Membership Committee (MemberCom) MINUTES

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

Board Liaison: Patty Hasselbring

Staff Liaison: De Monson

Meeting: **Conference Call – Wednesday, September 13, 2017**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening at 4:00 PM Pacific Time.

1.1 AOA News of Importance: Potter introduced De Monson as the Staff Liaison to the committee. She has established and email group for us to use and put the committee membership on the website. Hasselbring reported that the Board is working on a location for the Fleece Conference next year. Monson reported that they are wrapping up the AOG which has many great ads! YoCom McColl is wrapping up the fleece testing for the EPD program and NAFD is coming up soon with lots of PR being done for participants.

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. Executive Director was asked by Potter for a timeline, which was to have been Labor Day.

2.1 AOA Youth Membership. Potter reviewed the input she received from the Youth Committee, and discussed ideas for the next step. Before moving forward, there needs to be a discussion and decision about which committee will develop what portions of the membership so that we are not duplicating efforts. Kutzler has experience with the ILR Universal Awards Program and is willing to develop the specifications of components for an Awards Program, such as essay, fiber art and photo contest requirements. Potter will discuss with Youth Committee Chair. Hasselbring noted the need for a marketing plan and resource requirement projections. Monson noted that AOA usually does two software rollouts per year and there will be a programming cost once youth membership benefits are defined.

2.3. Current Membership Benefits: Potter led the discussion on information that was provided from prior surveys. General survey result information was presented to the membership in various ways as part of the education on the Strategic Plan. Specific questions previously asked were discussed and many were identified as questions that should be asked again. Questions about current membership benefits should also be included. It was suggested that survey results be shared with members as well as actions taken so that members know that we are responding to their concerns, and also to remind them of benefits. Potter will draft a survey based on input for the committee to review.

3.0 New Business

3.1 New Membership Types to Consider: Potter reported that during the strategic planning process there was interest expressed in a fiber oriented membership and/or an alpaca lover membership. Many fiber artists do not own alpacas. Discussion centered around how we might provide value in joining AOA such as reduced fees for fiber entries in shows, connecting with other fiber artists, mentoring, etc. Discussion will be continued at our next meeting.

4.0 Approval of Minutes

4.1 Minutes of 8/9/17 meeting. Goss made motion to approve the minutes as written; Kutzler seconded the motion. Motion carried.

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4.0 Meeting Wrap

4.1 Review Action Items: Potter reviewed action items.

4.2 Next Meeting Date: Second Wednesday, October 11, 2017 at 4 PM Pacific/7 PM Eastern.

3.3 Adjournment: meeting adjourned at 5:02 PM Pacific Time.

Minutes submitted by Bonnie Potter.