Membership Committee Minutes

September 14, 2020

Committee Members: Sarah Donohoe, Elden Harms, Michelle Kutzler, Kathy Brown, Patty Hasselbring

Staff: De Monson, Alyssa Winterfield, Robin Gifford, Executive Director

1.0 Meeting Opening

1.1 News of Importance from AOA

- Fiber testing almost done, antibacterial testing is being retested.
- Budget is being developed.
- National show planning is underway.
- Coefficient of in-breeding is underway by Dr. Ens. This will be ultimately be a benefit for members.

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. Letter has gone out to programs. Good response so far. De sending out reminders letters to those who haven't responded.

- Status Report – De
- De will get page ready for committee can review.

2.2 Contacts with New Members – monthly list ready for August.

2.2 Youth Involvement

Status Report:

- Guidlelines, application process are completed
- Funding – Brainstorming has begun.
- Once funding is secured the concept can go forward for implementation.
- Recommendation has been forwarded to Board for Youth Membership. Will be taken up by board this month.

3.0 Plan – Membership Levels and Benefits

3.1 Discussion

Membership Satisfaction Survey - update. Will be sent out now. Readership survey for magazine next month. Committee will help promote.

Matrix of business models/types/discussion. Discussed the quadrants in the matrix, and benefits committee and staff assigned to the quadrants.

Marketing – move out of membership benefits and include in sponsorship
Idea: member choose benefits they would like and then memberhip level recommended.

When member decides to join is it possible to list benefits and let them check off what they are interested in, then a pop-up saying "it looks like you are an Artisan (or whatever)… " De will let us know.

Membership Communication – how can membership get in touch with us? How can we best communicate with our members. Put on agenda for next month. (example: did you know that your Membership Committee is working on your benefits? Join the committee now ….)

4.0 Minutes for Approval

4.1 Minutes from 8/10/20 Motion by Harms, Second by Donohoe. Motion carried 4-0.

5.0 Meeting Wrap

5.1 Next Meeting Date: Monday, October 12, 2020, at 3 PM PST/6 PM EST conference call