AOA Membership Committee
October 11, 2021 Minutes

Committee Members: Kathy Brown
Ron Cosner
Elden Harms
Dana Rhoades
Luke Stultz
Sarah Donahoe, Chairperson

Staff Liaison: De Monson
Alyssa Winterfeld

Board Liaison: Lynn Edens

Executive Director: Robin Gifford

Meeting: Monday, October 11, 2021
6:00 PM Eastern Time/3:00 PM Pacific Time

Join with Google Meet

1.0 Opening Remarks

1.1 Welcome Luke Stultz!

1.2 Thank you Elden for sharing the website. Good information on www.blueavocado.com and www.wildapricot.com about membership drives and retention.

2.0 Minutes for Approval

2.1 Minutes from September, 2021--Elden motioned, Kathy second, all approved

3.0 Old Business

3.1 AOA Membership Gift Program--Review of draft page (Sarah)
Tabled for now

3.2 Unpaid Active Members (UAM)--Review of email to send to UAM (Robin)
Tabled for now

3.3 AOA Website Revisions (Sarah)
Task completed

3.4 AOA new member calls
Reminder to catch up on new member calls plus mention new membership levels for 2022

3.5 Membership Committee Communication and Records — (Sarah)
Tabled for now

4.0. New Business

4.1 Zoom call November 17 at 1:30 PM EST/12:30 CST--Call for membership committee to participate in zoom call

4.2 Membership Map
Majority of meeting was spent discussing new membership levels and enrollment for 2022. Three letters from Robin reviewed--these to be sent to current members providing additional information. Letters to go out Dec 1, 2021 with follow-up letters on Dec 15, 2021 and again Jan 1 2022. Membership Map is a simplified decision tree for determining which membership level and it was reviewed by the membership committee. Lengthy discussion on website design for membership enrollment/renewal tab. Multiple suggestions which Sarah will take to the AOA Marketing Task Force meeting October 12, 2021. Encouragement of all AOA Membership Committee to participate in the zoom call on November 17th, 2021 at 1:30 PM EST. Discussion to open this zoom meeting to everyone, not just AOA Members. Committee encouraged to post and promote zoom meeting.

4.3 Shearer Cards (Elden)--reminder that we will start soon to plan for 2022 Shearer Cards Tabled for now

5.0 News of Importance from AOA — (Robin, De, Alyssa Winterfeld)--preparation for new membership levels

6.0 Meeting Wrap
Adjourned at 7:10 PM.
Next Meeting Date: Monday, November 8, at 6 PM EST/3 PM PST