Board of Directors Meeting Minutes

August 25, 2014

Meeting: Conference Call—August 25, 2014, 6:00 p.m. EDT

Board of Directors: Bonnie Potter, President
Dianna Jordan, Vice President
Laurel Shouvlin, Secretary
Julie Delaney, Treasurer
John Ferrante, Director
Steve Hull, Director
Wayne Jarvis, Director
Andy Merriwether, Director
Scott Miller, Director
Tom Petersen, Director

Executive Director: Darby Vannier

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

1.1 Ratify Email Votes:

1.1.1 I move that we amend AOA Policy 06-01 to list the National Auction house minimum at $2,500 (motion: Shouvlin/Second: Ferrante). Motion passed 8–1 (votes not cast: Hull). Hull moved to ratify the motion, Ferrante seconded, and the motion carried (9–1, Miller voted no).

2.0 Old Business:

2.1 Alpaca Industry Infomercial: Vannier presented the concept for an infomercial type of video to replace the AOBA video created several years ago, and now outdated, having been created in 2008. Care will be taken to include all aspects of the industry. It is Vannier's preference to place the video on YouTube and encourage members to link to the video. The concept is a 5 to 10 minute video that describes all aspects of raising alpacas from breeding to utilization of the fleece. Concerns were raised about the cost to produce. Vannier explained that part of the costs are related to getting the videographers to various farms/ranches to offer different and interesting footage. Hull moved that we move forward with the proposal. Petersen seconded. Motion carried (7–3, Jarvis, Miller, and Delaney opposed).

2.2 Length of Nationals/Nationals Schedule: Merriwether moved and Hull seconded to shorten the National Show by one day which would move the auction to Saturday, and check in on Friday. Motion failed (4–6, Potter, Shouvlin, Jarvis, Miller, Petersen, and Delaney voting no). Hull moved to change the AOA Annual meeting to the National Fleece show. Ferrante seconded. The motion passed (10–2, Jarvis and Miller voted no).

2.3 Separation of National Halter & Fleece Shows: Staff has investigated 10 or 12 facilities for the AOA National Fleece Show and Education event. Financial estimates are coming in fairly consistent with Vannier's expectations. It is thought that breaking the fleece show away from National Halter Show and adding educational meetings will create savings. Vannier feels that with approximately 200 attendees, the event could approach break even.

2.4 Fiber as Business Conference Report: Jordan reported the conference was extremely successful and that attendance was excellent. It was well supported by both llama and alpaca breeders and included a presentation by a representative of the USDA who spoke about creating a single classing system so that eventually alpaca fiber pricing can be reported through the USDA.

2.5 Strategic Planning Proposal: Vannier reviewed the plan presented to the Board by Leadership Resources. Motion to move forward with the Strategic Planning Proposal was made by Hull, Jordan seconded, and the motion carried (10–0).

2.6 National Championship Discussion: Miller moved to revisit the vote that approved Model 1, Hull seconded, and the motion passed (8–2 Delaney and Merriwether opposed). Motion to accept Model 2 was made by Shouvlin, seconded by Miller, and the motion failed (4–6 Delaney, Ferrante, Hull, Merriwether, Petersen, and Potter opposed). Merriwether moved to adopt Model 1. Hull seconded and the motion carried (7–3 Shouvlin, Miller, and Jordan opposed). A motion to delay the National championship to 2016 was made by Hull, seconded by Petersen, and passed (9–1, Merriwether opposed).

2.7 Judges Choice/Best Bred & Owned Minimums Recommendation from SRC: The Board reviewed the recommendations made by the SRC regarding changing the minimums required by a show to grant the Judges Choice and Best Bred and Owned awards.

3.0 New Business:

3.1 Formation of Election Committee: Due to the decision that the AOA Annual Meeting will occur at the Fleece Show and Educational Event sometime in the summer of 2015, it was unnecessary to form the Election Committee at this time.

3.2 DDC Contract Renewal: Motion to renew the contract with DDC (DNA validation vendor) was made by Miller, seconded by Hull, and passed (8–0, Jarvis and Shouvlin left the call).

3.3 JTCC updates to Show Supplement: The motion to approve the JTCC's recommended updates to the show supplement was made by Miller, seconded by Ferrante, and passed (8–0, Jarvis and Shouvlin left the call).

3.4 JTCC Recommended Certifications: Vannier presented the list provided by the JTCC of AOA Judges who successfully completed testing at the Total Immersion Fleece Clinic. Miller moved to approve the list, Jordan seconded, and the motion passed (8–0, Jarvis and Shouvlin left the call).

3.5 Non-Affiliate Grant Request: An application for a grant request was provided by Vannier. The Board requested that the application be sent back for more information.

3.6 Selection of Fiber Committee Members: The Board reviewed and discussed the 14 applications from members who were interested in serving on the Fiber & Fiber Products Committee. Jordan moved that the Board appoint Stacy Heydt, BJ Ellis, Launda Soper, Kate Campbell, Ruth Fuqua, Stacie Chavez, and Chris Rechard to the AOA Fiber & Fiber Products Committee, with Stacy Heydt serving as Chair. Miller provided the second and the motion passed (9–0, Jarvis left the call).

3.7 Selection of Additional GIRCom Members: The Board reviewed and discussed the 8 applications from members who were interested in being considered for the Government & Industry Relations Committee. Petersen moved that the Board appoint Pat Long, Brion Smoker, Joan Clappier, Jan Hamby, and Erin Egan to the AOA Government & Industry Relations Committee. Ferrante seconded and the motion passed (9–0, Jarvis had left the call).

3.8 SRC Proposed Updates to AOA Policy 04-01: The Board discussed the SRC's proposed changes to AOA policy 04-01. Petersen moved that we amend policy 04-01 section 4.A.1 to say 'This committee shall consist of a minimum of 7 people, with current memberships in AOA and the AOA Show System.' The second was made by Miller, and the motion passed (9–1, Delaney against).

3.9 Alternative Products Committee: No report.

4.0 Committee & Other Reports:

4.1 Government and Industry Relations Committee (GIRCom): No report.

4.2 Judge Training and Certification Committee (JTCC): Miller updated the Board on the recent JTCC meeting and their current initiatives (see 3.4).

4.3 Judges Advisory Committee (JAC): Delaney updated the Board on the recent JAC meeting and their current initiatives.

4.4 Show Rules Committee (SRC): Shouvlin updated the Board on the recent SRC meeting and their current initiatives. The review and updates of the Show Rules Handbook will come to the Board for approval probably next month.

4.5 Fiber and Fiber Products Committee: No report (see 3.6).

4.6 Compensation Review Committee: No report, however Vannier updated the Board on staffing changes and the fact that the last of the stuff that was going to be moved has been moved from Nashville to Lincoln.

5.0 Financial Report:

5.1 July Financials: Delaney updated the Board on the current financial statement.

6.0 Meeting Wrap:

6.1 Contact the Board Update: There were no new contacts.

6.2 Next Meeting: The next Board meeting will be September 2, 2014.

6.3 Adjournment: Meeting adjourned at 10:45 p.m. EDT after a motion to do so from Miller.