AOA Membership Committee
Minutes
May 2024

Committee Members Present:
Kathy Brown
Elden Harms
Brittany Richardson
Terese Schmidt
Beth Turner

Staff Liaison: De Monson
Board Liaison:
Executive Director: Robin Gifford

Meeting: Monday, May 13, 2024
6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Opening Remarks		
2.0 February Minutes for Approval Elden *move, Beth second, all approve*	**All**	
3.0 Old Business **3.1 Shearer Recruitment Cards** De reported that engagement with landing page has been minimal: 11 Views, 8 users, 1.38 views per user, average engagement time 43 sec, 3 event count clicks. Group expressed disappointment, but it was pointed out that there is no way to know how many cards were actually distributed and how many went to existing members. Also, farms in northern areas are just now beginning to shear. All agreed to be patient to see if engagement increases before making any inferences or interpretations.		
3.2 AOA Member Recognition Program 1 CONCEPT		

	2 OPERATION 3 DETAILS Robin shared that there was significant pushback when the program was shared with affiliates, but that some of the ideas were good. Beth shared that she has talked with people at shows and there are mixed feelings. Program is voluntary, but if a farm decides not to participate will it reflect badly? FOMO. Elden pointed out that people don't want to be conspicuous in their absence - could there be unintended negative consequences? Robin asked for discussion around whether to call the program recognition vs. verification - as a fund raiser she reserves "recognition" for donors. We didn't resolve this question. Robin raised the concern about how much staff time will *actually* be required, as she goes to board budget meeting. Program is intended not to require staff time, but is that realistic? Focused discussion on *why* AOA should pursue this program: - A way for small farms to get recognition? - Increase visibility? - Increase credibility? - Level the field among breeders? Will this program achieve it's purpose: To attract and retain membership by offering two programs designed to recognize farms and ranches for expertise and commitment to the alpaca industry. Need to focus discussion on WHY this is an important program: - How does it benefit the alpaca industry - Will it increase visibility and credibility for all farms? - Will it help all farms, regardless of size and financial resources? - What will AOA do for farms who choose to		

participate? Committee agreed that it would be good to focus on one component (Kathy suggests fiber component) to start so we can see how well received the program is before putting a lot of work into it.		
New Business *None*		
Adjournment–*adjourned at 7:00 EST* **Next meeting June 10, 2024** at 6PM EDT/3PM PDT		