Board of Directors Meeting Minutes

January 30, 2018

Board of Directors: Don Greene, President; Mike Vigus, Vice President; Jeff Williamson, Secretary; Joe Crocco, Treasurer; Vern Butler, Director; Patty Hasselbring, Director; Steve Hull, Director; Andy Merriwether, Director; Laurel Shouvlin, Director

Executive Director: Bud Synhorst

Meeting: Monthly Business Meeting
Conference Call — January 30, 2018, 6:00 p.m. EST

Absent: Vern Butler

Proceedings: Meeting called to order at 6:05 p.m. EST by President Greene.

1.0 Ratify Email Votes: Vote to ratify email votes 1.1, 1.2, and 1.3 approved by the board on January 30, 2018 (Motion by Shouvlin, second by Crocco, approved 8–0, vote not cast by Butler).

1.1 Approve "From the Board" AlpacaGram for January 2018. Motion by Vigus; second by Merriwether. Approved 7–0–2 (Votes not cast by Crocco and Hull).

1.2 Approve President's Letter for *Alpacas Magazine*. Motion by Williamson; second by Vigus. Approved 7–0–2 (Votes not cast by Butler and Hull).

1.3 Approve Stephanie Black, Jennifer Hack, and Janice Ciszkowski as members of the Ad Hoc Youth Committee. Motion by Shouvlin; second by Merriwether. Approved 5–0–4 (Votes not cast by Butler, Crocco, Vigus, Williamson).

2.0 Approve Board Meeting Minutes for December 19, 2017: Moved to future email vote with final approval at the February 27, 2018, meeting.

3.0 Financial and Investment Report: Crocco reported that Registry income ended up about 4% down for the year. Advertising and Show income was up over projections. Membership income was down about 10% for the year. Overall income was up $41,000 over projections. We ended up with an $86,000 profit for the year. Crocco also reported that we didn't have to touch the savings throughout the year and ended up with $6,672 more at this time than the previous year.

4.0 Old Business:

4.1 Selection of Shining Star Recipient: (Executive Session) Motion to move into Executive Session made by Shouvlin, second by Crocco at 6:16 p.m. EST (Approved 8–0). Motion made to leave Executive Session made by Hasselbring, second by Vigus at 6:20 p.m. EST (Approved 8–0). Motion by Shouvlin to approve the selection of the Shining Star recipient as decided upon in Executive Session, which will be presented at the National Alpaca Show. Second by Crocco. Approved 7–0, Abstention by Hull.

5.0 New Business:

5.1 Approve 2018 Judge's Agreement: Motion made by Hasselbring to approve the 2018 Judge's agreement with one correction made to the effective dates as it still referenced 2017. Second by Williamson. Approved 8–0.

5.2 Review JTCC Recommendation for no Alpaca Evaluations at National Show: Sending this back to the JTCC to get more details as to why this issue was raised. It is possible that the board will look for feedback on this from the JAC. It was mentioned that this topic most likely does not fall under the responsibilities of the JTCC.

5.3 Review AOA Judges performing Judge Duties at non-AOA Certified Shows: Brief discussion regarding this topic. AOA rules do not prohibit this, and AOA does not want to limit our judges from participating in these shows.

5.4 Discussion of show use of Certified Youth Handlers: Shouvlin presented the idea of having a Certified Training program for Youth Handlers. Testing would be done by a certified AOA Performance or Halter Judge. Forwarding the proposal to the JAC for feedback and review.

5.5 Discussion of creating Halter Classes for Youth: Shouvlin presented a proposal put forth by a member to develop Youth Division Halter Class Rules like other livestock industries currently do. Forwarding the proposal to the SRC for feedback and review.

5.6 Adopt/Endorse US Alpaca Fiber Council's Standard for Grading and Classing: Greene presented the idea that was proposed to him by the US Alpaca Fiber Council regarding Grading and Classing. The US Alpaca Fiber Council is recommending that the information presented in their brochure be adopted by AOA as our standard. One more grade to be added to the standard for micron lower than the 13–14 Ultrafine 00 group. Forwarding the proposal to the JAC, Fiber Committee, JTCC, and SRC for feedback and review.

5.7 Appointment of Committees and Committee Chairs for 2018: Synhorst reported that all the committees would like to re-appoint current committee members. A few of the committees indicated that they would like to add additional members and will get back to Synhorst with those names for consideration. Motion was made by Hasselbring to re-appoint the existing committee members for 2018, second by Shouvlin (Approved 8–0). Synhorst/Hasselbring proposed the idea of Board Members being co-chairs of the committees vs. the current model of Board Members being liaisons to the committees. Further discussion will be held at a future meeting. Motion was made by Greene to re-appoint the existing Committee Chairs for 2018, second by Hull (Approved 7–1, voting against: Williamson).

5.8 Discuss Plan and Timeline for Developing 2019–2023 Strategic Plan: Greene presented draft schedule for the year to develop the 2019–2023 Strategic Plan. It was suggested that we reach out to Brett Kaysen as a possible facilitator for this team. Williamson and Hasselbring as possible co-leaders.

6.0 Executive Director Update/Dashboard:

6.1 Dashboard: Report submitted prior to the board meeting.

6.2 National Show update: Synhorst reported that registrations and sponsorships are going well. One live auction item will be a trip to Nashville for the Extravaganza. Already have sold 3 Emerald, 3 Diamond, and 5 Ruby sponsorships. Dinner and Vet check sponsorships have been sold as well. 25 committed vendors at this point.

6.3 Natural Fiber Extravaganza Update: Synhorst reported that we have a Presenting Sponsor, Long Hollow Suri Alpacas/New Era Fiber. Event schedule will come out at the National Alpaca Show. Vendor interest is very high. Close to securing a Keynote Speaker.

6.4 Membership Update: Synhorst reported that renewals are on pace with last year at this point. Total renewal revenue at this point is just under $84,000, which is over 60% of the budget for the year. Marketing packages sold so far; 23 Basic packages, 11 Advanced packages. These are up over last year and are at 72% of budgeted revenue. Benefactor packages sold so far; 34 Silver, 5 Gold, and 3 Platinum. All the benefactor packages are already exceeding last years packages. The benefactor packages are already 27% over the budget for the year. These three areas combined are at 80% of the budget for the year in less than 60 days. Advertising for *Alpacas Magazine* revenue is over $45,000 at this point, which covers about 55% of the revenue for the year in just one month.

7.0 Committee and Other Reports:

7.1 Government and Industry Relations Committee (GIRCom): Merriwether
GIRCom held a special meeting about Electronic Logging Devices last Monday (1/22/18) and Committee Chair Potter drafted a letter warning about the effects of the new regulations on animal safety when transporting alpacas long distances under these rules. Potter consulted with Synhorst and GIRCom to generate the letter, which we are currently approving, to be sent to Synhorst and the AOA Board.

7.2 Judge Training and Certification Committee (JTCC): Hull
No report.

7.3 Judges Advisory Committee (JAC): Williamson
JAC met on January 9. Main topics discussed was judge training for Walking Fleece at the AOA judge's annual show rules call on 1/16/18 and guidelines for judges to discuss at the show exhibitor meetings regarding the Walking Fleece Competition.

7.4 Show Rules Committee (SRC): Vigus
No report.

7.5 Fiber and Fiber Products Committee: Shouvlin
Committee met on January 8. Student Design Competition—Ruth Fuqua updated the committee and asked for donations of yarn to be placed in packets for the competitors. Natural Fiber Extravaganza—Margie Ault provided an update on scheduling the workshops and that things are proceeding well. The committee discussed the member marketplace and the requirements for manning the booth and the commission paid to the marketplace if an item sells. The committee acknowledged the need for two new members subsequent to the recent resignation of two members. Chairperson Stacy Heydt sent an email out to all of the affiliate fiber chair people to encourage them to attend the next committee meeting on February 5 so that they could hear more about the upcoming Natural Fiber Extravaganza.

7.6 Alternative Products Committee: Butler
No report.

7.7 Membership Committee: Hasselbring
Membership Committee met on January 1, 2018. They discussed new meeting dates to be held the first Monday of each month. Also discussed Youth Membership. They will be meeting with Youth Committee for joint discussion on February 5. Membership survey is currently at the AOA office for review and modifications.

7.8 Affiliates Council: Greene
No report.

7.9 Ad Hoc Youth Committee: Shouvlin
The Youth Committee will be meeting on February 5 with the AOA membership committee to discuss the concept for a new Youth membership level in AOA. They have added 3 new members to the committee, Stephanie Block from Illinois, Janice Cizskowski of Massachusetts, and Jennifer Hack of Colorado. The committee has submitted two proposals to the Board in hopes that they will be forwarded to the Show Rules and Judges Advisory committees for their consideration.

7.10 US Alpaca Fiber Council: Synhorst
No report.

8.0 Meeting Wrap:

8.1 Contact the Board Update: Multiple contacts regarding the SRC changes to the small breeders show. The board concluded that it will take no action to change the rules for 2018. Discussion was held on member inquiry about the article named “Monsters on the Ranch” in *Alpacas Magazine*. AOA executive director will review content of future magazine issues.

8.2 Action Items Review: Vigus captured and will forward to board.

8.3 Next Meeting: February 27, 2018.

8.4 Adjournment: Motion by Hull. Motion carried unanimously. Adjourned at 9:09 p.m. EST.

Submitted by Jeff Williamson, Secretary.