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	
Guests:	New Board Members: Brian Houchin and Mary Miller	

Executive Director: Robin Gifford

Meeting: Board Meeting, Monday June 28, 2022; 4:00pm Pacific/7:00pm Eastern

1.0 **MEETING OPEN**:
Meeting opened at 7:03Eastern time.

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

3.0 FINANCIAL REPORT:
Document reference: May financials, Year to Date Financials, Executive Financial Summary
-Alpaca registrations and membership registration both down 20 percent.
-Fleece show has almost 500 entries however the educations portion of the weekend has poor participation. This requires further review for future years. The advanced notification of TOP Ten award potential did not seem to have an effect on registration for the NEFC.
-Investments are stabilizing without gain.

4.0 STRATEGIC DISCUSSION: Color Coat Testing with Chris Kasbek of DDC.

- Mr. Kasbek explained that DDC would be able and willing to start Color Coat Testing for AOA.
- The testing would be using FluiDyn requiring a minimum of 45 samples being tested.
- There would be a need for DDC to conduct a validation process first requiring samples, most likely from our current blood card history bank, to make sure DDC could provide accuracy of results.
- A minimum of 200 samples would need to be run.
- Development costs would be approximately $3,000.
- Estimated Lab cost would be $15-20 and could be requested when registration blood cards are submitted.
- Further discussion is needed by the Board.

5.0 Strategic Discussion 2: Mobile App Development:

- Robin advised the BOD that there has been considerable movement toward the development of an APP that would have the primary purpose of directing outside interests to our member farms. An example from NC Farms, https://www.farmtrailapp.com, was given. More work and discussion needed.

6.0 OTHER BUSINESS:

6.1 Fiber as a Commodity.

Wini explained that the Fiber committee has worked hard trying to determine how Alpaca Fiber could be Identified as a Commodity on the World Market. This process identified a change in how USDA policies and who in USDA would be able to help AOA understand what might be needed as well as the current value to members. It appears that the new rules would actually get alpaca fiber listed on a census report. The fiber committee will continue to work on this project.

6.2 Update on Marketplace.

Robin stated that the Marketplace is up and running with the understanding it is a work in progress. She Stressed that members listing on the Marketplace must be more diligent on the information they supply concerning their farms.

6.3 Farwell to Jeff and Wendy. Everyone expressed their appreciation for all the time and work both Board members have done during the last 3 years. The Board expressed a positive working environment and acknowledged Jeff's and Wendy's part in making it work that way.

6.4 NEFC- Board Goals, schedule and what to expect.

7.0 ADJOURMENT

Next meeting: July 14, 2022 @ Hotel in Burlington, Kentucky