Membership Committee Minutes

Committee Members: Ruth Ann Goss
Elden Harms
Michelle Kutzler
Susan Stark - Absent
Patty Hasselbring, Chair

Board Liaison: Patty Hasselbring

Staff Liaison: De Monson - Absent
Angela Nosal
Bud Synhorst

Meeting: **Conference Call – Monday, February 7, 2019**
6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Meeting Opening

1.1 News of Importance from AOA — Hasselbring/Monson/Nosal
National Halter Show registration underway. Classes and seminars being planned for National Fiber Extravaganza. Kudos to staff for quality work in lining up classes/seminars.

2.0 Old Business

2.1 Social Media Promotion — Hasselbring/Monson
Hold for now

2.2 PowerPoint — Synhorst
PowerPoint will be distributed to affliates for use. Bud thanked committee for work on it. Thanks to Michelle.

2.3 Review of Membership Survey results — Hasselbring
Hold for later

2.4 Stragetic Plan — Hasselbring
Final touches being done, will be ready for next meeting. We will start work on annual work plan for committee at that point.

2.5 Member Benefits — Harms
Historical information: Bud shared that staff has been developing historical information for past 4 years to determine who has joined, lapsed, changed membership levels, etc. Communications can then be tailored to each group. This will be helpful info for committee in terms of contacting lapsed members. Bud will check into how this can be shared with committee.

Gift Certificates: Discussion re 6 mo vs calendar year, registry vs association. If registry member, can new owner upgrade to association membership? Pros and cons regarding registry and association membership? Logistics on setting up. Can seller download certificate to give to new owner? List of questions for De.

Getting and Keeping Members: Discussion of Wild Apricot article. Discussed making personal connection with members. Calling new members and calling lapsed members. Committee interested in doing both. Elden will review info for ideas for scripts. Talked about electronic ways of documenting and compiling responses.

For next meeting, will discuss answers and work on recommendations. Also all read this article plus peruse other articles on Wild Apricot website. They are experts in membership associations.
https://www.wildapricot.com/blogs/newsblog/2016/10/17/engage-and-retain-members

3.0 Minutes for Approval

5.1 Minutes from 1/7/19 Michelle moved approval, Elden seconded. Motion passed.

6.0 Meeting Wrap

5.1 Review Action Items — Hasselbring
5.2 Next Meeting Date: Monday, March 4, 2019 at 3 PM PST/6 PM EST
5.3 Adjournment