AOA Membership Committee
August 2021 Minutes

Committee Members:	Kathy Brown Ron Cosner Elden Harms Dana Rhoades Sarah Donahoe, Chairperson
Staff Liaison:	De Monson Alyssa Winterfeld
Executive Director:	Robin Gifford
Meeting:	August 9, 2021 6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Meeting Opening

1.1 News of Importance from AOA — Robin, De, Alyssa

Multiple ongoing projects including reworking NFE for next year.
AOA Strategic Plan 2021-2024 is work in process
AOA Fleece Immersion—the first time offered in Sept 2021
NAFD is Sept 25-26, 2021
EPD deadline is passed and waiting on results, December 2021

2.0 Old Business

2.1 AOA Dashboard — Sarah

Review of AOA Membership Statistics Dashboard for Jan-June and Jan-July 2021 and comparison to 2020. Overall numbers are down and registry more than association.

Membership Committee to review AOA Membership Gift Program in terms of lack of renewals, operations, underuse, goal. De to pull list of members that gave AOA gift memberships

Membership Committee to develop ideas for engaging Unpaid Active Members with the ultimate goal of engaging them as Paid Members. De to develop a

list of Unpaid Active Members that own alpacas for Membership Committee Review.

Robin to develop a “survey” that AOA Membership Committee members can use to gather information from members on various projects. Will consider how to use best

2.2 Website Review — Sarah

Please review AOA Website/About AOA tab and briefly comment

Discussion on AOA Website—purpose of discussion is to

1. Ensure that members of AOA Membership Committee are familiar with content on the website
2. Review AOA Website for clarity, completeness, ease of use and other parameters.

Sarah to develop a draft document where members can share ideas for AOA Website revisions.

De to create list of most visited pages

2.3 Strategic Plan Projects — Sarah

Framework for developing Video communication

Not addressed

2.4 New AOA Member Calls — Sarah — Reminder to make AOA New Member Calls

Not addressed

3.0. New Business

3.1 Membership Committee Communication and Records — Sarah and De

Not addressed

4.0 Minutes for Approval

Minutes from July 2021

Motion by Kathy, Elden second, all approved.

5.0 Meeting Wrap

Adjourned at 7:20 PM

Next Meeting Date: Monday, September 13th, at 3 PM PST/6 PM EST