BOARD MEETING MINUTES

Our Mission:
Serve all Alpaca Owners Association Members to facilitate their success within the alpaca industry.
Our Vision:
A recognized and sustainable North American alpaca industry for alpaca owners, alpaca breeders and those who design, produce and sell alpaca related products and services.

Board of Directors:	Jennifer Hack, President	Wendy Dittbrenner, Vice President
	Lynn Eden, Treasurer (Absent)	Sharon Milligan, Secretary
	Wini Labrecque, Director	Scott Miller, Director
	Jeff Williamson, Director	Rhonda Deschner, Director
	Michael Livingston, Director	

Executive Director: Robin Gifford

Meeting: Board Meeting, Monday May 23, 2022; 4:00pm Pacific/7:00pm Eastern

1.0 **MEETING OPEN**:
Meeting opened at 7:08 Eastern time.

2.0 **CONSENT AGENDA**:
Executive Director's Report, Dashboard, Social Media Stats, Committee Reports NOT needing discussion or Action.
Motion to accept by Rhonda, second by Wendy, approved 9-0.

3.0 **APRIL BOD MINUTES APPROVAL**.
Motion to approve by Lynn, second Jeff, approved 9-0.

4.0 **FINANCIAL REPORT**:
Document references: April financials, Year to Date Financials, Executive Financial Summary.
Lynn advised that financials are moving forward as planned with the exception of Marker loses, which are not in our control.
Lynn voiced concern over the low registrations for the National Education and Fiber Conference in July 2022. The week-end passes are low as well as the Virtual Class Registrations.

5.0 **STRATEGIC DISCUSSION: 2025 NATIONAL HALTER SHOW SITE SELECTION.**
AOA is currently looking at two locations, Grand Island, Nebraska, and Grady County Fairgrounds, Chickasha, OK.
The Board was strongly in favor of the OK location because of the venue and pricing.
An actual vote will be forthcoming with additional information and other potential locations.

OTHER BUSINESS:
6.1 Michelle Armour was approved for the Marketing Committee.
Motion by Scott, second by Wendy, approved 8-0

6.2. Marketing Savings Account Discussion.
Scott brought up the suggestion to establish a separate and independent Marketing Account. This account would be for marketing purposes only. Scott believes this would make it easier to raise money and identify funding sources because members and donors could see directly where their money was going. In turn it would help marketing priorities for alpacas and member farms.

The AOA website and APP should be promoted to assist marketing efforts of member Farms.

It was felt that a separate account would not be necessary to establish marketing goals. Discussion will continue.

6.3 TXOLAN 2022 Fleece Show.
Because of issues with consistent weighing of fleeces the show was decertified by SRC.

7.0 ADJOURNMENT:
Adjournment at 8:43pm Eastern Time.
Motion by Jeff, second by Scott, vote 8-0.
Next meeting June 27, 2022.