Board of Directors Meeting Minutes

February 23, 2015

Meeting: Conference Call — February 23, 2015, 6:00 p.m. EST

Board of Directors: Bonnie Potter, President
Dianna Jordan, Vice President
Laurel Shouvlin, Secretary
Julie Delaney, Treasurer
John Ferrante, Director
Steve Hull, Director
Wayne Jarvis, Director
Andy Merriwether, Director
Scott Miller, Director
Tom Petersen, Director

Executive Director: Darby Vannier

1.0 Meeting Opening: Meeting opened at 6:04 p.m. EST with Miller absent. Merriwether joined at 6:14 p.m. EST. Jarvis joined at 6:36 p.m. EST.

1.1 Ratify Email Votes:

1.1.1 I move that we approve the GIRCom eBlast about 1099s (motion: Petersen/second: Jordan). Motion passed (7–0, votes not cast: Delaney, Merriwether, Miller).

1.1.2 I move that we select C. Scott Gove as the 2015 AOA Shining Star Award recipient (motion: Shouvlin/second: Jordan). Motion passed (10–0).

1.1.3 I move that we approve the AlpacaGram announcing the Shining Star award winner (motion: Hull/second: Shouvlin). Motion passed (7–0, votes not cast: Ferrante, Jarvis, Merriwether).

1.1.4 I move that we approve the AlpacaGram update about the Strategic Planning Retreat (motion: Petersen/second: Merriwether). Motion passed (8–0, votes not cast: Delaney, Miller).

The motion to ratify the above 4 email votes was made by Petersen, seconded by Shouvlin, and the motion passed 7–0 (3 absent from call).

2.0 Old Business:

2.1 Strategic Planning Update: Vannier reminded the Board that the Strategic Planning notes have been sent to all of the attendees. He has met with the Leadership Resources team with the goal of having some material to the Board for review by the April meeting. Software updates, as well as planning and preparing for the Halter Nationals in March is slowing the Strategic Planning process for the next month.

2.2 Software Update: Vannier reports that there is a new major software rollout to occur tonight. In addition to updates, this rollout will add the software that will enable loading of show results. With each rollout there are many hours of testing done by staff in order to be certain that any issues created by the newly added software are identified and quickly corrected. Vannier hopes that by the end of the week all of the problems that occur will be taken care of. Loading of show results will start over the next few weeks.

2.3 2015 Budget: Potter requested additional discussion because the vote to accept the budget was not unanimous. Since part of the hesitation to vote affirmatively was based on what might occur during the Strategic Planning retreat. Discussion was tabled until Miller could participate.

2.4 2015 National Show & Auction: Vannier reports that everything is on track for the AOA Halter Nationals. 500 entries have been received as of the time of this meeting. The schedule for the show and all of the weekend activities is on the AOA website for all to view. The auction catalog is currently being printed and will be mailed out in a few days. This year the auction catalog was done in house by staff to save money. There were 7 auction donations to benefit AOA. There have also been a few corporate sponsors including DDC who is sponsoring the Meet and Greet.

Planning for the AOA National Fleece Show and Conference is also well on its way. The regular fleece show registration won't start until the end of March, but spin-off registration will start soon. Educational sessions are coming together. The event will occur at the same facility we used for our Strategic Planning Conference. The AOA Annual Meeting will be a lunch instead of a breakfast.

The 2016 AOA National Halter Show facility is still in flux due to some sudden developments involving the facilities we were considering. Vannier hopes to have some information to the Board by the next meeting so that the Board can make that decision.

2.5 Committee and Committee Chair Discussion: The idea of having Board members serving as chairs on AOA committees was discussed. In the past some committees have not had members willing to serve as chairpersons so that the Board liaisons have had to serve as acting chairpersons. It was decided that Vannier would work with AOA Attorney Visani to pursue developing a change to the policy for the Board to review. Vannier will be communicating with the current committees' members to ascertain their willingness to continue serving on AOA committees.

2.6 Member Contact—Proposed Limited Peruvian Import: Discussion postponed for next month due to Miller's absence from the call.

3.0 New Business:

3.1 Regional Education Proposal: Vannier provided a proposal to develop and hold regional one (1) day education meetings where Vannier and/or Ault travel to a location to teach sessions on EPDs, parentage validation, judge training, AOA, the AOA Show System, and member marketing opportunities. Petersen suggested that in order to better understand how well this might be received, the concept would be discussed at the next Leadership Council. Potter suggested also using the webinar concept to get the same information to members. Vannier will look into the webinar concept further.

3.2 *Alpaca Owners Guide* (AOG) print date: In the past the goal has been to print the AOG in March. Vannier would like to propose that the AOG be printed for mailing in the early fall. The current timing for mailing in the spring is extremely challenging with all of the other activities of the organization. Also, the AOG competes with the other AOA activities that offer advertising, such as the National Halter and Fleece Shows, and membership marketing packages. It is his opinion that timing of AOG publication is not critical, for exposure will be for 12 months (from fall to fall as opposed to spring to spring). It was the consensus of the Board to delay production of the AOG to fall instead of first of the year.

4.0 Committee & Other Reports:

4.1 Government and Industry Relations Committee (GIRCom): Potter reports the committee last met January 28th. From USAHA News Alerts: Colorado State University received a large grant from the Department of Agriculture to investigate antibiotic resistance. In 2010 a Veterinary School loan repayment program was started, which appears to be successful…this program helps to bring veterinary care to areas that have suffered from shortages of service.

There was discussion about the draft report on the livestock designation of alpacas and where we should go from here. The committee is planning to develop an eblast to let people know that alpacas are considered livestock by the Federal Government and that this designation entitles them to apply for programs. The Committee recommended drafting an eblast to send to the membership in order to clarify the 1099 filing requirements (this has already been accomplished and sent to the membership, see 1.1.1).

4.2 Judge Training and Certification Committee (JTCC): Miller not present, therefore no report.

4.3 Judges Advisory Committee (JAC): Delaney reported that the committee noted the decline in the number of halter shows over the last several years. These shows also have dropped in participation levels so that shows are getting smaller.

4.4 Show Rules Committee (SRC): Shouvlin reported that there is no report because there was no meeting in February. The next meeting is scheduled for March 5th.

4.5 Fiber and Fiber Products Committee: Jordan reported that the committee met on February 2nd and Jordan provided an update on their activity much of which is centered on the upcoming 2015 National Fleece Show.

4.6 Alternative Products Committee: Jarvis stated that the first meeting will occur tonight. It is hoped that there will be a secretary chosen and a recommendation from the committee for a chairperson.

4.7 Compensation Review Committee: Potter no report.

5.0 Financial Report:

5.1 January Financials: Vannier provided the January financials for review.

6.0 Meeting Wrap:

6.1 Contact the Board Update: Potter just received an email asking a question about show results, and when they will be available online. The new software rollout will allow the import of the show results onto the website. The importance of this new software is that it will provide validation of show results assuring that they are paired with the proper registration names and numbers.

6.2 Next Meeting: March 23, 2015.

6.3 Adjournment: Peterson moved to adjourn 7:50 p.m. EST.

Respectfully submitted, Laurel R. Shouvlin