Membership Committee Minutes

Committee Members: Sarah Donahoe
Elden Harms
Kathy Brown
Patty Hasselbring, Chair and Board Liaison

Staff Liaison: De Monson
Alyssa Winterfield

Meeting: **January 11, 2021**
Meeting via – Google Meet Monday, January 11, 2021
6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Meeting Opening

1.1 News of Importance from AOA

- Sarah will be working on the Election Committee
- Robin updated committee on proposed membership categories: Board has approved moving onward with it. Affiliate group has responded positively. Next step is to target what fees will be appropriate for each level. Timeframe requires that ready for roll-out in May.
- SBS data from EPD- late February – coefficient of inbreeding at the same time
- Plans for SBS rep Jeremy to be on Facebook Live with Robin this spring.
- National Show registration is open
- Margie is also talking to new members about interest in competitions and fiber assessment

2.0 Projects

2.1 Veterinary Assistance for Members

Background: Purpose of project is to develop mechanism for members to have access to after hours and weekend vet consultation if they aren't able to get in touch with their own vet. De has developed page on website for our review and all have had opportunity for comment.

- Status Report – De – still adding schools so not announced yet. Robin will double check on any legal liability for AOA.
- When this goes live, a disclaimer on the web page would be good

2.2 Contacts with New Members – status update

2.2 Youth Involvement

Status Report:

- Recommendation has been forwarded to Board for Youth Membership. To be included in overall membership level recommendations for Board

3.0 Review of Work and Planning for 2021

Discussion of committee original plan, progress and plans for next year. Focus areas for 2021 – Education/Communication

Underway:

- 2021 is "Year of Registrations" with focus on registering animals
- Staff working on video re how to register animals
- Videos being produced by Dr Ens to educate about EPDs – on learning center – EPD videos
- Sarah has videos to contribute to the educational effort

Ideas for continued discussion/consideration:

- Cards for shearers to distribute to clients encouraging contact with AOA (leading to education/registering animals)
- How to engage farms that have animals who are not registered, not members of AOA
- How can committee help spread the word about staff initiatives
- Work with staff on $ levels for membership levels
- Promoting engagement this year
  - Videos on what AOA is doing, what membership
  - People who have opted out of communications
  - AOA does fairly well on engaging people but it is the same people all the time
  - Monthly video from membership committee to talk about what is going on, here is what we are working on
  - A video meeting is good for a presentation, etc. Facebook Live for presentations about what committee is doing, etc.
  - Need Goals, Objectives etc. – Sarah will work on bones of that, send by email
  - Eldon will explore with shearers interest in passing out info. AOA could have

4.0 Minutes for Approval

Minutes from 11/17/20 Motion to approve: Moved by Sarah, second by Kathy. Motion carried. Motion to approve: Eldon. Sarah Second.

5.0 Meeting Wrap

Next Meeting Date: Monday, February 8, 2021, at 3 PM PST/6 PM EST