Board of Directors Meeting Minutes

August 10, 2015

Meeting: Special Meeting — Strategic Planning and Expense Reduction, August 10, 2015, 6:00 p.m. EDT

Board of Directors: Bonnie Potter, President
Scott Miller, Vice President
Laurel Shouvlin, Secretary
Mike Vigus, Treasurer
Julie Delaney, Director
Don Greene, Director
Steve Hull, Director
Norm Johnson, Director
Andy Merriwether, Director

Executive Director: Darby Vannier

Greene and Vigus were unable to attend the meeting.

Meeting opened at 6:05 p.m. EDT.

1.0 Specific Topics:

1.1 Strategic Planning: Vannier provided an updated spread sheet of the Strategic Planning Strategies that the Board determined needed to be initiated over the next several months. Each Board member has been assigned to develop a Strategy Overview Scope of two or three of the strategies. That scope is to include a summary of what needs to be completed, an anticipated time frame for completion, the people and resources necessary for completion, and the financial resources necessary. Vannier also provided an example of how that scope is to be developed. Vannier requested that we get our material to him by August 19th for him to collate. When that is accomplished he will return all of them to the Board for review.

1.2 Expense Reduction Discussion: This discussion was tabled because Treasurer Vigus had a death in the family and was unable to attend the meeting.

1.3 Revenue Generation Task Force: Miller gave a brief update on the progress that he and Greene are making contacting potential members to work with them on this task force. Once the members are finalized, they will work to determine a time to meet.

1.4 National Halter and Fleece Show Discussion: Vannier informed the Board that the survey requesting member input regarding the National Shows will be going out this week to the AOA Show System members. AOA is seeking their feedback regarding the timing and location of the National Halter and Fleece Shows. The survey results will be available for review in time for Board discussion at the mid-September meeting. Additionally, both the AOA staff and the Fiber Committee are simultaneously reviewing both the nature of, and the potential location for the 2016 National Fleece Conference.

2.0 Meeting Wrap:

2.1 Next Meeting: August 24, 2015, 6:00 p.m. EDT.

2.2 Adjournment: Miller moved to adjourn at 6:51 p.m. EDT.

Respectfully submitted, Laurel R. Shouvlin