Membership Committee Minutes

July 13, 2020

Committee Members: Sarah Donohoe
Elden Harms
Michelle Kutzler
Kathy Brown
Patty Hasselbring, Chair and Board Liaison

Staff Liaison: De Monson
Alyssa Winterfield
Robin Gifford

1.0 Meeting Opening

1.1 News of Importance from AOA

- New Board seated, officers installed
- Fleece Show completed with 725 entries, huge success. Awards announced.
  - Included IFA (Innovative Fleece Assessment) for the first time
- Issue submitted to Board by Membership Committee discussed in June Board meeting and also during the Board planning meeting. Will be considered thoroughly as we move further into establishing strategies and tactics
- Annual Report will be going out soon: pre-recorded and will be going out. Will be on YouTube and website.

2.0 Projects

2.1 Veterinary Assistance for Members

Background: Purpose of project is to develop mechanism for members to have access to after hours and weekend vet consultation if they aren't able to get in touch with their own vet. We have list of university vet programs; need to gather email addresses. Letter ready to go out to the programs.

- Status Report – De – will be sending emails out to schools within the next month.

2.2 Contacts with New Members

- May list status
- June list ready

2.2 Youth Involvement

Background: The objective of this initiative is to identify an effective way to involve youth with alpacas/association. Ideas have been brainstormed and presented, youth have been interviewed about what they would want in membership in an association. We are pursuing several different aspects: 1) what are affiliates doing and what can

we learn/how can we help? 2) what would entice youth to join AOA or any livestock association? 3) could Camelid Companion program (or similar) be used as an effective tool to involve youth?

Earlier contacts showed that some AOA affiliates have active youth involvement, some have none, and some would like to have youth involvement. Questionnaire to find out affiliates' interest/experience with youth involvement. If they have an effective youth involvement program, would they be willing to share with others? If not, would they like to develop a youth involvement program? Youth involved in affiliates are also potential members of AOA. Sharing of models for youth involvement would also be a benefit for affiliates. Survey was also distributed to FFA Convention youth who signed up at AOA booth in late 2019. We were looking for what youth would want from membership in ANY type of livestock organization. One-on-one discussions with youth have shown that they would like things that relate to working with alpacas and are interested in scholarships as well.

Two overarching motivators for youth: potential for scholarships and hands-on work with alpacas.

Plan: Availability of youth scholarships with criteria that includes working with alpacas.

Status Report:

- Guidlelines, application process are completed
- Funding – Brainstorming has begun.
- Once funding is secured the concept can go forward for implementation.

3.0 Plan – Membership Levels and Benefits

3.1 AOA staff has been reviewing and working on refresh of membership structure. Initial draft is ready for review and comment.

This is the primary topic on agenda for this meeting. Initial draft of member refresh chart online.

Discussion: Benefits and levels – survey membership before December. How would members classify their farms and what would they like as benefits. Need stats and data that apply for all different types of business models. Robin will draft membership survey. Patty will draft something about previous survey.

Discussion of the levels and incorporating various business models. Sarah will work on business models / benefits that would valuable for each.

Discuss communication / reaching our members at next meeting.

Readership survey going out soon.

4.0 Minutes for Approval

4.1 Minutes from 6/08/20

4.2 Minutes from past meetings

5.0 Meeting Wrap

5.1 Next Meeting Date: Monday, August 10, 2020, at 3 PM PST/6 PM EST

5.2 Adjournment