Board of Directors Meeting Minutes

February 28, 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—February 28, 2017, 6:00 p.m. EST

Others Present: De Monson

Proceedings: Meeting called to order at 6:01 p.m. EST by President Johnson.

1.0 Meeting Opening:

1.1 Ratify Email Votes: None.

2.0 Financial Report:

2.1 Financials: Crocco reviewed the profit and loss with the board. We are doing better than expected in both income and expense categories when comparing budget to actual for January.

2.2 Dashboard: Johnson asked the board if they had any questions relating to the dashboard report. The dashboard report format and classification of members were discussed. After performing a cleanup of the membership counts the latest dashboard report shows a total of about 6,000 active members.

3.0 Old Business:

3.1 Breed Standard Feedback Collection: Synhorst asked the board for feedback about the site that will be used for feedback on the Breed Standards. A concern was raised that given our new advertising campaign how do we keep the general public from ending up in the feedback area. Synhorst replied that the landing pages and url are completely separate for these functions. De Monson (AOA staff IT Manager) walked the board through the landing page and feedback software. The board requested that the landing page lists more breed standards and to place them in a more visible place. There was also a suggestion to find a way to force viewers to read the preamble before going on to the breed standard. Another suggestion was made to notify the user that they are going to be redirected to a third party site for feedback on the Breed Standards.

3.2 AI/ET Policy: Vigus expressed concern about the changes made to the policies by Sheri Visani (AOA's legal counsel). The board discussed whether the added language is confusing or necessary. Johnson stated that he will take this revision back to Sheri Visani to relay the concerns expressed by the board. The board reviewed a draft of the AI/ET collection documents prepared by Synhorst and De Monson. The suggestion was made to create a separate document for semen collection. The concern is how to track semen that might be frozen and used at some later time. The suggestion was made that when a semen straw is purchased, a paper AOA registration should be filled out and signed by the sire owner to insure that the resulting cria will be authorized even if it is years later. Vigus will review the reformatted AI/ET documents and ask for an email vote if they are satisfactory.

3.3 2018 National Show Venue: Synhorst reviewed the options and recommended Peoria, Illinois, as the location for the 2018 National Show. The board discussed how this location and date will affect other regional shows. The board does not want to negatively impact a regional show. Board members reached out to show sponsors to verify regional show dates for 2018. The suggestion was made to reconsider a combined show with an affiliate. Most board members were opposed to this idea. The information about the regional shows was communicated during the board call so the discussion resumed about selection of dates and venue. Hull made a motion to accept the date and venue recommended by the AOA staff. Vigus seconded the motion. The board discussed the ramification of scheduling the AOA National Show on the same date as a regional show. Although no one likes the idea, our options are very limited at this point in time. The board asked for more information before voting. The motion was rescinded.

3.4 2017 Voting Software: The board authorized Synhorst to proceed with voting software in a prior meeting. After reviewing the potential choices with Sheri Visani, one of the voting software packages seems to be a better fit for our organization. The board asked if we are giving up any significant features to choose the software that was recommended by Sheri Visani. De Monson replied that both choices we are considering are comparable in function and features. Shouvlin made a motion that we proceed with the recommended voting software, Association Voting. Greene seconded the motion. The motion passed by unanimous vote (9–0).

De Monson left the meeting.

3.5 2017 National Show Summary: Synhorst provided the board with a summary of the participation about the upcoming 2017 National Show. The show will be a level V show.

3.6 Breed Standard Preamble: The board reviewed the preamble provided by Shouvlin. The concern was raised that the author names were included in the preamble. The suggestion was made that the authors are contacted and asked if they are okay with their names being listed in this document. The next step is to share this with the Suri Network to get their alignment and support. Greene made a motion to approve the Breed Standard Preamble. Butler seconded the motion. The motion passed by majority vote (8–1, Vigus opposed). Shouvlin will reach out to the authors and the Suri Network and share the Breed Standard Preamble.

3.7 Election Committee Approval: Johnson asked the board to approve the members of the AOA Election Committee. Greene made a motion to appoint and approve Joe Kyger, Renee Ritenour, Gina Glasscok, Sue King, Patty Hasslebring as members of 2017 AOA Election Committee. Shouvlin seconded the motion. The motion passed by unanimous vote (9–0).

4.0 New Business:

4.1 Affiliate Application: Johnson reviewed an application that was received for a new affiliate. The board discussed the application and whether a completely separate entity can be an affiliate. Synhorst will speak to the AOA staff as to how this was handled in the past. The application will be sent to Sheri Visani for review.

4.2 March 14th Meeting: This meeting will be cancelled due to the AOA National Show.

Steve Hull left the meeting at 8:12 p.m. EST.

5.0 Executive Director Update:

5.1 Executive Director Update: Synhorst reviewed the status of the AOA National Show. If any board members know of items that can be donated for the auction please relay that information to the AOA staff. Synhorst is making a major publicity push to promote the AOA National Show. Crocco and Synhorst talked about future AOA auctions and whether they should include alpacas based on their participation in the 2018 National Show Auction Committee. Synhorst stated that the auditors will be ready to present the final report to the Board at the next meeting. Mahindra proposed benefits of becoming a partner with AOA to Synhorst. John Deere was also contacted but they have yet to respond. The board agreed that Synhorst, with help from Sheri Visani, should pursue an agreement with Mahindra. This agreement will be presented to the board for approval. Greene asked about the plans to communicate the *USA Today* ad with the membership. Synhorst replied that there will be a coordinated effort to communicate the ad campaign through an eblast and social media. The board has received feedback that Synhorst's presence at the regional shows has received some very positive feedback from the membership.

6.0 Committee and Other Reports:

6.1 Committee Member Confirmation: Johnson reviewed all the committees and asked each liaison to confirm that all the existing members want to continue their participation. After an affirmative response from each liaison Greene made a motion to approve the reappointment of all the committee members just reviewed. Butler seconded the motion. The motion passed by unanimous vote (8–0, Hull absent).

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

The Government and Industry Relations Committee met on February 15. Since it is winter, there is not much being reported in the USAHA Alerts except a few cases of Equine Herpes Virus in horses. The draft document on Estate Planning/Preparedness is being reviewed and updated by the members of the committee. An eBlast on upcoming conferences that have Camelid education available for veterinarians will be drafted for review by the committee. There was a discussion about ET and the varied requirements of each state. In some states, some of the procedures involved must be performed by a licensed veterinarian where in other states, some of the procedures may be done by a licensed technician or by the owner. It was suggested that the information

included on the AOA Website about ET include the suggestion of checking on your state requirements before performing ET.

6.3 Judge Training and Certification Committee (JTCC): No report, no meeting.

6.4 Judges Advisory Committee (JAC): No report, no meeting.

6.5 Show Rules Committee (SRC): No report, no meeting.

6.6 Fiber and Fiber Products Committee: Greene asked about volunteers to staff the marketplace during the 2017 AOA National Show. Johnson said the committee decided not to have the marketplace at the 2017 AOA National Show since there won't be anyone to staff the marketplace. Greene asked where suggestions for the 2017 AOA National Fleece Conference should be sent. Synhorst replied that all input can be sent directly to him. The results for the 2016 AOA National Fleece Conference membership survey is being compiled and will be discussed by the Fiber and Fiber Products Committee at their next meeting.

Johnson's report is as follows.

The committee completed their work on the fiber as a business brochure and will be sharing the final document with the AOA staff; The committee has made a decision that the planned AOA marketplace at the 2017 National Show cannot be supported with volunteer resources as originally planned. Ideas for education and training sessions to be part of the 2018 National Fleece Conference continue to be brainstormed and shared with Becky for consideration. The student design competition effort is moving forward well with students and colleges actively engaged.

6.7 Alternative Products Committee: Butler asked if AOA has any recent information about alpaca demographics such as herd size and how many registered/unregistered alpacas each farm owns. Johnson stated that he doesn't believe we have this information. Butler said that he will work with the committee to develop a survey and present it to the board for approval.

Butler's report is as follows.

On January 28th the AOA Alternative Products Committee had their first meeting since being reformed late last year. After the usual introductions we reviewed the past efforts of the committee. The group agreed that there are many ideas and concepts for alternative products but the prior efforts were diluted by trying to tackle too many initiatives at the same time. We thought it would be best to pick on one topic and to have all members focus on it at the same time. We are using AOA's google groups and google drive to share information within the committee.

The topic that all committee members felt should be addressed first is the terminal market and what needs to done for the average alpaca farmer to be sell products resulting from the processing of culled animals. Each member was tasked with reaching out to any resources they know of to find out the details of getting alpaca meat listed with the USDA as an amenable species.

On February 25th the AOA Alternative Products Committee had another meeting. Several members were unavailable due to a conflict with a large auction event. The members that did attend had all reached out to at least one resource to gather information about the USDA certification process. The cost and effort to get this done varies greatly depending on how far we want to go. We also discussed creating a state by state list of laws pertaining to the sale of alpaca meat along with a list of processors within each state. Each member of the committee will be given 6+ states to contact and obtain the pertinent information.

One of the questions that was raised during the discussion was about estimating a current population of alpacas in the US. It was suggested that AOA could send out a survey asking members and possibly non-members to fill out a quick survey about how many animals they have and how many are registered. The committee thought this would be very useful information when looking at any alpaca related products as well as giving AOA current data about registered vs. unregistered alpaca populations.

6.8 Leadership Council: No report, no meeting.

6.9 Ad Hoc Youth Committee: Shouvlin's report is as follows.

The Youth Committee met on February 13 and welcomed new committee member Cindy Cuykendall. The consensus of the group was to continue with creating the Youth Handbook. The group decided to simultaneously pursue the development of a youth activities document to have available on the AOA website. This document will list ideas and activities for affiliate shows to utilize to encourage and increase youth attendance at our shows in inexpensive ways beyond what is already accomplished by the AOA Show System. The committee has agreed to meet the second Wednesday of every month.

6.10 Ad Hoc Membership Committee: No report, no meeting.

6.11 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 continues to be on website presentation and content support for the press release. Different websites have been reviewed to gather ideas for USAFC. The goal is to have a website available by the beginning of March 2017; A press release is being finalized for distribution.

6.12 Committee reports and their use in the minutes: The board discussed whether the committee reports should be used in the minutes or whether the reports should be rewritten by the secretary. The results of the discussion are that the reports will be used in the minutes and there will be a discussion within the board meeting to cover items that are not included in the report. These discussions will be included in the minutes along with the provided committee reports.

7.0 Meeting Wrap:

7.1 Contact the Board Update: A member asked for a show waiver to have a suri light championship. The hope was to have the Show Rules Committee review this before the show. This information will be forwarded to the committee and Vigus will give a report after this is discussed.

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

7.3 Next Meeting: March 28, 2017 — Monthly Business Meeting

7.4 Adjournment: 8:08 p.m. EST Johnson made a motion to adjourn the meeting. Crocco seconded the motion. The motion passed by unanimous vote (8–0, Hull absent).

Submitted by Vern Butler, Secretary