Membership Committee (MemberCom) MINUTES

Committee Members: Ruth Anne Goss (absent)
Elden Harms
Michelle Kutzler
Susan Stark
Bonnie Potter, Chair

Board Liaison: Patty Hasselbring

Staff Liaison: De Monson
Angela Nosal

Meeting: **Conference Call – Monday, September 6, 2018**
6 PM Eastern Time/3 PM Pacific Time

1.0 Meeting Opening: called to order at 6:02 PM Eastern Time.

1.1 New member Elden Harms was introduced and welcomed to the committee.

1.2 News of Importance from AOA: Board continues to work on updating Strategic Plan and Member Survey has generated helpful input for the process. Staff are working on next IT roll out and they are planning for membership renewal. Also working on AOG and waiting for results from Yocom McColl.

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Potter reviewed the program for the benefit of our new committee member. Proposed ground rules which were approved by both the AOA and ILR Board over a year ago are the basis for the agreement that has gone to both boards for approval. Hasselbring reported that she just heard from the AOA Executive Director that the agreement has been signed and we will have an implementation plan for our next meeting.

2.2 Status of Proposed Elimination of Alpaca Owner Member Category. Hasselbring reported that the Board is discussing potentially changing benefits rather than eliminating a category. The marketing ideas that we proposed have been positively received and the staff have the expertise to finalize a brochure, power point presentation or other marketing tools. The draft power point presentation about AOA that was developed by Kutzler was discussed. A question was asked about how often members list alpacas for sale or stud, and how often the results are viewed. Monson will provide statistics at our next meeting. All of us will review the presentation for continued discussion at our next meeting. Potter reviewed her list of 12 items that that could be used as the basis for monthly postings about member benefits. Monson and Hasselbring will develop the verbiage.

3.0 New Business

3.1 FFA Convention: The Executive Director sent an email to the Board and Youth/Membership Committee Chairs rinforming us that AOA will have a booth at the FFA National Convention in October. He requested assistance in developing a one-page promotional item and to find a way to gather information that would help us engage with youth in the future. The current Meet the Alpacas brochure was developed based on the booklet developed jointly by ARI and AOBA for past FFA conventions. Monson has located the old literature that was used. There was discussion of hands on activities (needle felting, etc), a selfie booth, alpaca fleece samples, distributing the Fun Facts information sheet, and using iPads to obtain information. If we obtain names/email address and where they are from, perhaps they could be contacted about volunteer opportunities in the future, or the Camelid Companion Certification program.

4.0 Approval of Minutes: Kutzler made a motion to approve the minutes from 8/6/18, which was seconded by Potter. Motion carried.

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5.0 Meeting Wrap

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

5.2 Next Meeting Date: First Monday in October is October 1, 2018. Potter asked if everyone could meet at 6 PM Eastern instead of 7 PM Eastern so that Nosal could attend the meetings, since Fiber Committee meets at the same time we do. Since the earlier time is okay for everyone on the call, Potter will check with Goss to see if it will work for her too.

5.3 The meeting was adjourned at 4:07 PM Pacific Time.

Minutes submitted by Bonnie Potter.