Membership Committee Minutes

Committee Members: Sarah Donohoe - present
Ruth Ann Goss
Elden Harms - present
Michelle Kutzler
Susan Stark - present
Patty Hasselbring, Chair - present

Staff Liaison: De Monson - present
Angela Nosal - present

Meeting: Conference Call – Monday, May 6, 2019

1.0 Meeting Opening

1.1 News of Importance from AOA — Hasselbring/Monson/Nosal
Fiber Extravaganza
Paid Membership – must join or renew by May 12
Election
Fleece show membership – registry membership can now purchase a fleece show membership so that you don't need to be an association membership.

2.0 Old Business

2.1 Member Benefits – Staff have designed the gift membership certificate and it received positive feedback from the committee. De sent the members the link to the page where the gift certificate is described and can be downloaded. Communication will go out to members in the next week or so about the new benefit.

2.3 Contacts with Members – The list of members to be called is in a google document. Committee members were provided with information about member benefits that have been added this year so that members can hear what AOA has done in 2018 to support members: PDF of new registration certificates for Association members, the first annual Fiber Extravaganze, number of days to transfer animals extended to 180 days, research in fiber testing, the new Benefit Hub that offers discounts and rewards, and we have a new trial fleece show membership for Registry Members. Committee will make calls and document that members were called. Renewals must be accomplished by May 10 5:30 pm in order to vote in the next election.

3.1 Strategic Plan and related committee plans

a. Membership Structure – Sarah provided a summary of the two articles that were mailed earlier. One about the show system and entering shows that fit your business model, and the other discussing the four related but different business models. The four models could broadly be labeled: 1) Seedstock, 2) Replicator, 3) Fiber, and 4 Artisan. As we discuss membership structure and benefits we will use this as a framework.

b. Youth

c. Fiber

Action Planning: Committee will spend the months of June and July discussing youth involvement. All committee members have been sent the previous work on youth involvement to review.

The months of August and September will focus on discussion of membership benefits and structure, within the context of the four models previously discussed. Sarah has agreed to lead those discussions.

Patty will take this plan to the board for review.

4.0 Minutes for Approval – Minutes from 4/1/19 were reviewed with no changes recommended. Motion to approve made by Eldon, seconded by Susan, all approved.

5.0 Next Meeting Date: Monday, June 3, 2019 at 3 PM PST/6 PM EST