AOA Membership Committee Minutes
November 14, 2022

Committee Members:	Kathy Brown present
	Ron Cosner present
	Lori Grimes
	Elden Harms present
	Jennie Mezick
	Brittany Richardson
	Luke Stultz present
	Beth Turner present
	Sarah Donahoe, Chairperson present
Staff Liaison:	De Monson present
	Alyssa Winterfeld
Board Liaison:	Brian Houchin present
Executive Director:	Robin Gifford present
Meeting:	Monday, November 14, 2022
	6:00 PM Eastern Time/3:00 PM Pacific Time

1.0	**Opening Remarks–**Welcome to Beth Turner	Sarah	
2.0	**Minutes for Approval**		
	2.1 Minutes from August, 2022 Luke motion, Kathy second, all approved	Sarah	
	2.2 Minutes from September, 2022 Kathy motion, Sarah second, all approve		
3.0	**Old Business**		
	3.1 AOA Membership Committee Annual Plan 2022 AOA Membership Committee Annual Plan–review of annual plan 2022 reviewed briefly with primary goal of "increase membership and that could be either through recruitment or through retention efforts And our number one priority, this past year has been retention projects. Plan updated with progress.	Sarah	
	3.2 Recruitment Program–Update on Mill Recruitment– AOA Membership work completed and will await organization implementation.	Sarah	

3.3 Existing Member Phone Calls–Update Talking Points Document Target date–Start January 2023 Target group–members those that did not renew for 2022, ie-last membership was in 2021. Note AOA Staff calls AOA members that have not renewed for 2023 but were members in 2022 De will develop separate spreadsheet from AOA NEW MEMBER CALLS. Otherwise it will be similar in content to AOA New Member Calls spreadsheet. Spreadsheet will also identify those that have opted out of AOA communication AOA Membership committee members can choose who they call and will refer to talking points document as needed for guidance. De will revise monthly as needed. AOA Committee Members will report out at committee meetings monthly points of interest.	Sarah	
4.0 New Business **4.1 Membership Renewal Drive**-reminder that AOA Membership Renewal/Join opens December 1. Robin reviewed key events and details we can use as talking points in promoting AOA Membership.	Sarah Robin	
5.0 Ending Remarks–meeting adjourned at 7:10 PM EST Transcript available on google drive Next meeting–January 9th, 2022 at 6PM EST/3PM PST		

Addendum
11/30//2022 Motion approval Kathy, second Beth, in favor Sarah Elden Kathy Brittany Luke Jennie Beth