Membership Committee (MemberCom) MINUTES

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

Meeting: **Conference Call – Wednesday, December 7, 2016**
8:00 PM Eastern Time/5 PM Pacific Time

1.0 Meeting Opening

1.1 Introductions: each member of the committee introduced themselves.

2.0 New Business

2.1 Committee Purpose: Potter reviewed the committee purpose which is to work on Strategic Plan Target Goal Five which addresses the desire to continue to grow the organization by increasing the number of engaged and active members in AOA. The development of the Strategic Plan was briefly reviewed, Strategies supporting the membership goal were discussed, and Potter reviewed developments since the Strategic Plan was developed including the interest in new membership types such as fiber and youth.

2.2 Meeting Notes/Minutes: Potter offered to keep minutes of the meetings.

2.3 Select Date of Regular Meeting: the committee agreed to will meet once a month for an hour. Meeting will take place on the second Wednesday of the month at 4 PM Pacific Time/7 PM Eastern Time.

2.4 History and Review of Current Membership Options: Potter reviewed the history of membership levels in ARI, AOBA and the decisions made during the merger process. 2016 AOA membership level information, Strategic Plan Target Goal 5 and Strategic Planning Ideas for Increasing Membership were distributed for committee members to review. The current numbers of Alpaca Owners, Registry Members and Association Members were discussed. Several ideas were proposed for further review and discussion including the development of a Camelid Companion Good Citizen type of Certification Program, distribution of select materials at the time someone becomes a Registry or Association Member (Meet the Alpaca Brochure, Inside the Alpaca Industry Video, etc), distribution of a newsletter to dues-paying members with information to assist them with alpaca health and husbandry, etc.

2.5 Next steps: committee members will continue brainstorming ideas to increase the value of AOA membership.

3.0 Meeting Wrap

3.1 Review Action Items: Potter reviewed action items.

3.2 Next Meeting Date: Wednesday, January 11, 2017 at 4 PM Pacific/7 PM Eastern.

3.3 Adjournment: meeting adjourned at 6 PM Pacific Time.

Minutes submitted by Bonnie Potter.