Membership Committee (MemberCom) MINUTES

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

Meeting: **Conference Call – Wednesday, January 11, 2017**
7 PM Eastern Time/4 PM Pacific Time

1.0 Meeting Opening

1.1 AOA News of Importance: Potter briefly discussed the Membership Renewal information distributed in the most recent newsletter. The new Executive Director is on board and learning quickly and he and the AOA staff are working on the National Halter Show being held in Denver in March.

2.0 Unfinished Business

2.1 Membership Information. Potter reviewed some of the details of the membership renewal information. AOA staff have been making phone calls to members reminding them to renew. It was suggested that more members might renew if another member rather than staff call those who don't renew. We would also benefit from finding out what people value when joining, or reasons they decide not to renew. Beck suggested that people forget to renew so additional reminders are helpful. Ideas will be put together for additional discussion next month.

2.2 Brainstorming Ideas to Increase Value of Membership. There is great value to receiving Alpacas Magazine and many current members, especially the Alpaca Owners, may not realize that for $15 they have access to the digital magazine. It was suggested that the initial focus should be on Alpaca Owners and the value in becoming Registry members, especially access to the digital subscription of Alpacas Magazine! It was suggested that Alpaca Owners may need to be contacted more often about the benefits, especially access to Alpacas Magazine. Demographics of Alpaca Owner members may be helpful in directing our efforts to reach out to them. Discussion will continue at our next meeting after everyone reviews the current benefits.

2.3 Certification Program for Camelid Good Citizens. Potter described some of the details of the International Lama Registry (ILR) Camelid Companion Certification program. The material on the ILR website is copyrighted. Kutzler indicated that the ILR program is similar to the canine good citizen program and certification may be a good marketing strategy. Potter will invite someone from ILR to join us on our next call so that we can learn more about the program.

3.0 Approval of Minutes

3.1 Kutzler made a motion to approve the minutes of 12/7/16 which was seconded by Beck. Motion carried.

4.0 Meeting Wrap

4.1 Review Action Items: Potter reviewed action items.

4.2 Next Meeting Date: Second Wednesday, February 8, 2017 at 4 PM Pacific/7 PM Eastern.

3.3 Adjournment: meeting adjourned at 4:50 PM Pacific Time.

Minutes submitted by Bonnie Potter.