Membership Committee (MemberCom) MINUTES

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

Board Liaison: Patty Hasselbring

Staff Liaison: De Monson
Angela Nosal: absent (on maternity leave)

Meeting: **Conference Call – Monday, August 6, 2018**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening: called to order at 7:03 PM Eastern Time.

1.1 New member Elden Harms was unable to attend the meeting.

1.2 News of Importance from AOA: Fiber Conference went well. New committee member Elden Harms was approved at the face-to-face Board Meeting. Communication about EPDs also approved. Regarding emails about benefits of membership, board wants a plan for Social Media use.

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Potter has not heard back as to whether the agreement has been signed.

3.0 New Business

3.1 Pros/Cons/Possible Alternatives to Elimination of Alpaca Owner Member Category. Potter provided background about membership categories, including cost to member and benefits provided. At end of 2017 there were 3,362 Alpaca Owners, 954 Registry Members and 1,226 Association Members for a total of 5,542. Some of the *pros* of eliminating this category that were discussed include: perhaps some would convert to paid membership in order to be able to register or transfer alpacas; people that use the AOA services and infrastructure should contribute to the cost of providing those services. Some of the *cons* discussed: AOA would lose over 60% of the membership which would significantly decrease the power of the organization both politically, and in the ability to negotiate discounts for members; could lose registration and/or transfer income; could have negative fallout from former ARI members that expressed fear about merger with AOBA; would lose track of these members who are all potential paid members; would lose track of those alpacas that do not get registered/transferred as a result of having to pay more and/or take the time to become a paid member. Potter reported that both ILR and the Canadian Alpaca Association charge more for non-members to register or transfer an alpaca, thus lower fees become a benefit of paid membership. Various possibilities were discussed including charging more for each registration and/or transfer, or perhaps only charging more for the first registration or transfer each year, which would also result in a paid membership for the year. There was also a discussion of the things that are being done to incentivize paid membership including the Camelid Companion Certification program which required paid membership and a registered alpaca for participation, the changes made in access to Alpaca Academy information on the website, and the promotion of the access to the digital Alpacas Magazine for Registry members. There was a discussion about ways to better market the benefits of paid membership. It would be helpful if the Executive Director could attend more Affiliate Meetings to promote the benefits of AOA. Potter will develop a list of 12 topics that could be covered over the year, which will be developed into a message by Hasselbring/Monson. Goss will work on bullets that could be provided in a brochure; Kutzler will work on a draft Power Point for use by the Executive Director or Board Members. Proposed deadline for these items August 20th.

4.0 Approval of Minutes: Kutzler made a motion to approve the minutes from 7/2/18, which was seconded by Goss. Motion carried.

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4.0 Meeting Wrap

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

4.2 Next Meeting Date: First Monday in September is Labor Day holiday. Kutzer volunteered to send out a doodle poll to find the best date for our next meeting

4.3 The meeting was adjourned at 5:07 PM Pacific Time.

Minutes submitted by Bonnie Potter.