Board Meeting Agenda

Board of Directors:

Mike Vigus, President	Joe Crocco, Treasurer	Patty Hasselbring, Director
Jeff Williamson, Vice President	Karen Ball, Director	Andy Merriwether, Director
Steve Aitchison, Secretary	Vern Butler, Director (left 9:05)	Laurel Shouvlin, Director

Executive Director: Bud Synhorst

Meeting: Conference Call - **January 29, 2019**
6:00 PM Eastern Time

Meeting called to order by Vigus at 6:04 PM.

1.0 Ratify Email Votes Vigus

1.1 Motion by Williamson, second by Crocco to approve November meeting minutes. Motion carried 9-0.

1.2 Motion by Butler, second by Vigus to approve December meeting minutes. Motion carried 9-0.

1.3 Motion by Crocco, second by Ball to move forward on magazine contract as presented by legal counsel. Motion carried 8-1.
Merriwether moved, Shouvlin seconded. Approved 9-0.

2.0 Review Action Items Williamson

Williamson reviewed action items for Board and determined what has and has not been completed.

3.0 Financial Report Crocco

3.1 December 31, 2018 financial report

Registry income is down from the expected 2018 budget by ~1.5%, but most everything else is up. Total income came in at about $50,000 over what was expected from the budget. Total expense was down by about $83,000 from the budget, so it was a financially successful year in 2018.

3.2 December 31, 2018 investment year-end report Synhorst

At the end of 2018, the investment balance was $1,079,499.62.

4.0 Old Business

4.1 Strategic plan outline review Synhorst/Hasselbring/Williamson

Hasselbring presented the Strategic Plan Outline. Shouvlin pointed out some items that were left out concerning the AOA web site improvements and discussion followed on how to better detail it in the outline.

4.2 Strategic plan summary document Synhorst

Board reviewed the Strategic Plan Summary for the membership and revisions were made. Hasselbring & Williamson will revise sections and present again to the Board.

4.3 Review by-law change for investment policy — Crocco/Synhorst

Legal counsel presented suggested edits to the bylaws that would need to be completed to allow the Board to move forward with new plans. Shouvlin moved that the Board put the proposed bylaw changes to the membership for a vote, Crocco seconded. Approved 9-0.

4.4 Alternative products committee brochure — Butler

The Board agreed that the brochure content was ready to proceed to production.

4.5 Review Membership Committee Power Point — Hasselbring/Synhorst

Board reviewed the Power Point presentation geared toward informing the public what membership involves and how they can join. Board agreed that it was ready to be shared.

4.6 Updates to Policies & Procedures — Hasselbring

Hasselbring reviewed proposed changes to the wording of the Policies & Procedures on committees. The Board discussed the changes and provided edits. Hasselbring will bring the Board a revised version.

5.0 New Business

5.1 Shining Star — Vigus

Shouvlin moved that the board enter into Executive Session to review and select the 2019 Shining Star recipient from the member submitted candidates, Crocco seconded. Williamson moved that we accept the selection of the Board made during Executive Session, Hasselbring seconded. Approved 9-0.

5.2 Review options for foundation — Synhorst

Synhorst reviewed three organizations to potentially administer a non-profit foundation the board is considering creating. One of the organizations, Nebraska Community Foundation, presented how AOA could create a foundation through them with cost and structure guidelines. AOA legal counsel also presented the costs associated for AOA to create its own foundation. Board discussed the purpose of a foundation and the two proposed options. The Board recommended that Synhorst research the issue further and provide a sample mission for a foundation, as well as a breakdown of benefits and costs. Board will discuss further when Synhorst presents more information.

5.3 Magazine advertising pricing discussion — Synhorst

Synhorst developed a new pricing schedule for advertising in Alpacas Magazine. Shouvlin moved that we accept the new pricing as presented, Hasselbring seconded. Approved 9-0.

5.4 Price for registering animals — Crocco/Synhorst

The bulk of complaints about registration costs center around the increased cost to register an animal after 1 year of age. Synhorst and Crocco proposed that AOA change it to 2 years of age for the increase. Shouvlin moved that the increase in fee for registration be changed from under 1 year to under 2 years, Merriwether seconded. Approved 6-3.

5.5 Executive director 2019 evaluation discussion — Vigus

Vigus will email the Board the 2018 expectations of the Executive Director so that directors can provide their input on developing the 2019 expectations.

6.0 Executive Director Update — Synhorst

6.1 Dashboard review

Synhorst has put out an ad to find a new employee with the responsibilities of graphic designer and web/internet technology. His intent is to fill the position in the next month. Synhorst continued discussions with an insurance provider. Membership renewals are off to a great start - 707 association members and 437 registry members, both up from last year at the same date. Show memberships are at 533, down slightly from the same date in 2018.

7.0 Committee and Other Reports

7.1 Government and Industry Relations Committee — Merriwether
Merriwether reports that the Electronic Logging Device (ELD) mandate has been put on hold for livestock for at least a year. Committee is closely following the Farm Bill and how it relates to AOA members.

7.2 Judge Training and Certification Committee — Williamson
No meeting, no new information to report.

7.3 Judges Advisory Committee — Aitchison
No meeting, no new information to report.

7.4 Show Rules Committee — Shouvlin
No meeting, no new information to report.

7.5 Fiber and Fiber Products Committee — Ball
Committee continued work on the "Why Alpaca?" poster, various alpaca fiber testing, and the Natural Fiber Display. Discussions included creating a common taxonomy for the alpaca fiber industry; speakers, vendors, and other types of participants at the Natural Fiber Extravaganza for 2019; and access to fiber-related information on the AOA web site.

7.6 Alternative Products Committee — Butler
No meeting, no new information to report.

7.7 Membership Committee — Hasselbring
Elden Harms will be asked to chair the committee. Board approved.

7.8 Affiliates Council — Vigus
No meeting, no new information to report.

7.9 Ad hoc Youth Committee — Shouvlin
No meeting, no new information to report.

7.10 US Alpaca Fiber Council — Ball
No meeting, no new information to report.

8.0 Meeting Wrap

8.1 Contact the Board Update — Vigus

8.1.1 Call from member concerned about "flaws" in the halter show judging placing too much emphasis on fleece over conformation. Asking to have JTCC review this perceived flaw.
This concern will be forwarded to the JTCC for their review.

8.1.2 Bulk transfer fee from a member.
Vigus will respond to the member inquiry that the Board declined to add a bulk discount.

8.1.3 ET & AI form recommended changes.
Board approved the changes suggested by a member to the pertinent forms.

8.2 Action Items — Vigus/Synhorst
Vigus, Synhorst, and Williamson will develop the Action Items list and provide it to the Board via email after the meeting.

8.3 Next Meeting — **Tuesday, February 26, 2019, 6:00 PM via conference call** — Vigus

8.4 Adjournment Meeting adjourned at 9:55 PM Eastern. — Vigus