AOA Membership Committee

Minutes

August 8, 2022

Members Present:	Kathy Brown
	Ron Cosner
	Elden Harms
	Luke Stultz
	Sarah Donahoe, Chairperson
Staff Liaison:	De Monson
	Alyssa Winterfeld
Board Liaison:	Brian Houchin
Executive Director:	Robin Gifford
Meeting:	Monday, August 8, 2022
	6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Opening Remarks

Welcome Brian Houchin as AOA BOD Liason

Michele Armour has left committee.

New Member Phone Calls Report–round table discussion of recent new member phone calls

New Member Letters–Robin has drafted 5 letters that are sent to new members at specified intervals with purpose of providing information and encouraging engagement. Members to review letter content and may use as talking points when making new member calls.

Social Media Posts–AOA on Facebook as Alpaca Owners Association (page) and as AOA Member Network (Group). Committee members are requested to change notification settings for both page and group and either share, comment, or like weekly.
See AOA Member Network Group–click 3 dots at top right of group and click "***PIN GROUP***"
See Alpaca Owners Association Page–click 3 dots at top right of group and click ***"Follow Settings"*** then ***"Favorites."*** Note–AOA is also on Instragram and Robin will make file with suggested hash tags.

Marketing Committee Report–nothing to report

AOA News of Importance–nothing to report

2.0 Minutes for Approval

2.1 Minutes from June, 2022–motion Kathy, second Luke, all approved

3.0 Old Business

3.1 AOA Membership Committee Annual Plan 2022

AOA Membership Committee Annual Plan

Review of current progress in AOA Membership Committee Annual Plan

3.2 Recruitment Program–Update on Mill Recruitment–Robin, Sarah, and Kathy will contact mills and explain program and request their participation. AOA will revise if necessary the cards the mills will distribute to customers (cards will encourage AOA membership).

3.3 Existing Member Phone Calls–Robin presented draft email to send to lapsed members that will offer three questions with link to landing page. We will focus on making calls to the group that responds "no, I'd like more information." Plan is that membership committee will each get one lapsed member contact information per month following distribution from De. AOA members may opt to send personalized letter prior to making phone call. Will await AOA sending out email to lapsed members.
See 100 Questions for Members in google drive
See Draft Letters to Lasped Members in google drive

4.0 New Business

4.1 Veterinarian Emergency List–tabled

4.2 Benefactor & Marketing Packages–Review of Benefits–tabled

5.0 Meeting adjourned at 7:10

Next meeting September 12th at 6 PM EDT/3 PM PDT