Board of Directors Meeting Minutes

April 11, 2016

Meeting: Special Meeting — Strategic Plan — April 11, 2016, 6:00 p.m. EDT

Board of Directors: Bonnie Potter, President
Scott Miller, Vice President
Laurel Shouvlin, Secretary
Mike Vigus, Treasurer
Julie Delaney, Director
Don Greene, Director
Steve Hull, Director
Norm Johnson, Director
Andy Merriwether, Director

Executive Director: Darby Vannier

1.0 Meeting Opening: Meeting opened at 6:02 p.m. EDT.

1.1 Ratify Email Votes:

1.1.1 I move we approve the February 22nd minutes. (Motion: Johnson / Second: Merriwether) Motion passed 6 – 3 (Votes Against: Delaney, Greene, Vigus).

The motion to ratify the above email vote was made by Hull, seconded by Merriwether, and passed 8 – 0 (Delaney absent).

Delaney joined the conference at 6:08 p.m. EDT.

2.0 Strategic Planning Meeting Items:

2.1 Strategic Plan Target Goal 1.3 (Define the various models/pathways that illustrate the pathways to making a profitable business.): Johnson presented his updated version of the Business Model document he sent the Board last month. It was suggested that it would be helpful if a spread sheet were created and placed online so that individuals exploring alpacas could plug in items such as the numbers of alpacas, the cost and quantity of goods such as fencing, shelter, feed, hay, pasture acreage, in order to get a feel for what their start-up costs would be. It was also suggested that the Business Model brochure include descriptions of other business models that might generate income from other alpaca related products such as breeding, fiber, manure, farm stores, and meat/hide.

2.2 Strategic Plan Target Goal 2.3 (Develop a breed standard for huacaya and suri and determine if show rules should be related more directly to those breed standards.): Vigus reported that the AOA judges are finalizing their draft of the huacaya standard. Shouvlin reported that the Suri Network has just posted their updated version of the suri standard online for their members' comment. She also stated that she was asked to meet with the judges who are working on the huacaya standard in the next few days to provide input on what they have developed. These same judges were also very involved in assisting the Suri Network and they have created the huacaya standard to be identical in format.

2.3 Strategic Plan Target Goal 4.3 (Develop a strong brand for North American alpaca/fleece products, including a "Certified Alpaca" model. Perhaps a motto.): Johnson presented his revised Fiber Council proposal. The Board approved the document. It will be sent to various individuals named on the form for their input on both the concept of having a council as well as defining its objectives.

2.4 Strategic Plan Target Goal 5.5 (Research the current membership levels to determine if they contain the services and functions needed by those levels, while also evaluating the overall cost which should be charged for those levels of membership): Shouvlin reported that she is still waiting to hear from several of the members she has asked for input about membership ideas. She will compile the information gathered, send it to the meeting participants and then schedule a meeting which will hopefully occur before the end of the month depending on everyone's schedule. There are close to 9 members who have come forward to help with the process, all of whom either participated in the Strategic Planning Conference in 2015, or are currently serving on an AOA committee.

3.0 Meeting Wrap:

3.1 Action Items Review: Miller reviewed the action items for the Board.

3.2 Next Meeting: April 25, 2016

3.3 Adjournment: Miller provided the motion to adjourn and the meeting concluded at 7:17 p.m. EDT.

Respectfully submitted, Laurel R. Shouvlin