Membership Committee (MemberCom) MINUTES

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

Board Liaison: Patty Hasselbring: absent

Staff Liaison: De Monson: absent
Angela Nosal; joined midway

Meeting: **Conference Call – Monday, May 7, 2018**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening:

1.1 News of Importance from AOA: Nosal reported on the success of the National Alpaca Halter Show and preparations in progress for the National Fleece Extravaganza and Show in July.

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Potter reported that Margie will be responsible for implementation, and she is working on getting all of the documents in the correct format with the AOA logo.

2.2 Membership Survey Update: Potter reported that it went out to the members.

2.3 Membership Gift Certificate Idea: no new information to report.

2.4 Continued Discussion on Ideas for Marketing Paid Memberships: There was a lengthy discussion on the member education which can be found in several areas on the AOA website (Learn in top blue banner; Member Education in Middle red banner; Member Documents and Education, link to About Alpacas and Alpaca Academy at bottom). The Partners of AOA sites are not educational and probably should be moved. Camelid Distance Education link is only about Kansas State no longer has the distance education information. There should be more photos in several articles such as About Alpacas and Alpaca Fiber. Need a Youth section. Where Registry Members accesses Alpacas Magazine is not clear. Ranch Locator is not accurate. Many of the articles are dated. It would be nice to have more information with photos on Body Condition Scoring, Halter Fit, Nails, etc. We might consider providing a list of shearers, conferences, etc. The Fiber Resource Directory needs to be updated. We will continue the discussion at our next meeting. We all need to think about the information that might be useful in an AOA brochure.

3.0 New Business: none.

4.0 Approval of Minutes: Kutzler made a motion to approve the minutes from 4/2/18, which was seconded by Potter. Motion carried.

4.0 Meeting Wrap

4.1 Review of Action Items**:** Potter reviewed the action items.

4.2 Next Meeting Date: First Monday, June 4, 2018 at 4 PM Pacific/7 PM Eastern. Kutzler will not be able to make the call.

4.3 The meeting was adjourned at 4:55 PM Pacific Time.

Minutes submitted by Bonnie Potter.