# Membership Committee (MemberCom) MINUTES

**Committee Members:** Jim Beck (absent)
Ruth Anne Goss
Michelle Kutzler
Bonnie Potter, Chair

**Meeting:** **Conference Call – Wednesday, March 8, 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 upcoming National Halter Show, which includes the newly approved Walking Fleece Competition, the National Fleece Conference and the status of the recently formed Youth Committee and Alternative Products Committee. Kutzler expressed concern about the many drugs that are illegal for use in livestock that are designated as food animals, even if a given animal would never enter the food chain, such as pets. Potter will pass the information to the Alternative Products Committee liaison.

**2.0 Unfinished Business**

2.1 ILR Camelid Companion Certification (CCC). After our February meeting, Debi Garvin, ILR Secretary discussed with the ILR Board the possibility of AOA adopting and/or partnering with ILR on the CCC program. The ILR Board voted to pursue a partnership and collaboration with AOA regarding their CCC Program and requested to have a small group meet with their CCC Committee in March. Potter presented the ILR proposal to the AOA Board, recommending that Potter, as Membership Committee Chair and Laurel Shouvlin, as Youth Committee Chair, attend the CCC Committee meeting to develop and work out the details of a specific proposal to establish an AOA Camelid Companion Certification program in collaboration with ILR. The meeting is scheduled for Thursday, March 9, 2017.

2.2 Feedback on Recommendations to Increase Value of Membership. The committee recommendation that AOA focus more attention on the access to Alpacas Magazine as a benefit of Registry membership, including information on where/how to access the magazine when someone renews/becomes a Registry member was presented to the Board. There was support for the recommendation and the Executive Director is working on ways to accomplish this. Goss suggested that members be informed and given a link each time the magazine is published as a reminder of the benefit. Other committee members support the idea. Potter will take the recommendation to the Executive Director.

The recommendation to change the access to allow the public/non-dues paying members access only to the general information in each category, and to restrict access to the articles listed under each category to those who pay dues to become Registry or Association members was taken to the AOA Board. The only concern was the cost that might be associated with changing the website might be more than the benefit. Following the Board meeting, Potter met with the Executive Director and IT Staff to discuss and it appears that the changes can be made in house with no additional cost to AOA. Changes will be made following the National Halter Show.

**3.0 New Business**

3.1 Are Discounts for Registry Association Members a Good Idea? Potter described what is done by ILR and the Canadian Llama and Alpaca Association. Both organizations charge more for non members than for those who pay dues. There was discussion about the confusion that could result with different fees for different membership types. In the past periodic discounts have been given for a specified time, which were popular with the members. A suggestion was made to consider giving a discount to members who recruit new members as some organizations do. Currently non members and Alpaca Owners are allowed to register and transfer alpacas at no added cost. There was a discussion about whether they should be required to become a dues paying member in order to be able to register or transfer an alpaca. Additional demographic information is needed to further discuss this topic.

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**4.0 Approval of Minutes**

4.1 and 4.2 Minutes of 1/11/17 and 2/8/17meetings. Kutzler made a motion to approve both sets of minutes as written; Goss seconded the motion. Motion carried.

**4.0 Meeting Wrap**

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

**4.2** Next Meeting Date: Second Wednesday, April 12, 2017 at 4 PM Pacific/7 PM Eastern.

**3.3** Adjournment: meeting adjourned at 4:53 PM Pacific Time.

Minutes submitted by Bonnie Potter.