AOA Membership Committee
December 13, 2021 Minutes

Committee Members Present:	Kathy Brown Elden Harms Dana Rhoades Luke Stultz Brittany Richardson Sarah Donahoe, Chairperson
Staff Liaison Present:	De Monson Alyssa Winterfeld
Executive Director:	Robin Gifford
Meeting:	Monday, December 13, 2021 6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Opening Remarks

1.1 Welcome to Brittany Richardson!!

1.2 Remark from Kathy re: recent disaster in Kentucky. Robin sent out a Facebook post with a link to AOA Disaster Services.

1.3 Suggestion made and submitted for Education Video on Nutrition by Dr. Robert VanSauml. Continue to submit ideas directly to Robin

2.0 Minutes for Approval

2.1 Minutes from November, 2021-motion by Kathy , second by Elden, approved

3.0 Old Business

3.1 Implementation of New Membership Levels Report--**Robin and De gave update**

3.2 Review of AOA Membership Committee Strategic Plan--**Sarah reviewed progress on AOA Membership Committee Annual Goals 2021–see below link**

3.3 AOA Membership Gift Program

Review of AOA Gift Membership Program--this is a program for Business members (previously Association member) where you can give a Primary membership (previously Association membership) free. There are guidelines and requirements. For next month Committee members are to

1. Review the requirements and guidelines on the AOA Webpage https://www.alpacainfo.com/membership/member-programs

2. Think about how we can increase the use of this by our Business members of AOA so that we can really get the word out and get them engaged to use it. There is a draft page on google drive you can share your ideas. Link below

   Discussion on Membership Gift Program with many ideas. Possibly add as project review to AOA Membership Committee Annual Plan 2022

4.0 News of Importance from AOA — (Robin, De, Alyssa Winterfeld)

5.0 Meeting Wrap.
Next Meeting Date: Monday, January 10, at 6 PM EST/3 PM PST