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
	Rhonda Deschner, Treasurer	Sharon Milligan, Secretary
	Mike Vigus, Director	Wini Labrecque, Director
	Jeff Williamson, Director	Char Johnson, Director
	Brian Houchin, Director	

Executive Director: Robin Gifford

1.0 Meeting Open:
Meeting was called to order by President Jennifer Hack at 7:07 pm Eastern Time. She introduced the newly elected AOA Board members:
Scott Miller
Mike Livingston
Lynn Edens

2.0 Consent Agenda: May email approval ratification, Executive Director's Report, Dashboard, Social Media stats, Committee Reports NOT needing discussion or action.
Mike asked Robin if she knew why the social media spiked such an interest in the month of March. Robin explained that it was because of the National Halter Show live streaming all over the US and the world. It really showed we need to do more live streaming events.

3.0 Financial Report:
Rhonda explained that YTD that the Registry, shows & investment income are on or above budget
YTD Advertising, National Conference, plus membership are lagging, showing an overall deficit primarily due to the lack of registrations to NFE.

4.0 Strategic Discussion:
Board reviewed summary of input from surveys completed by committee members, randomly picked members and staff.
Most agreed with the organizational goals.
There is a need to tie end product back to the registry.
Threats to the organization are:
- General apathy
- Aging out of the membership
- Technical Costs
- Staying relevant with memberships needs

Board agreed to come to the annual planning session to discuss further 4 topics (assumptions) that come about from the survey summaries.

1. Changing Industry- How does AOA proceed, how do we show & provide value
2. Commercial fiber Processing desire but not feasible. What does AOA do if anything and where do we put the focus.
3. Funding needed for research, education, scholarships and programs.
4. National, professional marketing, campaign to bring awareness to Alpacas and their fiber.

5.0 Other Business

5.1 Motion to approve Brian Houchin and Char Johnson as new JTCC committee members.

Motion -Sharon, Second-Rhonda, passed 9-0

5.2 Motion to approve the New Marketing Task Force Purpose Statement.
Motion-Wini, Second- Char, passed 9-0

5.3 General Schedule for the annual BOD's planning session.

Wed, July 7, 2021 3-6:00pm
Business meeting
Elect new Board Officers
Group dinner & activity
Thursday July 8,2021 9:00am -5:00pm
Planning Sessions

5.4 An expression of thanks and gratitude was given to our outgoing Board members, Mike Vigus, Brian Houchin, Char Johnson, for their service.

6.0 Adjournment:

8:35pm Eastern Time
Motion- Jeff, Second- Mike
Next meeting: July 7-8, 2021 Lebanon, TN