Membership Committee (MemberCom) MINUTES

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

Board Liaison: Patty Hasselbring

Staff Liaison: De Monson
Angela Nosal: absent (on Fiber Com call)

Meeting: **Conference Call – Monday, June 4, 2018**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening:

1.1 News of Importance from AOA: Preparations are in progress for the National Fleece Extravaganza and Show in July. Board is reviewing member levels and benefits; how can we enhance the value of paid memberships. Beginning review of the Strategic Plan. Member calls: some concern about protecting those who didn't want info to be public. Staff has been making calls with some success in getting renewals. Election reminders will be sent out. Working on website roll-out.

2.0 Unfinished Business

2.1 ILR Camelid Companion Certification (CCC). Potter reported that there is no new info since Margie started working on obtaining all of the documents so they can be put in the correct format with the AOA logo. There have been no ILR CCC Meetings to attend.

2.2 Membership Survey Discussion: 643 responses, primarily from paid members. There are approximately 8,000 who receive Alpacagrams, including over 3,000 Alpaca Owners, over 3,900 active accounts, and ~ 2,000 paid members. Results indicate that many are not aware of $15 option, they are not aware of benefits of paid membership, and there are many who have inaccurate information or who make incorrect assumptions. Recommendation: we need to do a better job of marketing the benefits of a $15 membership. Many comments on difficulty navigating AOA Website and Monson agreed that it is due for review/update of design, and changes to make it more mobile friendly. We have not solicited updates to articles that are posted, and office staff appreciates our recommendation for changes, including content and organization. Monson will provide the Committee responses compared to membership type and a Site Map to assist in reviewing website organization. Discussion of survey will continue at our next meeting.

2.3 Membership Gift Certificate Idea: De had suggestions on how a gift certificate could work since information is needed to set up an account.

2.4 Ideas for Marketing Paid Memberships: deferred to next meeting.

3.0 New Business: none.

4.0 Approval of Minutes: Kutzler made a motion to approve the minutes from 5/7/18, which was seconded by Potter. Motion carried.

4.0 Meeting Wrap

4.1 Review of Action Items**:** Potter reviewed the action items.

4.2 Next Meeting Date: First Monday, July 2, 2018 at 4 PM Pacific/7 PM Eastern.

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4.3 The meeting was adjourned at 5:03 PM Pacific Time.

Minutes submitted by Bonnie Potter.