# AOA Membership Committee Minutes
# June 13, 2022

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| Members Present: | Kathy Brown<br>Ron Cosner<br>Elden Harms<br>Luke Stultz<br>Brittany Richardson<br>Sarah Donahoe, Chairperson |
| Staff Liaison: | De Monson<br>Alyssa Winterfeld |
| Board Liaison: | Jennifer Hack |
| Executive: | Robin Gifford |
| Invite: | Cindy Berman Morrow |
| Meeting: | Monday, June 13, 2022<br>6:00 PM Eastern Time/3:00 PM Pacific Time |

**1.0 Opening Remarks**

Welcome Jennifer Hack and Thank You!
Jennie Mezick has submitted disclosure for membership  Awaiting BOD approval
AOA new member calls–nothing to report
Brief mention of Retention articles sent by Robin for our review

**2.0 Minutes for Approval**

**2.1** Minutes from May, 2022–motion approval, Kathy, second Luke, all in favor

**3.0 Old Business**

**3.1 Recruitment Program–Fiber Mill**

Membership Committee work completed on Fiber Mills Recruitment Project.
AOA to finish design
Robin to add to Mill introductory letter.
AOA to send out to mills  AOA to consider mill incentive to participate
Sarah to complete Mill contact info data base

**3.2 AOA Membership Committee Annual Plan 2022–**Discussion on Phone Calls to At Risk Members

Key talking points reviewed and are google drive  Link below

Decision that AOA Membership Committee would receive one additional person to call each month.  This would be a member who has not renewed recently

Discussion on sending personalized letter in addition to phone call  Robin will draft several letters than we can use that we can use and/or modify.

Target date for implementation September 2022.

AOA Membership Committee Annual Plan

Followup up Current Member Call List Project–draft available on Google Drive

Suggestions for Current Member Calls

**4.0 AOA Marketing Committee** - Robin presented updates on marketing committee projects including work being done for the Corporate Membership Level

**5.0 News of Importance from AOA**

**6.0 Meeting Wrap**.

Meeting adjourned at 7:05 PM

Next Meeting Date: Monday, July 11, 2022 at 6 PM EST/3 PM PST