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: Shauna Brummet, President; Jennifer Hack, Vice President; Patty Hasselbring, Secretary; Rhonda Deschner, Treasurer; Karen Ball, Director; Wendy Dittbrenner, Director; Wini Labrecque, Director; Sharon Milligan, Director; Mike Vigus, Director - absent

Executive Director: Robin Gifford

Meeting: Video Board Meeting
Monday, August 24, 2020

1.0 Meeting Opening

1.1 Welcome — Meeting called to order by President Brummet at 7:04 PM

1.2 Celebrations — Robin shared positive news: 1) By end of Sept should have fiber testing results back, 2) website homepage has been re-designed with other pages being tested, 3) 3 15-year work anniversaries, 4) positive feedback from members concerning fleece shows.

2.0 Consent Agenda

July minutes ratified, Executive Director's Report, Dashboard,
Committee Reports NOT needing discussion or action.
Motion made to approve the items on the consent agenda. Moved by Hack. Second by Hasselbring.
Motion carried 8-0

3.0 Financial Report

Treasurer Deschner reported: In the black. Investment income is higher than budgeted. Decreased expenses.

4.0 Strategic Discussion: 2020/21 Board Goals Supporting AOA Mission and Strategic Plan

Discussion of Board Planning Notes, Narrowed Board Goals
Reviewed, discussed, and confirmed goals, actions, and measures. (Attached to these minutes)
Motion made to approve goals as discussed. Moved by Ball. Second by Hasselbring. Motion approved 8-0.

5.0 Strategic Discussion: Show Revitalization Task Force Recommendations

Show Revitalization Task Force Recommendations provided in advance for all board members to review. Recommendations grouped into five sections: 1) for Event Managers, 2) for staff, 4) things to consider moving to Judges Advisory Committee, 4) addressing Show Rules, and 5) Items for future consideration and development

1) Event Managers. Discussed ideas for Event Managers, and agreed by consensus with suggestions and ideas, with clarification that the evaluation-only activity would not be a "class" per se.
2) Items completed by staff or moved to staff: Discussed, clarified and approved by consensus
3) Things to consider moving to the JAC: Discussed and revised list to be moved to JAC.
4) Items for Show Rules Committee: Reviewed and discussed. The following decisions were made and will be presented to the show committee as pilots for the 2020-2021 year.

Motion made to implement a pilot for the 2020-21 year, limiting walking fleece classes to 12 and split after 12 alpacas. Moved by Labrecque. Second by Dittbrenner. Motion carried 8-0.

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Motion made to provide a pilot for the 2020-21 year, allowing for a show to include a novice class, a small breeder class, or both. Small breeders are defined as those with twenty or fewer AOA registered females of the same breed. Novice classes are defined as for farms that has been in existence for under 10 years. Moved by Labrecque. Second by Ball. Motion carried 8-0.

Motion made to implement a pilot for the 2020-2021 to decrease the required number of alpacas to eight huacaya and six suri per class to be eligible for color championships. Moved by Hack. Second by Deschner. Motion carried 8-0.

Motion made to implement a pilot for the 2020-2021 year to decrease the minimum number for splitting a color division (such as True Black and Bay Black) from four to three. Moved by Dittbrenner. Second by Deschner. Motion carried 8-0.

Motion made to implement a pilot for the 2020-2021 year to allow awarding of a Best Head and Best Profile, with criteria based on the breed standards, as an exhibition class. Moved by Ball. Second by Hack. Motion carried 8-0.

Other recommendations will be forwarded to the Show Rules Committee.

The final list of Task Force recommendations for future development and research will be addressed at the September Board meeting.

6.0 Other business

6.1 Eden's Letter to the Board

Motion made to approve Lynn Eden's request for anonymous information for research concerning color patterns. AOA will receive the results and conclusions of the analysis and will be able disseminate to members. Moved by Ditbrenner. Second by Milligan. Motion carried 8-0

6.2 Fiber Committee Goals

Ball will take goals back to committee to review in light of the established goals for the year.

6.3 Membership Recommendation: Youth Membership Level

This will be moved to September meeting.

6.4 JTCC application: Carol Howard. Voted needed (ref: #16 in DB)

Motion to approve application of Carol Howard to JTCC. Moved by Ball. Second by Milligan. Motion carried 8-0.

6.5 Alternative Products Committee: Vote on members.

Nancy Edwards – currently on committee
Joy Conwell – currently on committee
Jerilin TerBest – currently on committee
Steve Aitchison – previous board liaison to committee
Hillary Devin – new member

Motion made to approve these five individuals as members of the committee. Moved by Hack. Second by Ball. Motion carried 8-0.

7.0 Adjournment

Motion made to adjourn. Moved by Ball. Second by Hasselbring.
Meeting adjourned at 10:40 Eastern Time.
Next meeting: September 28, 2020