AOA Membership Committee

Minutes

November 13, 2023

Committee Members:	Kathy Brown
	Lori Grimes
	Elden Harms
	Brittany Richardson
	Terese Schmidt
	Beth Turner
	Sarah Donahoe, Chairperson
Staff Liaison:	De Monson
	Alyssa Winterfeld
Executive Director:	Robin Gifford
Meeting:	**November 13, 2023**
	6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 **Opening Remarks–**call to order at 6:05 PM Welcome Terese Schmidt! Top 10 Reasons to Join/Renew–brainstormed ideas for video to use for AOA Membership Renewal/Join.	**All**	
2.0 **Minutes for Approval–**motion by Elden Beth second all approve September 2023 Minutes	**All**	
3.0 **New Member Phone Calls Report–**nothing to report. 8 new members in October. **New Member Call List**	**Sarah/All**	
4.0 **Member Feedback Report–**added 2 suggestions/ one of which came from social media post. Adverse reactions/side effects reporting and veterinary membership discount or other. Plan to review Member Suggestion Spreadsheet next meeting. **Member Suggestion Spreadsheet**	**Sarah/All**	

5.0 Social Media Engagement Report–18 new members, 12 posts, 8/12 were from AOA. Suggested posts for November–ask members what they are thankful for and December–show us your holiday pictures! Reminder to post especially topics that encourage comments. Please like and comment on AOA Member Group **Weekend Update Report**	**Sarah/All**	
6.0 Old Business **6.1 Shearer Recruitment Program–**Brief discussion of program standings. Need to create a "to do list" Review cards and update Review landing page and update Contact Shearers Date to mail cards to shearers Method of evaluation Shearer Recruitment File **6.2 Benefit Package Renewal–**Review, Change, Brainstorm–tabled for now Member Benefits Member Benefit Worksheet Affiliate Benefits	**Elden** **Sarah**	
8.0 Adjournment–at 7:05 **Next meeting December 11th** at 6PM EST/3PM PST		