Membership Committee (MemberCom) MINUTES

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

Board Liaison: Patty Hasselbring: absent

Staff Liaison: De Monson
Angela Nosal: absent

Meeting: **Conference Call – Monday, April 2, 2018**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening:

1.1 Susan Stark was introduced and welcomed as a new member of the committee.

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

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Potter explained the program for the benefit of our new committee member. The letter has been approved for both the ILR and AOA Board President's signature and then will go to Margie for implementation. Kutzler noted that it demonstrates that your alpaca has been trained.

2.2 Membership Survey Update: The last Potter heard is that it was approved in concept and should go out soon.

2.3 Incentives for Members who Promote Paid AOA Membership: De will be looking at the possibility of Gift Certificates, and will have to speak with the developers. The Fiber Resource Directory needs to be updated and perhaps we can ask if processors are willing to offer discounts for dues paying AOA members.

3.0 New Business

3.1 There was a discussion about how we might improve marketing paid memberships to our members. We should probably create a brochure … there is a downloadable pdf on the website that provides the list of benefits, and the marketing packages that are available, but it is probably not the type of information that would attract pet owners, fiber folks, etc. When Alpacas Magazine is posted on the website, emails should be sent to Registry Members highlighting it as a benefit, and to Alpaca Owners letting them know it is a great value for only $15. De plans to send out emails when the magazine has been posted. Several of us volunteered to make calls to those who have not become paid members, but we have not been asked to do it. We could find out what potential members value and/or why they have not renewed. We would need to know what questions are being asked and what information is being provided before making calls. De commented on the use of Facebook as a marketing tool that is used. Stark commented that there have been some questions about the value of our memberships on some of the chat sites, and she will provide us the information. We need to reach pet owners, fleece processors and the diversity of those involved with alpacas as $15 could be a great value which is affordable. De has put the majority of the educational information behind a login/password requirement so that a $15 membership is required to access most of the information. Some of it is dated and needs to be reviewed/updated and we need to determine what is needed that would provide more value. All should review the site before our meeting in May. De commented that they are reviewing the website to see what can be done to make it easier to navigate. Stark is relatively new in the industry and will look at what new owners might want based on the frequently asked questions on various chat sites.

4.0 Approval of Minutes: Kutzler made a motion to approve the minutes from 2/5/18, which was seconded by Potter. Motion carried.

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4.0 Meeting Wrap

4.1 Review of Action Items**: Potter** reviewed the action items. She will send an email summary to those who missed the meeting.

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

4.3 The meeting was adjourned at 5:00 PM Pacific Time.

Minutes submitted by Bonnie Potter.