Board of Directors Meeting Minutes

May 23, 2016

Meeting: Special Meeting—Business/Operations, May 23, 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 6:05 p.m. EDT.

1.1 Ratify Email Votes:

1.1.1 I move we approve the April 11th minutes. (Motion: Johnson / Second: Vigus) Motion passed 9–0.

1.1.2 I move we approve the April 25th minutes. (Motion: Vigus / Second: Merriwether) Motion passed 9–0.

1.1.3 I move we approve the President's Message for *Alpacas Magazine*. (Motion: Merriwether / Second: Johnson) Motion passed 8–0. (vote not cast: Vigus)

1.1.4 I move that we approve the final wording of the amendment for Bylaw 12.2.4 regarding ET and AI. (Motion: Merriwether / Second: Greene) Motion passed 9–0.

1.1.5 I move we approve the next 'From the Board' update as presented by Greene. (Motion: Merriwether / Second: Johnson) Motion passed 9–0.

1.1.6 I move we approve the May 9th minutes. (Motion: Greene / Second: Miller) Motion passed 9–0.

Miller moved and Hull seconded to ratify the above email votes, Motion passed unanimously (9–0).

2.0 Financial Report:

2.1 Financials: Vigus reviewed the financials with the Board. It was noted that the National Halter Show made over $70,000 this year, secondary to increased participation and reduction in expenses by staff taking on former vendor responsibilities. The profit from the show will be used to offset other organization expenses.

3.0 Old Business:

3.1 2016 AOA National Fleece Conference Update: Vannier reports that staff are meeting weekly in preparation for the show. The member store is being refined. The workshop on marketing will have limited space, so there will have to be a sign up for attendees due to that limitation. A designer who focuses on designing for USA manufactured products will be the keynote speaker. The Student Design competition is completed and judged and the top contenders will be attending the show. There will be a walking fashion show. The sponsorships and registrations are now open for sign up. The Board will be meeting on Friday morning.

4.0 New Business:

4.1 DNA Marker Panel—Parentage Validation Presentation: Vannier conducted an online presentation to the AOA Board to remind the Board of the procedures, science, and policies surrounding DNA testing and parentage validation, and to provide background regarding the move of marker VOLP3 from the secondary panel to the primary panel to replace marker YWLL43. This change is part of AOA's ongoing commitment to its testing and Core Values, and will not affect testing costs for AOA or its members.

4.2 James G. King Award Discussion: Miller moved to recognize an individual whose name will be announced at the AOA National Fleece Conference as the 2016 recipient of this award. Shouvlin seconded, and the motion passed unanimously (9–0).

4.3 Youth Handbook Committee: Multiple applications were submitted to serve on this ad hoc committee and Vannier will put those applications together for the Board to review so that the committee can be determined at an upcoming meeting in June.

5.0 Committee & Other Reports:

5.1 Government and Industry Relations Committee (GIRCom): Potter related that GirCom met on Wednesday, May 18th. There have been a few reports of cases of Equine Herpes Virus in horses, but none seen in alpacas. Dr. Pat Long will be attending the Fall USAHA meeting and, as the Vice Chair of the committee on infectious diseases of cattle, bison, and camelids, he is looking for input on any concerns we have about infectious diseases in camelids. Lynn Boak has completed two of three parts on "Things You Should Know" when starting an alpaca related business, and based on input received from the committee, she should have all three parts completed for committee review soon. This document will be primarily from the perspective of tax considerations.

5.2 Judge Training and Certification Committee (JTCC): Miller reported that there was no meeting due to lack of quorum.

5.3 Judges Advisory Committee (JAC): Delaney reported that there was no meeting.

5.4 Show Rules Committee (SRC): Shouvlin and Vigus reported that the committee met on May 16th. The SRC approved 2 waivers for two shows to offer walking fleece competitions. The SRC also discussed a proposal for a Youth Halter competition that the committee has been considering. Booher, Swango, and Ault will be meeting with the interested show organizers to review this proposal, and will report back to the committee after their discussion.

5.5 Fiber and Fiber Products Committee: Johnson reported the committee met May 2nd. The meeting focused on the committee's open items pertaining to the AOA National Fleece Conference to ensure that staff expectations of the committee are being met, and to continue to coordinate the organization of the AOA Marketplace at the conference. The 2016 Student Design Competition is moving forward extremely well (see item 3.1). The students have submitted their work and the entries have been judged. The winners will be announced at the National Fleece Conference in July. The *Fiber As A Business* Brochure is complete and almost ready for publication. The committee discussed the recently announced concept of a National Alpaca Fiber Council. The committee's next meeting is scheduled for June 6th.

5.6 Alternative Products Committee: Miller reports there has been no meeting, but they are planning to meet in June.

5.7 Revenue Task Force: Greene and Miller reported that there has been no meeting.

5.8 Leadership Council: Potter reported that the council met on May 17th and the affiliate leaders were provided multiple AOA updates. She was unsure about how many affiliate presidents were in attendance. Next meeting will occur in August.

5.9 AFNCA: Hull reported that AFCNA is gearing up for their participation at the National Fleece Conference.

5.10 Executive Director's Report: Vannier reported on the following:

5.10.1 Election: In order to cut expenses, the ballots have been printed in house, labeled, stuffed, and mailed. The ballots must be postmarked by June 17th. Vannier is considering a "robocall" service to telephone voting members to remind them to vote. Over 900 members purchased voting rights this year, an increase of about 150. The ballots are to be returned to a CPA in Denver (different from our financial CPA) and results will be finalized the first week in July. An eblast to the membership will announce the results. Greene requested that a list of links to educational material pertaining to ET and AI be provided to the membership. Concerns were expressed about the accuracy of the information included in those links and whether they should be reviewed for content. It was the consensus of the Board to send an email that will provide a link to an AOA webpage with links to the information. Merriwether will also try to find some additional articles to include.

5.10.2 Business Conversion Discount: The first eblast regarding converting personal accounts to business accounts has been sent.

5.10.3 Software Rollout: The next software rollout is scheduled for late June or early July with no major or unusual changes.

5.10.4 2016 AOA National Fleece Conference: See above.

5.10.5 Alpaca Owners Guide listing and ad sales, layout and updating of articles: Staff has been working on this project for printing in September. The vendor who once handled this for AOBA/AOA has retired and so the staff is now handling this in house to reduce expenses. This is requiring additional staff time since the staff must now recreate the publication. Promotions for ad sales will happen in the next few weeks.

5.10.6 National Alpaca Farm Days: Sign up for member participation will be happening soon, and the staff is working on the tools and promotional materials that the members can acquire to use when they sign up to participate.

5.10.7 Currently planning: Staff are currently planning the 2017 AOA National Show & Auction, 2017 AOA National Fleece Conference, 2018 AOA National Show & Auction. Vannier and Visani are still working on the contract for the 2017 National Fleece Show, and Vannier and Harrington are researching facilities for the 2018 show.

6.0 Meeting Wrap:

6.1 Contact the Board Update: The Board received one email asking for clarification about the registration of alpacas if there is more than one cria born per year. The questions were initiated by the proposed Bylaw amendment regarding registering crias from ET or AI. That email was responded to by Potter and Shouvlin.

6.2 Action Items: Miller reviewed the action items for the Board.

6.3 Next Meetings: June 13 (EPD Presentation) and June 27 (Business Meeting).

6.4 Adjournment: Motion to adjourn was made by Miller, and the meeting adjourned at 8:52 p.m. EDT.

Respectfully submitted, Laurel R. Shouvlin