media posts. Discussed the importance of sharing posts from AOA or about AOA with your own networks so members and potential members understand the great benefits offered by AOA.

2.2 PowerPoint: The PowerPoint is about done. Michelle had made some suggestions on Bud's latest revision. Michelle will send that out again.

2.3 Review of Membership Survey summary: Summary of results from June 2018 to be reviewed again as backdrop for future planning by committee and so that related areas can be identified in the Strategic Plan when completed.

4.0 New Business

4.1 Strategic Plan: Strategic Plan should be finalized in February.

4.2 Member Benefit Discussion: Elden Harms' shared idea of 6 month complimentary membership for new owners, with automated emails going out periodically during that time to the new owners, promoting educational materials that are already there so they can see value in membership. Ruth Ann noted discussion earlier re types of membership – when you sell an animal could include a membership for new owner… perhaps a reduced cost membership? (De pointed out next roll-out – Spring – April or May. 6 month membership would require programming changes and needs to be planned carefully. Changes are expensive.)

De will send the committee a list of what a new member gets from AOA. De said there is a possibility to add more emails into the process of communicating with new members.

Elden shared information about member retention with the committee. We need to look not only at new members but also retaining members. Know why they join, know why they leave. Committee members are asked to read this information for the next meeting, and also to do their own research regarding membership recruitment and retention strategies.

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Assignment for committee members: 1) think more about the gift membership and 2) the member attraction/retention articles and any others they could find. This will be on the agenda for the next meeting.

5.0 Minutes for Approval

Minutes from 12/6/18: Elden Harms moved to accept. Ruth Ann seconded. Motion passed.

6.0 Meeting Wrap

5.1 Review Action Items — Hasselbring

5.2 Next Meeting Date: Monday, February 4, 2019 at 3 PM PST/6 PM EST

5.3 Adjournment

Minutes prepared by Patty Hasselbring