AOA Membership Committee
November 8, 2021 Minutes

Committee Members: Kathy Brown
Ron Cosner
Elden Harms
Dana Rhoades
Luke Stultz
Sarah Donahoe, Chairperson

Staff Liaison: De Monson
Alyssa Winterfeld

Board Liaison: Lynn Edens

Executive Director: Robin Gifford

Meeting: Monday, November 8, 2021
6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Opening Remarks--mention that we will be reviewing the strategic plan in December 2021 and developing strategic plan January 2021 (Sarah)

2.0 Minutes for Approval

2.1 Minutes from October, 2021--Elden motioned, Kathy second, all approved

3.0 Old Business

3.1 Implementation of New Membership Levels (Sarah)

Zoom call November 17 at 1:30 PM EST/12:30 CST--Call for membership committee to participate in zoom call --reminder to join in the zoom call on November 17 and registration is required to enter zoom. Discussion on further advertising for event

3.2 AOA Membership Gift Program--Review of draft page (Sarah)

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

1. Review the requirements and guidelines on the AOA Webpage

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

3.3 Unpaid Active Members (UAM)--Review of email to send to UAM (Robin)--Not discussed

3.4 AOA new member calls
Review of purpose and method for calling new members. Guidelines below. Please try to catch up on calls

3.5 Membership Committee Communication and Records — (Sarah)--Not discussed

4.0. New Business

4.1 Shearer Cards (Elden)--reminder that we will start soon to plan for 2022 Shearer Cards --Not discussed

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

6.0 Meeting Wrap at 7:10 PM
Next Meeting Date: Monday, December 13, at 6 PM EST/3 PM PST