Membership Committee Minutes

Committee Members:

Sarah Donahoe – absent
Elden Harms
Kathy Brown
Ron Cosner
Patty Hasselbring, Chair

Staff Liaison: De Monson
Alyssa Winterfield
Robin Gifford, Executive Director

Board Liaison: Brian Houchin

Meeting: April 12, 2021, Meeting via Google Meet
6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Meeting Opening

1.1 News of Importance from AOA

- Nationals went well. Championship preview at the end of each day was helpful and well received.
- Election is coming up. Robin sent out alpaca grams to long time members, affiliate presidents, and others regarding new membership structure. Feedback is coming in.

2.0 Projects

2.1 Veterinary Assistance for Members

- Status: Page not ready to go public yet. De will let us know ASAP.

2.2 Contacts with New Members – Patty requested that everyone bring their contacts up to date.

2.3 Shearer cards – status report

- QR code and landing page: info about membership, AOA, some resources that they can use. Staff will design a landing page within the AOA website. Need to capture names for follow-up assistance.
- Cards will be mailed out once QR code ready
- Evaluation plan: clicks, names

2.4 New Membership Levels – status and support needed

- Zoom call to discuss new membership levels, discuss feedback from emails, people have a chance to ask questions and get answers. Robin, Sarah, Brian will present. Robin will communicate with Sarah about the time.

3.0 2021-2022 Plan – Submission to Board for approval: Brian and Robin will do this.

4.0 Minutes for Approval

Minutes from 3/8/21 Approval moved by Elden, second by Kathy. Minutes approved.

6.0 Meeting Wrap

Next Meeting Date: Monday, May 10, 2021, at 3 PM PST/6 PM EST