Membership Committee Minutes – 2/20/20

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

1.0 Meeting Opening

1.1 News of Importance from AOA
Today last day for early bird registration for National Show. Preparations going well.

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.

- Need email addresses – Sarah, Elden and Patty will each take 5 of the schools and call by next meeting.

2.2 Contacts with New Members
January calls divided and calls will be made before March meeting.

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.

- Survey Results with FFA youth – discussion. Feedback consistent with earlier discussions: youth interested in scholarships and also in mentorships with established farms and planning/implementation of shows
- Affiliate survey – survey went out recently. A few results in and more to come.
- Potential Tools for Youth Involvement: Camelid Companion and Ohio State University

3.0 Plan – Membership Levels and Benefits

Our original plan was to address youth involvement / membership first, followed by "**Initiative:** Review/Revise Membership and Registration Structure (focus on the Membership Structure aspect) March meeting will continue with youth membership/involvement. April meeting will focus on Membership Levels and Benefits. April meeting: Sarah will review the various business models again for discussion. We will invite Robin to participate in that meeting as this is an interest of hers.

Discussion about alpaca owners who are not members of AOA or affiliates, who maybe have just a few alpacas. Alpacas may have been registered but perhaps not transferred with second ownres. May be breeding or not. Discussion about how to address owners within this group. Patty will prepare summary for Board to discuss.

4.0 Minutes for Approval

Minutes from 11/11/19 Motion for approval: Eldon, seconded by Sarah. Approved.

5.0 Next Meeting

Next Meeting Date: Monday, March16, 2020, at 3 PM PST/6 PM EST