Board of Directors Meeting Minutes

January 24, 2017

Board of Directors: Norm Johnson, President; Don Greene, Vice President; Vern Butler, Secretary; Joe Crocco, Treasurer; Steve Hull, Director; Andy Merriwether, Director; Bonnie Potter, Director; Laurel Shouvlin, Director; Mike Vigus, Director

Executive Director: Bud Synhorst

Meeting: Monthly Business Meeting
Conference Call — January 24, 2017, 6:00 p.m. EST

Absent: Steve Hull, Vern Butler

1.0 Meeting Opening: Meeting called to order at 6:03 p.m. EST by President Johnson.

1.1 Ratify Email Votes: Johnson reviewed the following email votes. Shouvlin made a motion to ratify the following email votes, Crocco seconded the motion. Motion passed by unanimous vote 7–0 (Hull, Butler absent).

1.1.1 Motion to approve AOA president's message for *Alpacas Magazine*. Motion: Shouvlin. Second: Crocco. Approved 9–0.

1.1.2 Motion to approve Sept. 26, 2016, minutes. Motion: Shouvlin. Second: Merriwether. Approved 9–0.

1.1.3 Motion to approve Oct. 10, 2016, minutes. Motion: Greene. Second: Shouvlin. Approved 9–0.

1.1.4 Motion to approve communication to Suri Network regarding breed standard. Motion: Shouvlin. Second: Vigus. Approved 9–0.

1.1.5 Motion to approve 2017 Judges Agreement. Motion: Shouvlin. Second: Crocco. Approved 9–0.

1.1.6 Motion to approve the January 2017 "What's Going On? — Info from the Board." Motion: Crocco. Second: Shouvlin. Approved 9–0.

1.1.7 Motion to approve president's welcome letter in AOA National Alpaca Show book. Motion: Vigus. Second: Greene. Approved 9–0.

1.1.8 Motion to approve Oct. 24, 2016, minutes. Motion: Greene. Second: Butler. Approved 6–0. Votes not cast: Crocco, Hull, Merriwether.

1.1.9 Motion to approve Oct. 31, 2016, minutes. Motion: Vigus. Second: Merriwether. Approved 7–0. Votes not cast: Crocco, Hull.

1.1.10 Motion to approve Nov. 14, 2016, minutes. Motion: Shouvlin. Second: Potter. Approved 8–0. Vote not cast: Butler.

1.1.11 Motion to approve Nov. 28, 2016, minutes. Motion: Shouvlin. Second: Greene. Approved 8–0. Vote not cast: Hull.

1.1.12 Motion to approve Dec. 12, 2016, minutes. Motion: Shouvlin. Second: Crocco. Approved 8–0. Vote not cast: Hull.

2.0 Judge Training & Certification Committee Proposals:

2.1 New Member: On the recommendation of the JTCC, Polly Michaelis was approved as a new member of this committee. Shouvlin made a motion to approve. The motion was seconded by Greene. Approved 7–0 (Hull, Butler absent).

2.2 Re-certification: The board approved the following as AOA judges following their successful completion of re-certification in huacaya and suri halter judging: Wade Gease, Nick Harrington-Smith, Peter Kennedy, Kathy Klay, Sara Jane Maclennan, Robin Nasemann, Arturo Pena, Diana Timmerman. Greene made a motion to approve. Potter seconded the motion. Approved 6–0 (Shouvlin abstained: Hull, Butler absent).

3.0 Financial Report:

3.1 Financials: Crocco reviewed the year-end 2016 financials, which will be posted to the website upon

completion of the auditors' review. The unaudited figures for the year project a modest surplus before amortization and depreciation.

3.2 Dashboard: Johnson reviewed the dashboard for the year. Year-over-year memberships, registrations, and transfers are down, which reflects, in part, price increases that went into effect in 2016.

4.0 Request for Information from AOA Office:

4.1 Requests from Board: With the transition to a new Executive Director completed, requests for information from the board are to be channeled through the Executive Director for management efficiency.

5.0 Old Business:

5.1 Membership Reminder: Board members were reminded that service on the board requires an association or registry membership.

5.2 Suri Network Response: In concert with a discussion of item 5.5 on the agenda, the board agreed that it would continue to work with the Suri Network on putting forward their approved Suri Breed Standard for consideration by the AOA membership for its approval as the association's Suri Breed Standard. Representatives of the AOA board will work with the Suri Network board on a final process for a vote by the AOA membership.

5.3 2017 National Alpaca Show Planning Update: The host hotel for the AOA National Show in Denver has extended the deadline for group rate reservations. Generous donors have agreed to sponsor the Meet and Greet and Gala Dinner, offsetting some of the costs of those events. There remains a need for a redoubling of effort to secure value packages to be auctioned at the Gala Dinner.

5.4 2017 Election Committee Process Update: Seating an election committee is almost complete for the 2017 election cycle. Joe Kyger, who participated as a member of last year's committee, has agreed to be chair of this year's election committee.

5.5 Breed Standard Feedback Collection Process Update: The board agreed that a Huacaya Breed Standard draft will be submitted to the AOA membership for comment, and that comments will flow to a dedicated web link for review by the experts that created the Breed Standards. Upon completion of the review, the Huacaya Breed Standard will be presented to the AOA membership for a vote in this year's election cycle.

6.0 New Business:

6.1 National Advertisment Update: Synhorst presented a proposal for an advertising placement in *USA Today's USDA Special Edition* that can be replicated in other digital media and have a multiplier exposure effect on other use-occasions. Synhorst's proposal was made to advance the strategic plan priority to deliver on the need for marketing and education for the alpaca industry. Following discussion, Vigus made a motion to approve a $10,000 expenditure to secure space in *USA Today* to promote alpaca fiber as a way to help drive demand for alpaca products and demand for alpacas. The motion was seconded by Crocco. Approved 7–0 (Hull, Butler absent).

6.2 Executive Director 2017 Goals: The board reviewed a set of goals and objectives for 2017 against which the executive director's performance will be evaluated at year end. Five categories were identified: management of AOA operations (including personnel and financial, product and services, communication and marketing), board management and strategic planning, software and technology management, national events management, and developing new opportunities. A motion to approve was made by Shouvlin and seconded by Potter. Approved 7–0 (Hull, Butler absent).

6.3 Incentive Plan Discussion: Synhorst reviewed with the board an incentive compensation plan for AOA staff based on the association exceeding its revenue budget for the year and reducing annual budget expenses. The board agreed that such a staff incentive plan based on merit is appropriate and any bonuses awarded should be at the discretion of the executive director.

7.0 Committee and Other Reports:

7.1 Committee Member Confirmation: Johnson reported that all committees need to reconfirm their members for 2017.

7.2 Government and Industry Relations Committee (GIRCom): Potter's report is as follows:

The Government and Industry Relations Committee met on January 18. There was not much to report from the USAHA Health Alerts as diseases transmitted by mosquitoes have fallen off with the colder weather. Equine Herpes virus has recently been reported in horses in KY, LA, and CA. Dr. Pat Long represented AOA at the USAHA Meeting where he is the Vice Chair of the Committee on Infectious Diseases of Cattle, Bison

and Camelids. The cattle industry is impressed with how we have controlled BVDV in alpacas by requiring negative BVD certification for our shows. The committee is working on a document about Estate Planning and Preparedness.

7.3 Judge Training and Certification Committee (JTCC): No report as the board liaison was not present.

7.4 Judges Advisory Committee (JAC): Vigus reported that there was no meeting in the last month. However, Helen Testa has resigned from the committee, and Stephanie Glyptis has been recommended as a replacement. Vigus moved to accept this recommendation and Greene seconded. Approved 7–0 (Hull, Butler absent).

7.5 Show Rules Committee (SRC): No Report.

7.6 Fiber and Fiber Products Committee: Johnson's report is as follows:

The committee completed their work on a broad reaching survey to help shape the fleece conference of 2018 and beyond. The completed survey has been shared with the AOA Staff and will be presented to AOA membership in late Jan or early Feb 2017. The team is moving forward with an AOA marketplace at the 2017 National Alpaca Show and has agreed to have the resources necessary to support this venue at the event. This is an opportunity for AOA members to display their handmade alpaca based products for sale. Ideas for education and training sessions to be part of the 2018 National Fleece Conference are being brainstormed and shared with Becky for consideration.

7.7 Alternative Products Committee: No report as the board liaison was not present.

7.8 Leadership Council: Johnson advised that the council will meet in February.

7.9 AFCNA Update: No report as the board liaison was not present.

7.10 Ad Hoc Youth Committee: Shouvlin reported that the committee did not meet in the last month.

7.11 Ad Hoc Membership Committee: Potter's report is as follows:

The Ad-hoc Membership Committee met on Wednesday, January 11, 2017. Membership renewal information was discussed as well as ways that AOA staff members are reaching out about renewing or becoming a dues paying member. It was suggested that more members might renew if another member rather than staff call those who don't renew. We would also benefit from finding out what people value when joining, or reasons they decide not to renew. Ideas will be put together for additional discussion next month. The committee also continued brainstorming ideas to increase the value of paid membership. There is great value to receiving *Alpacas Magazine* and many current members, especially the Alpaca Owners, may not realize that for $15 they have access to the digital magazine. Discussion will continue at our next meeting after everyone reviews the current benefits. Some of the information about the International Lama Registry (ILR) Camelid Companion Certification program was reviewed. The ILR program is similar to the canine good citizen program and certification may be a good marketing strategy. Potter will invite someone from ILR to join us on our next call so that we can learn more about the program.

7.12 US Alpaca Fiber Council: Johnson's report is as follows:

The US Alpaca Fiber Council continues to meet weekly.

The primary focus of the council is to align on website presentation and content support the press release. Different websites have been reviewed to gather ideas for USAFC.

Educational documents are being created with a focus on helping alpaca farmers deliver a high quality alpaca fiber commodity to the market place.

4 Jan 2017—the USAFC had a minor setback with the current chairperson notifying the team of their need to step down from the role. The team is actively discussing current and future opportunities to keep this council moving forward for the industry.

8.0 Meeting Wrap:

8.1 Contact the Board Update: There have been no contacts since the last meeting.

8.2 Action Items Review: Greene reviewed the action items generated by the meeting.

8.3 Next Meeting: February 14, 2017—Strategic Plan/Special Topic Meeting

8.4 Adjournment: 8:00 p.m. EST Johnson made a motion to adjourn the meeting. Greene seconded the motion. The motion passed by unanimous vote 7–0 (Hull, Butler absent).

Meeting notes provided by Don Greene, Vice President
Submitted by Vern Butler, Secretary