Membership Committee Minutes

Committee Members: Sarah Donohoe
Elden Harms
Michelle Kutzler - absent
Kathy Brown
Patty Hasselbring, Chair and Board Liaison

Staff Liaison: De Monson
Alyssa Winterfield

Meeting: **November 17, 2020**

1.0 Meeting Opening

1.1 News of Importance from AOA

Membership renewal starts December 1. Staff working on getting the messages ready and coordinated.

SGS is coming along with fiber samples. Potential time frame for EPDs is early 2021.

Coefficient of breeding will be uploaded soon for use by members.

National show likely to be held in Grand Island NE.

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. De developing page on website for our review.

- Status Report – De is sending us the draft page for comment

2.2 Contacts with New Members – status update

2.2 Youth Involvement

Status Report:

- Recommendation has been forwarded to Board for Youth Membership. To be included in overall membership level recommendations for Board

3.0 Communications with Members – Discussion

4.1 Communication needs/role of Membership Committee

4.2 Education needs/role of Membership Committee

- Working through existing networks
  - Shearers – Harms: two shearer groups on Facebook. If we want to tie into the existing networks of shearers – maybe a business card size piece that would encourage owners to contact/join/get involved in AOA. The call to action. De: Shearers who participate would be listed in the directory of

shearers. (Also a directory of fiber mills). Message: contact AOA, we can send information about membership, geographic affiliate. These names could go into our "leads" data base. Intent is for us to find out who they are, where they are, and draw them into our organization. Folder with AlpacaGrams, AOG. Discussed what "leads" receive. Shearers give card to alpaca owners.

- Segment of alpaca industry that is growing – they are getting no cost or low price alpacas, maybe several generations away from original registered alpacas, and new owners are new to caring for them.
- Goal: to offer those owners' appropriate education through AOA and ultimately to build AOA membership.

- Registration guidance: short video – Marie is working on that. Probably after membership renewal. Dr. Ens is working on series of EPDs. EPD 101 last month. Sarah will share videos that she has on her website also, as resources for members.

4.0 Review of Work and Planning for 2021

Discussion of committee original plan, progress and plans for next year. Focus areas for 2021 – Education/Communication

- Staff has determined 2021 to be year of promoting value of registering your animals.
- Ideas:
- Engaging present membership – how to get them involved. Who to contact, who is in the office, what the jobs are, etc.

5.0 Minutes for Approval

Minutes from 10/12/20 Motion to approve: Moved by Sarah, second by Kathy. Motion carried.

6.0 Meeting Wrap

Next Meeting Date: Monday, January 11, 2021, at 3 PM PST/6 PM EST