Membership Committee Minutes

April 13, 2020

Committee Members:	Sarah Donohoe
	Elden Harms
	Michelle Kutzler
	Patty Hasselbring, Chair
Staff:	De Monson
	Alyssa Winterfield
	Robin Gifford

1.0 Meeting Opening

1.1 News of Importance from AOA

- Lab testing – some challenges moving forward – labs are closed or hard to reach right now but Robin and Board president working on it daily
- Staff is meeting frequently to discuss memberships – membership structure – cost per member, average life span of member, retention rates, hard numbers.

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. We have list of university vet programs; need to gather email addresses. Letter ready to go out to the programs.

- Email addresses – status – no additions right now. Sarah will work on this and will divide remaining names with Michelle for phone calls.
- Target for sending survey may be a way off since the coronavirus is making it hard to reach people.

2.2 Contacts with New Members

- February list status
- March list ready
- Work on Feb and March to complete before next meeting
- De will ad each month as it is completed

2.2 Youth Involvement

Background: The objective of this initiative is to identify an effective way to involve youth with alpacas/association. Ideas have been brainstormed and presented, youth have been interviewed about what they would want in membership in an association. We are pursuing several different aspects: 1) what are affiliates doing and what can we learn/how can we help? 2) what would entice youth to join AOA or any livestock association? 3) could Camelid Companion program (or similar) be used as an effective tool to involve youth?

Earlier contacts showed that some AOA affiliates have active youth involvement, some have none, and some would like to have youth involvement. Questionnaire to find out affiliates' interest/experience with youth involvement. If they have an effective youth involvement program, would they be willing to share with others? If not, would they like to develop a youth involvement program? Youth involved in affiliates are also potential members of AOA. Sharing of models for youth involvement would also be a benefit for affiliates. Patty will send out the affiliate survey to committee again.

One-on-one discussions with youth have shown that they would like things that relate to working with alpacas and are interested in scholarships as well. Survey was sent out to FFA Convention youth who signed up at AOA booth in late 2019. We were looking for what youth would want from membership in ANY type of livestock organization.

- Affiliate survey Results – De
  - Graphs online.
  - Spreadsheet with results for each responding affiliate
  - Eight affiliates responded out of 20+ affiates. Robin will remind affiliates at the Affiliate meeting next week, and De will re-open the survey.
  - Overall, affiliate who don't have a youth program responded that they would be interested in assistance from other affiliates/AOA about developing such program.

Idea for consideration and further discussion/refinement:

Contingent upon finding funding for small scholarships (500-750), make scholarships available to youth who were AOA members and who had completed X # of tasks such as:

1) 4-H program targeting alpacas (such as Ohio State)
2) Camelid Companion program
3) Participating in shearing at an alpaca farm
4) Participating in herd health activities
5) Volunteered at an alpaca shows
6) And others

We would want to build in timeframes to ensure that the youth had worked over a period of time to complete tasks.

Need to explore possibilities of funding sources for this.

Review of youth memberships at other livestock associations. – Sarah described the information she found with other livestock organizations. Youth memberships fairly low in cost until about age 21. Also interesting sources of funding for scholarships, including funds from corporate sources that are related in some way to the livestock industry. We will all review and discuss ideas for youth membership next meeting.

4-H – Michelle shared that she has notes from her experience working with Oregon 4-H to recognize camelids as livestock to be included in 4-H program. She will talk to Robin about that and that could perhaps be made available to affiliates as a blueprint for them to use with state 4-H offices.

Two focus areas for AOA:

1) Youth programming in general. (4-H etc.) Info shared with AOA for use with a Youth Committee or other efforts to promote youth involvement.
2) Membership Committee will work specifically on youth membership/scholarship program. Membership Committee will review livestock association information that Sarah provided and we will discuss further next month.

3.0 Plan – Membership Levels and Benefits

3.1 Business Models – Sarah presented her information about business models, both traditional and non-traditional. Very helpful in terms of ensuring that AOA is offering benefits that are of intereste to members who practice each model. Also very helpful for Robin and staff in terms of their current discussions about membership levels. Committee will wait for Robin / staff to share their results and take direction concerning next steps.

4.0 Potential new member

Kathy Brown – De will send Kathy's application to Committee members for review and we can initiate vote via email. If committee approves, it will go to AOA Board for approval.

4.0 Minutes for Approval

4.1 Minutes from 3/16/20 Michelle moved to approve. Sarah seconded. All approved.

5.0 Meeting Wrap

Next Meeting Date: Monday, May 11, 2020, at 3 PM PST/6 PM EST
Meeting Adjourned