Board Meeting Minutes

Board of Directors:

Mike Vigus, President	Joe Crocco, Treasurer	Patty Hasselbring, Director
Jeff Williamson, Vice President	Karen Ball, Director	Andy Merriwether, Director (joined late)
Steve Aitchison, Secretary	Vern Butler, Director	Laurel Shouvlin, Director

Executive Director: Bud Synhorst

Meeting: Conference Call - **June 25, 2019**
6:00 PM Eastern Time

Meeting called to order by Vigus at 6:03 PM Eastern.

1.0 Ratify Email Votes Vigus

1.1 Motion by Williamson, second by Shouvlin to approve April meeting minutes. Motion passed 9-0.

1.2 Motion by Shouvlin, second by Williamson to approve May meeting minutes. Motion passed 9-0.

Crocco moved to accept the Email Votes, Hasselbring seconded. Approved 8-0-1 (Merriwether absent).

Merriwether joined at 6:09 PM Eastern.

2.0 Approve President's Messages Vigus

2.1 NFE Show book Message

Board provided edits, approval will be done via email on the revised version.

2.2 Annual Report Message

Board provided edits, approval will be done via email on the revised version.

3.0 Financial Reports Crocco

3.1 May Financial Report

INCOME (year-to-date): Registry down $54,000, Halter show was down $4,800, Fiber Extravaganza is up $2,800, Magazine/Advertising is down $16,000, Membership is up $12,250. Overall, income is down $104,443.88.

EXPENSES (year-to-date): Registry expense is down $12,500, Halter show was down $24,000, Fleece Show is on budget, Magazine is $4,800 over, Marketing/PR is down $12,000. Overall, expenses are down $26,000

NET (year-to-date): Net Income is $235,967.51, but is down nearly $100,000 vs. 2018.

4.0 Old Business

4.1 DDC testing update Synhorst

Merriwether discussed the pros/cons of nasal swabs for DNA registration of animals. Discussion followed, including the fact that swabs would be more expensive than blood cards

for members to purchase, would cost more to store and ship, and may be less accurate. However, they are easier for breeders to use as many breeders use their vet to draw blood and they would remove that need. Reduced cost for members may increase the number of animal registrations. Board also considered how offering this alternative would affect DDC's lab testing. Board agreed unanimously that further investigation is needed.

4.2 Other Old Business — Synhorst

The board discussed keeping old business items that have not been completed in each agenda/minutes from month to month so the members are aware what items are still on the table for discussion.

5.0 New Business

5.1 Proposed change to the AOA judging contract — Aitchison

Hasselbring moved to accept the changes suggested by the JAC to the standard AOA show judging contract, Aitchison seconded. Approved 9-0.

5.2 Marketing proposal — Aitchison/Synhorst

Synhorst reviewed the history of the marketing project as it developed over the last two years and discussed the two advertising firms it was narrowed down to, Avid Design and Oh Hello. Lengthy discussion followed with board members agreeing on the importance of a new marketing plan, but expressing concerns about cost, performance tracking, impact on AOA staff, and more. Williamson moved that the board accept the recommendation of Aitchison and Synhorst to engage Avid Design in a 1-year contract for the proposal they have presented, Butler seconded. Approved 9-0.

5.3 Other New Business — Vigus

No other new business.

6.0 Executive Director Update — Synhorst

The fleece show at the Fiber Extravaganza has reached the highest level for a fleece show, Level IV, even before the early bird deadline. Workshops and seminars are filling up with still three weeks to go before the event. The incoming board members, Wendy Dittbrenner, Rhonda Deschner, and Shauna Brummet, completed a successful orientation at the AOA offices ahead of their upcoming term - their first meeting as new board members will be in Nashville prior to the Fiber Extravaganza and Annual Meeting.

6.1 Dashboard review

7.0 Committee and Other Reports

7.1 Government and Industry Relations Committee — Merriwether

Discussed the letter on Livestock Transporting Safety. Monitoring illnesses that may affect alpacas from national and international reports.

7.2 Judge Training and Certification Committee — Williamson

Williamson reports the committee is discussing eliminating the 60/40 judging criteria for halter shows and reverting back to a 50/50.

7.3 Judges Advisory Committee — Aitchison

Committee put forth changes to the standard AOA judge's contract for the board to review (see 5.1 above). Received a request from the Show Rules Committee (SRC) to work on a document involving co-judging at shows.

7.4 Show Rules Committee — Shouvlin

Discussed the suggested changes to the Breeder's Cup criteria. Asked the AOA office to develop some data reports on show members and the sizes of their herds. Once they have that data, they will continue discussion.

7.5 Fiber and Fiber Products Committee — Ball

Fiber testing is on hold due to budget. Dialogue consisted of determining how to reach out to "pet" alpaca owners to find out what AOA can do for them. 6 of the 8 design student finalists will be in attendance at the Fiber Extravaganza. The Natural Fiber Display, including a number of various fiber producing animals, will be ready for the Fiber Extravaganza. Working on "Fiber as a Business" model.

7.6 Alternative Products Committee — Butler

Focused on Fiber Extravaganza presentation concerning Terminal Markets.

7.7 Membership Committee — Hasselbring

One member, who owns a mill, will discuss offering AOA members a discount on processing their fiber with other mill owners. Another member suggested an "after hours" vet hotline that would be available to AOA members and the committee will continue researching this possibility. Also discussed researching a "youth membership" option by reaching out to young animal owners (4H, FFA, etc) to determine whether it something worthwhile.

7.8 Affiliates Council — Vigus

No meeting, no report.

7.9 Ad hoc Fleece Show Committee — Shouvlin

Continued to evaluate VandenBosch's new fleece show model and discussed having a demonstration/trial show in October or November to run through the process.

8.0 Meeting Wrap

A big "Thank You" was giving to the outgoing board members, Joe Crocco, Laurel Shouvlin, and Vern Butler, for all their hard work and service to the industry.

8.1 Contact the Board Update — Vigus

No new contacts to the board.

8.2 Review Action Items — Williamson

8.3 Next Meeting — **Wednesday, July 17, 2019** (in-person, Nashville, TN) — Vigus

8.4 Adjournment Meeting adjourned at 8:11 PM Eastern. — Vigus