Board of Directors Meeting Minutes

October 20, 2015

Meeting: Special Meeting — Business/Operations, Conference Call — October 20, 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

Special Guests: Bill Ervin, Principal, Creative Director — EG Integrated
Olivia Poggenpohl, Director of Strategic Planning — EG Integrated

Meeting opened at 6:10 p.m. EDT.

1.0 Market Research Proposal:

1.1 EG Integrated Presentation: Bill Ervin, Principal, Creative Director, and Olivia Poggenpohl, Director of Strategic Planning, from EG Integrated provided a brief overview and answered questions regarding their Marketing, Research, and Brand proposal. They left the meeting at 6:43 p.m. EDT.

1.2 Discussion: The Board was impressed with their proposal and Hull moved that Vannier contact EG Integrated to begin the Discovery Phase of the project, Johnson seconded, and the motion passed 7–2 (Yes: Potter, Miller, Shouvlin, Greene, Hull, Johnson, Merriwether. No: Delaney, Vigus).

2.0 Meeting Opening:

2.1 Ratify Email Votes:

2.1.1 I move we approve the request to proceed with the artwork for the national champion statue, with the remainder of the project being completed in 2016. (Motion: Merriwether / Second: Johnson) Motion passed 7–2 (No: Delaney, Vigus).

2.1.2 I move that the size of the performance classes match the new halter maximum class size of 11. (Motion: Hull / Second: Johnson) Motion passed 9–0.

2.1.3 I move we accept the changes to the Show Rules Handbook Table of Contents as proposed by Shouvlin. (Motion: Merriwether / Second: Miller) Motion passed 8–0 (Abstained: Vigus).

2.1.4 I move that we delay implementing giving all paid members voting rights and continue with the previous system of $15 paid voting rights until after the next election with the understanding that we will develop a defined plan and if necessary put the Bylaw and membership fee changes before the membership in the 2016 election. (Motion: Merriwether / Second: Miller) Motion passed 6–3 (No: Delaney, Vigus, Greene).

2.1.5 I move that we approve the minutes from the September 14th meeting. (Motion: Johnson / Second: Merriwether) Motion passed 9–0.

2.1.6 I move that we approve the President's Message for the December *Alpacas Magazine*. (Motion: Miller / Second: Shouvlin) Motion passed 9–0.

2.1.7 I move that we approve the minutes from the September 28th meeting. (Motion: Miller / Second: Johnson) Motion passed 9–0.

2.1.8 I move that we approve the minutes from the October 6th meeting. (Motion: Johnson / Second: Greene) Motion passed 9–0.

The motion to ratify the email votes was made by Shouvlin, seconded by Hull, and passed (9–0).

3.0 Update/Review from Executive Director:

4.0 Financial Report:

4.1 Financials: Vigus had nothing to report, no change since the October 6th meeting.

5.0 Old Business:

5.1 2017 National Show & Auction: Vannier reported that there has been little progress in regards to finding any other options for facilities for the 2017 National Halter Show beyond the facilities in Denver, Colorado, and Grand Island, Nebraska. All other potential facilities are either completely unavailable for the time period, or, if they are available, they are far too expensive.

5.2 2016 National Fleece Conference: Vannier reports that there still has been no progress with finding a location. The facility that they were most hopeful about was found to be much too small when staff visited it. Staff will continue to research some possibilities, focusing on locations that are easy to get to and that also might be good destinations for vacationing, so that members could get more benefit from their travel expense.

5.3 Strategic Plan Strategy Ranks: Vannier provided the Board with the final rankings compiled from the Board members' individual rankings. The majority of the Target Goals from those rankings are items that will be explored by the marketing firm EG Integrated (see item 1.2). The Board felt that until that research is completed within the next few months, the Board should focus on those Target Goals that are not touched upon by the work of EG Integrated.

Hull left the meeting at 8:33 p.m. EDT due to a farm emergency.

5.4 Supreme Champion Award: No discussion because the vote had already been taken previously by email (see item 2.1.1).

5.5 SRC Items from October 1st Meeting: Shouvlin and Vigus reported that the committee held a special meeting on October 8th to address Delaney's suggestion about the following language: "Any color designation may be shown as a separate class when four or more alpacas of one gender and age division are entered within that color designation." The suggestion received was to change "may" to "shall." This would mandate that any four in one color designation MUST be split out to make a separate class in every case. The SRC voted unanimously to retain the current language. Vigus and Shouvlin also asked the SRC to evaluate the maximum class size for fleece classes since the Board had voted to change maximum class size for halter shows last month. The SRC agreed with the Board that the maximum class size of fleece classes should remain at 15.

6.0 New Business:

6.1 Selection of New GIRCom Member: Due to the resignation of Erin Egan, there was a need for a replacement. An eblast was sent to the membership to ask for those interested in the position to apply. The committee received 4 applications, which they forwarded to GIRCom. Miller moved that the Board approve Deborah Bailey and Lynn Boak to fill the vacancy on the committee. Shouvlin seconded and the motion passed (9–0).

7.0 Committee & Other Reports:

7.1 Government and Industry Relations Committee (GIRCom): There was no meeting.

7.2 Judge Training and Certification Committee (JTCC): Miller reports the 2016 Total Immersion Fleece Clinic will be held at the Jefferson County Fairgrounds in Golden, Colorado. The Judge Certification test/clinic will occur in conjunction with one of the regular judge clinics in December of 2016. This will save the AOA and participating judges both money and time to combine the two. Miller also reported that chairman Andrew McArthur, after 6 years of service, will be resigning from the committee.

Hull rejoined the meeting at 8:53 p.m. EDT.

7.3 Judges Advisory Committee (JAC): There was no meeting.

7.4 Show Rules Committee (SRC): See item 5.5.

7.5 Fiber and Fiber Products Committee: Johnson reported that the group met earlier in October and is working on developing sample business plans for alpaca fiber oriented businesses. The committee is looking for donated materials for the Student Design Competition. The Resource Directory will be published soon on the AOA website. It is anticipated that over time, there will be frequent edits to that document which makes online publication attractive as opposed to print, for it allows for easier editing and updating, thus keeping it current and easily accessible to our membership.

7.6 Alternative Products Committee: Miller has no report for he was unable to attend the last meeting.

7.7 Revenue Task Force: Greene and Miller reported that the committee is fleshing out the idea of a potential herdsire importation — an idea generated by an AOA member — where the profits of the importation would go to AOA.

7.8 Leadership Council: Potter reported that there is a meeting scheduled for October 27th. The affiliate presidents have been invited to participate. Potter and Vannier have been working on the meeting agenda and have changed the format from what has been done in previous years. AOA public relations consultant Cindy Berman will be giving a presentation to inform them that she is available to the AOA affiliates and tell how she might assist with their PR efforts. The affiliate presidents have been given the opportunity to submit topics and questions they would like to have addressed as time allows. Senior members of staff will be on the call to provide a short update about each of their departments — EPD/software, Show System, the National Shows, and registration and transfers.

7.9 AFCNA Update: Hull reported that the AFCNA held a webinar to update members about that organization's activities. Those that attended said that this was well presented. He also reported that AFCNA fleece collections are up.

8.0 Meeting Wrap:

8.1 Contact the Board Update: Potter reports that there have been no contacts.

8.2 Action Items: Miller reviewed the action items with the Board.

Potter will contact applicants regarding the selection for the GIRCom positions.

Miller and Greene will take an idea presented by Vigus to create an optional membership service fee back to the Revenue Task Force for their consideration.

Vigus will work on the development of a Breed Standard.

8.3 Next Meetings: November 9 (Budget) and November 23 (Business Meeting).

8.4 Adjournment: Miller moved to adjourn at 9:20 p.m. EDT.

Respectfully submitted, Laurel R. Shouvlin