Membership Committee (MemberCom) MINUTES

Committee Members: Jim Beck
Ruth Anne Goss
Michelle Kutzler
Bonnie Potter, Chair

Meeting: **Conference Call – Wednesday, July 12, 2017**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening at 4:05 PM Pacific Time.

1.1 AOA News of Importance: Potter briefly discussed the National Fleece Conference happening in Sacramento this week. She reported that her board term ends later this week, but she hopes to remain on the Membership Committee.

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Potter reported that the proposed Ground Rules were sent to the Executive Director to forward to the AOA Attorney so that she can draft an agreement for both organizations to sign to establish the AOA program.

2.1 AOA Youth Membership. Ideas of what a youth membership might include were discussed. It was suggested that there be some fee for youth that show, with the possibility of an added fee for non members to encourage joining as a youth member. Perhaps a lower fee could be charged if youth belong to 4H or FFA. All agreed that a fee between $10 and $25 should be charged for a youth membership. The status of current AOA Youth Performance classes was discussed, which are exempt from membership or show fees. Suggestions made by the youth committee were also discussed, such as having a newsletter, web page, Facebook page and welcome packet, and including show membership with youth membership. The idea of having a Certificate of Achievement award based on activities similar to the ILR Universal Awards Program was discussed. All supported the concept of having a means to document youth activities and providing recognition based on cumulative points received. ILR has system to award cumulative points to both animal and handler if animal is registered. Kutzler will provide more information at our next meeting. The Youth Citizenship Medal awarded by LANA was also discussed. Per Kutzler, this award is generally given by the show superintendant to the youth who excels in sportsmanship, volunteerism and professional behavior … someone that goes above and beyond during the show. The LANA Youth Interest Article and Art Contest was also discussed. Per Kutzler, if article is selected for publication, a prize is awarded to the youth submitting the article. All supported the concept of a contest with the best article for each of the four age categories being published in Alpacas Magazine. The committee agreed to involve the Youth Committee to get their input on what they would like to include in a youth membership. Potter will forward the ideas we discussed to the Youth Committee Chair.

3.0 New Business

3.1 Incentives to get members to encourage clients to join AOA. Suggestions that were discussed included: AOA sending handouts to members to give to visitors that explains AOA and the value of membership; new alpaca owners could be given a discount or a credit for becoming a new member; gift certificate for new member; if a member recruits a new member, they should be given a credit and/or allowed to make a purchase at a discounted rate. The importance of retention was also discussed so contacting those who have not renewed is important, and it should include the board, and finding out why a member did not renew. Getting new members involved helps retention. Members don't understand the value of their membership benefits, which needs to be better communicated.

4.0 Approval of Minutes

4.1 Minutes of 5/10/17 meeting. Kutzler suggested a change to the minutes; Goss made motion to approve the minutes as corrected; Kutzler seconded the motion. Motion carried.

4.0 Meeting Wrap

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4.1 Review Action Items: Potter reviewed action items.

4.2 Next Meeting Date: Second Wednesday, August 9, 2017 at 4 PM Pacific/7 PM Eastern.

3.3 Adjournment: meeting adjourned at 5:05 PM Pacific Time.

Minutes submitted by Bonnie Potter.