Board Meeting Minutes

Board of Directors:	Vern Butler	Joe Crocco	Don Greene
	Patty Hasselbring	Steve Hull	Andy Merriwether
	Laurel Shouvlin	Mike Vigus	Jeff Williamson

Executive Director: Bud Synhorst

Meeting: Board Meeting
Board member notification provided via email
Details of meeting time and conference code access were documented in the agenda placed in Dropbox by Bud Synhorst
Conference call, June 26, 2018, 6:00 p.m. ET

Board Members:
Present: Don Greene, Laurel Shouvlin, Patty Hasselbring, Jeff Williamson, Mike Vigus, Joe Crocco, Vern Butler, Andy Merriwether
Absent: Steve Hull
Quorum present? Yes

Others Present: N/A

Proceedings:
· *Meeting called to order* June 26, 2018 at 6:03 p.m. ET by President Greene

1.0 Approve Minutes of May 22, 2018 Meeting: Motion by Vigus; second by Shouvlin. Approved 7-0-1-1. (Abstain Merriwether, Absent Hull)

2.0 Ratify Email Votes:

2.1 Motion by Shouvlin; second by Hasselbring to approve the Open Registry Survey and Accompanying letter. Approved 7-0-2 (Votes not cast by Butler and Hull.)

- Motion by Shouvlin; second by Hasselbring. Approved 7-0-2. (Absent Merriwether & Hull)

3.0 Financial Report: Registry income is up almost $7K vs. YTD budget. Total show income is down about $15K, but this is due to being in the middle of the Natural Fiber Extravaganza Fiber Show registration still. Show dues income is down about $20K vs. YTD budget, but many of the shows have not reported and paid for their shows yet. Advertising income is up $12K vs. YTD budget. Member products sales is up $9,300 vs. YTD budget. Benefactor income is up $16K vs. YTD budget. Membership income is up $4,600 vs. YTD budget. Overall income for the first 5 months of the year is up $37K vs. YTD budget. Registry, Insurance, Marketing, Bank Fees & Employee expenses are all down vs. YTD budget. Printing, & Building expenses are up slightly, but mainly due to timing issue of bills being paid. Overall total expenses are down about $61K vs. YTD budget.

4.0 Old Business:

4.1 ELD Farm Bill: Senator Fischer from Nebraska along with others filed an amendment to the farm bill supported by 24 Senators to provide greater flexibility for AG transporters.

4.2 Election Results: Mike Vigus, Karen Ball and Steve Aitchison were elected to the Board of Directors.

- Merriwether joined the meeting

4.3 Natural Fiber Extravaganza Update: Event registrations, workshops and vendors are up over last year. Fleece entries are up 10% over last year as well at this point. Everything is looking good for a great event.

4.4 Open Registry Survey Results, next steps: The survey results from the membership were 51% no, 48% yes to the question of whether the Board of Directors should investigate opening the registry.

- As to the question of whether the board should investigate opening the registry, the board voted no. (1-7-1. Greene voted yes. Absent Hull)

4.5 Member Fee Proposals: A proposal was put forward by Greene to recommend to the membership the elimination of the non-dues paying Alpaca Owners class of membership effective January 1, 2019 if approved by the AOA membership. If approved by the board, this proposal will be presented to the membership.

- Motion by Greene; second by Butler. Approved 5-3-1. (No vote Merriwether, Hasselbring, Shouvlin. Absent Hull)

5.0 New Business:

5.1 Halter and Fleece Show Results: Comparison report uploaded to Dropbox by Synhorst reviewing the halter and fleece shows from 2015 through 2018.

6.0 Updates:

6.1 BOD Membership Calls: Synhorst gave an update on the success of the calls/reach-outs that the office staff has done.

6.2 Strategic Plan Status: Board had their kick-off meeting last week with Agcellerate. The incoming board members were invited to attend the second meeting to help them get up to speed before our board meeting in Nashville.

6.3 Marketing Plan Status: Synhorst and Greene have met with a couple of marketing firms and given them some background to enable them to create a marketing proposal to present to the board

6.4 American Farmer Commercial Development: Synhorst has received the first round on the 30 second commercial created by American Farmer that was part of our American Farmer contract. Synhorst will forward a version of this for the board to review shortly after the Natural Fiber Extravaganza.

7.0 Executive Director Update:

6.1 Dashboard: Uploaded to Dropbox

6.2 Nashville Meeting Update:

8.0 Committee and Other Reports

8.1 Government and Industry Relations Committee: No current report. Uploaded meeting minutes from May 25th meeting to Dropbox.

8.2 Judge Training and Certification Committee: Topics covered at the June 13th meeting included:

- TIFC team met with instructors for organizational meeting. Working on gathering fleeces and the instructors are working on written evaluations.
- Move forward to SRC to not have color checker present during color verification.
- Double shows having forceable entry in both shows forwarded to SRC for rule update dialogue.
- Go over ring procedures on a Judge call prior to fall shows and JTCC Newsletter article.
- Concerns over livestock model – are we missing conformation issues in lieu of fleece.
- Perception in the ring – talking to ring steward. JTCC Newsletter article.
- Discussion on fleece room judging from show to show.

8.3 Judges Advisory Committee: Topics covered at the June 5th meeting included:

- Wade Gease stepped down from JAC recently, due to other commitments and time constraints. The committee added Sonia Perron as his replacement. Motion was made by Williamson to approve the appointment of Sonia Perron to the JAC. Second by Vigus. Approved 7-0-1-1. (Abstain Shouvlin, Absent Hull)
- Jennifer Hack from the AOA Youth Committee joined the call for a discussion regarding Junior Handler competitions at AOA shows.

8.4 Show Rules Committee: No report.

8.5 Fiber and Fiber Products Committee: Motion was made by Shouvlin to approve the appointment of Denise Coonley and Elizabeth Taylor to the Fiber and Fiber Products Committee. Second by Crocco. Approved 8-0-1. (Absent Hull)

8.6 Alternative Products Committee: The Alternative Products Committee met on 6/19/18. The primary focus of the discussion was around the tri-fold brochure titled “Owner’s guide to processing alpacas for meat”. This is a draft document that could use some feedback and further revision. A draft of this brochure was uploaded to Dropbox.

8.7 Membership Committee: Meeting minutes uploaded to Dropbox.

8.8 Affiliates Council: No report

8.9 Ad Hoc Youth Committee: No meeting, no report

8.10 US Alpaca Fiber Council: No meeting, no report

9.0 Meeting Wrap

9.1 Contact the Board Update: Request made by the Alpaca Research Foundation to use the Colorado mailing address of the AOA Corporate legal counsel. ARF has lost their Colorado mailing address due to the retirement of some of their members. Synhorst will follow-up with Shari and have an answer by the next board meeting.

9.2 Action Items: Vigus captured and will forward to board.

9.3 Next Meeting — July 12, 2018 in person – Lebanon, TN

9.4 Adjournment **-** Motion by Crocco. Motion carried unanimously. Adjourned at 9:35 p.m. ET.

Submitted by Jeff Williamson, Secretary.