AOA Membership Committee

Minutes

July 11, 2022

Committee Members Present:
Kathy Brown
Luke Stultz
Brittany Richardson
Michele Armour
Sarah Donahoe, Chairperson

Staff Liaison:

Board Liaison:

Executive Director:

Meeting: Monday, July 11, 2022
6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Opening Remarks Welcome to new members–Michele Armour and Jennie Mezick	Sarah	
AOA New Member Calls–member updates	Sarah/All	
2.0 Minutes for Approval		
2.1 Minutes from May, 2022–Motion by Luke; Second Brittany. All in favor	Sarah	
3.0 Old Business	Sarah	
3.1 AOA Membership Committee Annual Plan 2022 AOA Membership Committee Annual Plan Review of Annual Plan as to redirect to current project of retention current members	Kathy	
3.2 Recruitment Program–Update on Mill Project	Sarah	
3.3 Phone calls “at risk of losing members” All in favor of	Sarah	

implementing phone calls to members who have not renewed this year. All in agreement to take one person per month to first send letter and second make phone call. Reviewed DRAFT letter from Robin Kathy will also DRAFT a letter. Sarah to check w/ Robin and De if we can know the background of the person we are calling and to determine if there is a method of evaluation of call's impact. Will review next meeting and finalize.	Sarah	
4.0 New Business 4.1 Increase AOA presence at shows by including BOD and committee members to AOA Booth–tabled		
4.2 Veterinarian Emergency List–tabled	Sarah	
4.3 "Farm Affinity Badges"--Concept introduced to group		
4.4 Benefactor & Marketing Packages–Review of Benefits–tabled		
5.0 Meeting adjourned at 7:15 PM EDT Next meeting August 8 at 6:00 EDT		