Board of Directors Meeting Minutes

August 8, 2016

Board of Directors: Norm Johnson, President; Don Greene, Vice President; Vern Butler, Secretary; Joe Crocco, Treasurer; Steve Hull, Director; Andy Merriwether, Director; Bonnie Potter, Director; Laurel Shouvlin, Director; Mike Vigus, Director

Executive Director: Darby Vannier

Meeting: Strategic Plan / Special Topics
Conference Call — August 8, 2016, 6:00 p.m. EDT

Meeting Opening: Meeting called to order at 6:03 p.m. EDT by President, Johnson.

1.0 Strategic Planning Meeting Items:

1.1 Strategic Plan Target Goal 2.3 — Breed Standard: Vigus reported that the Huacaya breed standard is nearly complete and ready to be reviewed by the board and sent to the membership. The following items were discussed as a result of this report:

1.1.1 Vigus will follow up with the Suri Network president to find out what their next steps are for completion (action item).

1.1.2 Some of the wording in the standard was changed and we should consider whether the Huacaya standard will adopt the same wording as the Suri standard.

1.1.3 AOA will obtain permission from the Suri Network to allow for distribution of the Suri breed standard to the AOA membership. It will add some cost but we should have a legal document drafted clearly defining our ability to use the Suri breed standard (action item).

1.2 Strategic Plan Target Goal 5.5 — Membership Evaluation: Shouvlin reported that there were two meetings of the membership ad hoc working group. The first was well attended and second one experienced a significant drop in attendance. The working group looked at other livestock organizations to get ideas for increasing membership. The working group suggested two new membership types including a youth offering and a fleece/product/vendor type of membership that might be less expensive than an Association membership. Shouvlin is using materials that were developed in the past as a possible basis for a new program. The following items were discussed as a result of this report:

1.2.1 The question was raised as to whether we could possibly include new membership types in this year's software changes. Vannier stated that the development schedule was already full for this year.

1.2.2 In light of the fact that new membership cannot be included with this rollout, Greene suggested that further development of these two membership types be conducted by the committee (action item).

1.2.3 We decided to re-populate this committee in a more formal way. We will be writing up a job description and send out an email to ask members for their applications should they be interested.

2.0 Other Special Topics:

2.1 Youth Engagement: Shouvlin reported that this is very similar to the discussion we just had about youth membership. While the committee was formed previously by the Board, it was specifically tasked for only reviewing the Youth Handbook that was created many years ago by AOBA. During this review process a video was found that was created by AOBA for youth activities. Shouvlin asked permission from the Board to expand the work of the committee to review these items and to look for more ways to involve youth in our shows and industry, and then after that is done the group will work on updating of the Youth Handbook. This group is trying to find a time to meet within the next two weeks. The following items were discussed as a result of this report:

2.1.1 Suggestion that we might consider a youth page on our website.

2.1.2 Johnson asked Shouvlin to continue defining this program and bring new information back to the board (action item).

2.1.3 While discussing a youth page the topic of adding an affiliate page was raised. There has been effort in the past through a newsletter and the leadership council to create a communications forum. The idea of an affiliate page might be a good topic for the leadership council.

2.2 Executive Director Search Update Johnson / Greene / Butler: Johnson reported on the progress so far. The search firm proposals and a summary were posted in Dropbox for review by the board members. The following items were discussed as a result of this report:

2.2.1 Should we try to advertise for the position before spending significant money on a search firm.

2.2.2 There is concern with the salary level. We agreed to start much lower but we want to have that as a placeholder for budgeting purposes.

2.2.3 Although using a search firm will be costly, they will expedite and simplify this process.

2.2.4 We should look at all costs associated with using a search firm not the fee we pay for placing a candidate.

2.2.5 We should try to locate some search firms with lower fees.

2.2.6 Can we get more details about the process and references from the firms we had spoken to.

2.2.7 The search committee has developed a candidate profile from the information originally assembled from board member input, the Executive Director job summary and emails from staff members.

2.2.8 The search committee will get more information from the search firms and look into other options such as job search websites and local publications (action item).

2.3 Interim Operational Plan Update: Vannier described the plan for office operations while we are in the process of hiring a new executive director. The office staff have been trained and authorized to cover functions that Vannier handled. These are interim solutions but should work for a few months. The national shows are well under way and should be mostly wrapped up by the time Vannier leaves. The 2018 halter show needs work on site selection. Vannier stated that we the board will have to pick up some of the items that won't be handled by the staff such as budgeting, audits, and review of financial statements.

3.0 Meeting Wrap:

3.1 Action Items: Greene outlined the following action items as noted above.

3.1.1 Vigus is to connect with new Suri Network president Jill McElderry-Maxwell to determine review/ approval status of the Suri breed standard, and to review changes in the written standard with the Huacaya breed standard development team.

3.1.2 Johnson is to contact Sheri Visani to begin work on a written document between AOA and the Suri Network permitting use of the breed standard created by Suri Network.

3.1.3 Shouvlin is to follow up with the membership working group for further refinement and definition of new membership classes (youth and product) to be considered by the board.

3.1.4 Shouvlin is to share the membership working group's suggestions for a youth membership class with the volunteers working on a youth handbook to get more input.

3.1.5 Johnson is to contact potential search firms to ascertain their methods of sourcing executive director candidates, client referrals, pricing options for search work. Search committee will attempt to identify other available search firms, website option, and local publications.

3.2 Next Meeting (Face-to-Face in Lincoln August 13 – 16): Johnson asked all board members to look at the bylaws and policies prior to the meeting. Greene will wait until after this meeting to send out the "From the Board" email.

3.3 Adjournment: Hull made a motion to adjourn, Shouvlin seconded, motion passed by unanimous hang-ups (votes 9 – 0).