Committee

AOA Membership

September 13, 2021 Minutes

Committee Members:	Kathy Brown--excused Ron Cosner Elden Harms--excused Dana Rhoades Sarah Donahoe, Chairperson
Staff Liaison:	De Monson Alyssa Winterfeld
AOA Director:	Robin Gifford
Board Liaison:	Lynn Edens--excused
Meeting:	Monday, September 13, 2021 6:00 PM Eastern Time/3:00 PM Pacific Time Join with Google Meet

1.0 Meeting Opening

1.1 News of Importance from AOA — (Robin, De, Alyssa Winterfeld)--moved to end of meeting now for monthly meetings. Ran out of time to discuss this month.

2.0 Old Business

2.1 AOA Membership Gift Program--Review of list of members giving gifts (De Monson)-- year review and discussion of Gift Program. Sarah to draft ideas that were generated by committee and put into format of problem identification, action plan and goal for program. Members to review on own and submit ideas to the draft document. Time frame one month. Draft to be reviewed by Robin

2.2 Unpaid Active Members (UAM)--Review of unpaid active members (De Monson)-- List of unpaid active members approximately 800. Discussion on how to make this a manageable project. First step is to create an email to send to UAM. Robin to draft email and send out to membership committee for review. You can respond directly to Robin Anticipate a tiered approach to connecting with this group

2.3 AOA Membership Committee “Survey”--Review of new survey questions (Robin)--survey was put on hold for now. We can revisit and design a survey if needed in future. Anticipated use would be phone calls with unpaid active members. Purpose is to obtain feedback on why persons no longer belong to AOA with ultimate goal of improving retention rate.

2.4 AOA Website Revisions--See link
(Sarah)--Website Page Visits (De Monson) Reminder of need to do a review of AOA Website. Members to post comments to shared document over the next month or send directly to Robin Purpose is twofold

1. Ensure individual member familiarity with AOA Website Content
2. Evaluate AOA Website and make suggestions for revision in terms of content and layout.

2.5 AOA new member calls--Reminder to catch up on new member calls

3.0. New Business

3.1 Membership Committee Communication and Records — (Sarah and De)
Brief presentation of central record keeping for committee. Committee members to contact Sarah prior to next meeting for individual orientation

4.0 Minutes for Approval

Minutes from August, 2021--Minutes to be approved via email as lacked forum

5.0 Meeting Wrap

Meeting adjoined at 7:10 PM EST
Next Meeting Date: Monday, October 11, at 3 PM PST/6 PM EST