Membership Committee (MemberCom) MINUTES

Committee Members: Ruth Anne Goss
Michelle Kutzler
Susan Stark: absent
Bonnie Potter, Chair

Board Liaison: Patty Hasselbring

Staff Liaison: De Monson
Angela Nosal: absent (on maternity leave)

Meeting: **Conference Call – Monday, July 2, 2018**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening: called to order at 7:03 PM Eastern Time.

1.1 Potter reported that Jim Beck has resigned from the committee due to competing priorities. Hasselbring will bring our vacancy to the attention of the Board.

1.2 News of Importance from AOA: Monson reported on the preparations in progress for the National Fleece Extravaganza being held later this month. Attendance is good with some workshops sold out. 571 fleece entries. Membership is increasing, and numbers are similar to those of last year. Hasselbring reported that the board has been reviewing membership levels and voted to recommend to the voting membership that we eliminate the free Alpaca Owner membership category. Potter expressed several concerns about that decision, and noted that it would make the organization much smaller, which could negatively impact our ability to influence other agencies. Hasselbring reported that the board is also planning to update the Strategic Plan, and the Strategic Plan facilitator will address the members at the Annual Meeting.

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Potter reported that Margie will be sending the agreement to the ILR President, Ron Wilkinson, to be signed. The ILR CCC Committee has not met lately as the Committee Chair does not have the time to continue as Chair. Potter will check with the ILR Committee Liaison to see what action is being taken.

2.2 Membership Survey Discussion: The survey shows, that many don't understand their benefits as they are requesting things that are already a benefit of their paid membership. There appears to be confusion about benefits and many expressed a lack of trust, especially in EPDs. There was a discussion of what benefits have been used and some surprise at the low percentage of Registry members who have accessed the digital Alpacas Magazine. Hasselbring provided a very nice summary of the survey. The activities that members have been engaged in show that some are leveraging their experience. Some of the unique things that members are doing might be worthy of sharing with the general membership. It was suggested that we highlight areas that our committee might be willing to tackle, and recommend that action items from the survey be given to other committees to work on. We need to look at making the website easier to navigate, and consider the possibility of adding services such as a listing of farms that do rescues, or offering product sales. Since the survey demonstrated an interest in learning more about EPDs, and since EPD samples should be submitted by August 2nd, an eBlast that highlights the numerous articles about EPDs that are available to paid members on the website might incentivize some Alpaca Owners to become paid members. Everyone agreed with Potter drafting an eBlast for committee review, and with a recommendation to have it sent to Alpaca Owners. There was a discussion about other forms of education on EPDs including articles, videos and webinars by people who have use EPDs for herd improvement, that could be made available to paid members. We can all spread the word on our Facebook pages. As some don't like to be bombarded with emails, it might be helpful to send fewer eBlasts, or consider sending them on a certain day of the week. Subject line and readability are also important to consider. Hasselbring suggested that we all look at the site "kids in the house" as an example of what can be do with short videos.

2.3 Membership Gift Certificate Update: Monson will get quote with next roll out.

3.0 New Business

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3.1 There was no new business on the agenda.

4.0 Approval of Minutes: Kutzler made a motion to approve the minutes from 6/4/18, which was seconded by Goss. Motion carried.

4.0 Meeting Wrap

4.1 Review of Action Items**:** Potter reviewed the action items.

4.2 Next Meeting Date: First Monday, August 6, 2018 at 4 PM Pacific/7 PM Eastern.

4.3 The meeting was adjourned at 5:05 PM Pacific Time.

Minutes submitted by Bonnie Potter.